

**WAVV 101.1 FM**  
**ALPINE BROADCASTING CORPORATION**

**EEO PUBLIC FILE REPORT**  
**FEB. 1, 2009 – JAN. 31, 2011**

This EEO Public File Report is placed in the WAVV public inspection file pursuant to Section 73.2080(c)(6) of the FCC rules.

During the period beginning Feb. 1, 2009 and ending on Jan. 31, 2011, WAVV posted and filled seven (7) full time employment vacancies for positions as an Account Executive in the sales department. All of these positions were filled by individuals who were not previously employed at WAVV. These seven (7) hires reflect the aggregate number of individuals employed for varying lengths of time within this period, wherein six (6) resigned or were terminated within the period netting the number to one (1) full time position. There were no other open job category positions available during this period.

WAVV placed advertisements in the classified sections of widely circulated local newspapers such as The Naples Daily News and The News-Press. The ads ran for seven (7) days time. WAVV also ran commercial announcements on its air advertising the positions. These announcements reached an audience of over 120,000 people in the Ft. Myers/Naples radio market.

WAVV employs a total of only thirteen (13) full time employees, many of whom have been with the station for ten (10) or more years. Thus, with the exception of the sales staff, there are rarely any other open job positions at the station.

WAVV has already committed to several outreach activities designed to help the public become aware of employment opportunities in the radio industry. WAVV has approached local colleges and universities and has established a formal radio internship program for qualified students who are pursuing a career in radio.

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**JOB TITLE**

**NUMBER OF JOB VACANCIES**

**ACCOUNT EXECUTIVE**

**\*SEVEN (7) HIRES OVER PERIOD  
02/01/09 – 01/31/11**

In the period: Seven (7) hires and six (6) terminations or resignations, net one (1) hire.  
In the period: Total persons interviewed = Nine (9)

**TOTAL SALES STAFF COMPOSITION AND STRUCTURE IS FOUR (4) SALES EMPLOYEES**

THIS IS A HIGH TURNOVER POSITION THUS THE CONTINUAL HIRING AND TERMINATION CYCLE

- **RADIO ADS ON WAVV:** Ads on station: 477 total in period.
- **LOCAL NEWSPAPER ADS:** Ads placed for 7 days each posting.
- **CRAIGSLIST ADS:** Ads placed for 7 days for each posting.
- **WEBSITE ADS – WAVV SITE:** Ads placed for 7 days for each posting.
- **PERSONAL REFERENCES:** Called 3 references provided by individuals
- **OTHER REFERENCE SOURCES AND OUTREACH SOURCES:** Florida Gulf Coast University  
Edison College  
Kent State University  
Hodges University

# RECRUITMENT SOURCES

#ID	ORGANIZATION	ADDRESS	PHONE NUMBER	CONTACT	E-MAIL ADDRESS OR FAX
1	WAVV Website Ads				
2	WAVV Radio Ads				
3	Naples Daily News	1100 Immokalee Rd, Naples FL	239.262.3161		
4	Fort Myers News-Press	2442 Martin Luther King Blvd, Ft Myers	239.335.0200		
5	Craigs List				<a href="http://www.craigslist.com">www.craigslist.com</a>
6	SWFL Hispanic Chamber of Commerce	10051 McGregor Blvd, Ft Myers 33901	239.418.1475	L. Garcia	
7	Kent State University	Franklin Hall 204, Kent, OH 44242-0001	330.672.0890	Jeff Fruit	<a href="mailto:jfruit@kent.edu">jfruit@kent.edu</a>
8	Hodges International College	4501 Colonial Blvd, Ft. Myers	239.938.7890		<a href="http://www.collegecentral.com/hodges">www.collegecentral.com/hodges</a>
9	Florida Gulf Coast University	10501 FGCU Blvd S, Ft Myers	239.590.7946	HR	<a href="mailto:careercenter@fgcu.edu">careercenter@fgcu.edu</a>
10	Florida Association of Broadcasters	201 South Monroe St #201, Tallahassee, FL 32301	850.681.6444	Job Postings	<a href="mailto:intern@fab.org">intern@fab.org</a>
11	Edison State College-Collier	7007 Lely Cultural Pkwy, Naples	239.732.3709	Gary Rhine	<a href="mailto:grhine@edison.edu">grhine@edison.edu</a>
12	Edison State College - Lee	8099 College Pkwy, Ft. Myers	239.489.9394	Kevin Kennedy	<a href="http://www.collegecentral.com/edison">www.collegecentral.com/edison</a>
13	Bonita Springs Chamber	25071 Chamber of Commerce Dr	239.992.2943		<a href="mailto:tiffany@bonitaspringschamber.com">tiffany@bonitaspringschamber.com</a>
14	Lee County Chamber	P O Box 7173 Ft Myers, FL	239.931.0931		<a href="mailto:yes@leecountychamber.com">yes@leecountychamber.com</a>
15	Naples Chamber	2390 Tamiami Trail N #201, Naples	239.262.6376		<a href="mailto:Larson@napleschamber.com">Larson@napleschamber.com</a>
16	Ft Myers Chamber	2310 Edwards Drive, Ft Myers	239.332.3624		<a href="mailto:erika@fortmyers.org">erika@fortmyers.org</a>
17	Southwest Florida Works	4150 Ford St. Ext. Ft. Myers	239.931.8200x1170	Barbara Hartman	<a href="mailto:bhartman@swflworks.org">bhartman@swflworks.org</a>
18	Southwest Florida College	1685 Medical Blvd, Ft Myers	239.939.4766	Theresa Miller	<a href="mailto:tmiller@swfvc.edu">tmiller@swfvc.edu</a>
19	Ave Maria University	5076 Annunciation Cir #104	239.280.2500		<a href="http://www.collegecentral.com/avamarria">www.collegecentral.com/avamarria</a>
20	Barry University	11300 NE 2nd Ave, Miami Shores	800.456.6000x4010	HR	<a href="mailto:careerservices@mail.barry.edu">careerservices@mail.barry.edu</a>
21	Alliance for Women in Media	1760 Old Meadow Rd, Ste #500	703.506.3290		<a href="mailto:info@awrt.org">info@awrt.org</a>
22	Lee/Collier Business Women	895 College Pkwy #07173, FT Myers	230.985.0400	L. Hoffman	
23	Naples United Church of Christ	5200 Crayton Rd, Naples	239.261.5469		<a href="http://www.naplesucc.org">www.naplesucc.org</a>
24	First Baptist Church	3971 Via Del Rey Bonita Springs	239.992.2952		fax 992-9029