

ANNUAL EEO PUBLIC FILE REPORT -- 2010

The purpose of this EEO Public File Report (Annual EEO Report) is to comply with Section 73.2080(c)(6) of the FCC s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

Call sign: 91.3 WHIL-FM, Mobile, Alabama
Licensee: Spring Hill College

The information contained in this Annual EEO Report covers the time period from **March 24, 2009 to, and including, March 31, 2010** (the Applicable Period .

Consistent with the FCC s Rules, this Annual EEO Report contains the following information:

A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;

The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;

Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and...

A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.
The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period.

This Annual Report was placed in each station s public inspection file on **June 1, 2010** and posted on the stations website, in accordance with the FCC s EEO Rules.

ANNUAL EEO PUBLIC FILE REPORT

SECTION 1:

Full-Time Job Openings Filled During This Period
Time Period Covered: **March 25, 2009, to March 31, 2010**
Stations in Employment Unit: WHIL-FM

Full-time positions filled by job title: UNDERWRITING ASSOCIATE
Date filled: JUNE 2009
Recruitment source that referred the person hired: Mobile Press Register
Number of persons interviewed: 10

SECTION 2: Recruitment Sources

Time Period Covered: **May 25, 2009, to May 31, 2010**

Stations in Employment Unit: **WHIL-FM**

1) Recruitment Source: Mobile Press Register Newspaper

Total Number of Interviewees this source has provided during this period: 8

Full-time Positions for which this source was utilized: 1

2) Recruitment Source: The Call News

Total Number of Interviewees this source has provided during this period: 1

Full-time Positions for which this source was utilized: 1

3) Recruitment Source: The Beacon Newspaper

Total Number of Interviewees this source has provided during this period: 1

Full-time Positions for which this source was utilized: 1

4) Recruitment Source: WHIL Website

Total Number of Interviewees this source has provided during this period: 0

Full-time Positions for which this source was utilized: 1

5) Recruitment Source: Spring Hill College Website

Total Number of Interviewees this source has provided during this period: 0

Full-time Positions for which this source was utilized: 1

Additional Recruitment Sources that have requested to be notified of future job openings at the station: NONE

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **March 25, 2009, to March 31, 2010**

Stations in Employment Unit: **WHIL-FM**

INTERNSHIPS (§73.2080(c)(2)(v)).

91.3 WHIL and its affiliated Radio Reading Service for the Blind sources interns from a variety of places including the licensee (Spring Hill College), University of South Alabama, and other institutions in the area.

(MORE)

In the current EEO period the following were granted internships:

Zach Johnson (W/M) USA/Bedsole Fellowship
Devon Golden (W/M) SHC
Elizabeth Pace (W/F) SHC
Chelsea Mack (W/F) SHC
Caitlin Teahan (W/F) SHC
Wei Min (W/M) Baker High School
Cam Williamson (W/M) St Paul's High School

The following Work Study Students were also employed by 91.3 WHIL, through the licensee's Student Activities Department.

Jacob Browning (W/M)
Mike Bustamante (W/M)
Matt Magandy (W/M)

STATION TOURS

An ongoing activity by station staff to educate the public regarding the station and the responsibilities involved in various job positions that may be available.

The following is a list of station tours during the period:

February 18, 2008 - 8:30am SHC Business Communication class, Nichole Larriviere

March 6, 2008 – 10am SHC Business Marketing class, Sharee Broussard

March 14, 2008 9:30am - Home School Student Field Trip Terina Mounce
dttdm2@yahoo.com 607-9439

April 24, 2008 – 9:30am field trip students watched a performance in the school chapel and then a tour of the radio station – Pace (smart) Students Mobile Public Schools.

September 23 2008 -10:30 - 11:00 and again 11:45 - 12:30 SHC Business Communication, Nicole Larriviere

November 6, 2008 – SHC Intro to Mass Communication Class tour with Dr. Christine Kotchemidova (2 classes)

November 4 and 5 - One tour from 9:30 to 10:30 and the other from 10:30-11:30. 2 groups each day. Cheree Douglass, Castlen School

November 12, 2008 – Westminster Village tour of the station Melissa Manjone 626-4104, cell 583-2515

December 2, 2008 - Full Circle Homeschool Support Group. 9am-11. Contact person is Sheryl Abbitt - abbittzoo@hughes.net

December 18 2008 – Prichard Preparatory School Field Trip brought the entire school (45) – contact person Shaquanah Lane

February 17, 2009 SHC Intro to Mass Comm class tour with Dr. Christina Kotchemidova

March 10, 2009 SHC Class with Rebecca Barry

September 29, 2009 – SHC Business Communication with Nicole Larriviere

October 1 2009 - SHC Intro to Mass Communication Class tour with Dr. Christine Kotchemidova (2 classes)

April 16 2010 – Senior Citizen group from St Thomas Church in Chickasaw - 675-3971 or 605-3728 contact person is Joan Squires.

EEO TRAINING FOR UPPER LEVEL MANAGEMENT

On May 11, 2010, the station participated in a two hour nationwide Webinar, in association with the Alabama State Broadcasters Association (ABA), hosted by Brendan Holland of the FCC and underwent a comprehensive review of the policies and procedures regarding a proper EEO program. (See description below)

<p>Topic</p> <p>Navigating the FCC's Equal Employment Opportunity Rules</p> <p>The FCC's current Equal Employment Opportunity rules have been in place for nearly seven years, but now is not the time for broadcasters to coast on auto-pilot.</p> <p>With the next broadcast station license renewal cycle just around the corner in 2011, stations need to make sure that they are familiar with the FCC's EEO rules and are taking all the steps necessary to ensure that they stay out of trouble.</p> <p>EEO continues to be a hot issue for the FCC, and one that draws many fines from the Commission, both at license renewal time and in connection with the ongoing random EEO audits that the FCC conducts several times a year.</p> <p>(MORE)</p>

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC's rules. This session will provide a primer on the FCC's Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the recordkeeping requirements to make sure you keep all the necessary documents to support what the station did.

The goal of the session is to refresh your understanding of the rules, provide insight into the FCC's enforcement and guidance in the past few years, and highlight some common pitfalls.