

WZZS-FM/WZSP-FM Heartland Broadcasting

EEO Public File Report

Oct 1, 2008 - Sep 30, 2009

Station Mailing Address 863-494-4111
 7891 US Highway 17 South Contact: Hal Kneller
 Zolfo Springs, FL 33890 Email: Hal@bull.fm

Updated
8/18/2009

List of all Full-Time Hireses for Heartland Broadcasting Corporation

Job Title	Recruitment Source	Referring Hiree	Date Filled
1 WZSP Sales Rep	Open Oct 1	WZSP On Air	12/31/2008
2 WZZS/WZSP Ops Mgr. / PD	Open May 6	Allaccess.com (Exigent circumstance)	5/11/2009

Recruitment Referral Sources

Organizations Notified of Job Vacancy	Address	Contact Person	Phone	Number of Interviews source referred	Full-Time Positions filled by source
Heartland Career Conn	Sebring, FL	Julie Croft	863-385-3672	0	0
SFCC	Avon Park, FL	Ricardo Pantoja	863-784-7410	1	0
Desoto Sun	108 S. Polk Ave Arcadia, FL 34266	Tami Jewell or Joe Gallimore	863-494-7600	0	0
Charlotte Sun	23170 Harborview Blvd. Port Charlotte, FL	Tami Jewell or Joe Gallimore		2	0
Venice Sun		Tami Jewell or Joe Gallimore		0	0
Hardee Herald Advocate	115 S. 7th Ave Wauchula, FL 33873	Nancy	863-773-3255	0	0
Heartland Sun-Times	4676 US Hwy 27 Sebring, FL 33870	Tami Jewell or Joe Gallimore	863-385-4421	0	0
Allaccess.com	38955 Pacific Coast Hwy	Joel Denver	310-457-6616	3	1
lazeta.fm	7891 US Hwy 17 S. Zolfo Springs, FL 33890	Carolyn Kneller	863-494-4111	0	0
bull.fm	7891 US Hwy 17 S. Zolfo Springs, FL 33890	Carolyn Kneller	863-494-4111	0	0
Highlands Today	P.O. Box 191 Tampa, FL 33601	Dani Celley	863-386-5876	3	0
Yahoo Hot Jobs				0	0
WZZS On Air	7891 US Hwy 17 S. Zolfo Springs, FL	Sherry Good	863-494-4111	0	0
WZSP On Air	7891 US Hwy 17 S. Zolfo Springs, FL	Sherry Good	863-494-4111	15	1
Revista Variedades	P.O. Box 51328 Sarasota, FL 34232	Juan Gomez	941-954-2048	0	0
La Pulga Magazine	Bradenton, FL	Luz Ceballos	941-296-5501	0	0
Walk In				1	0
Total number of interviewees Referred:				25	

For the period from 10/1/08 through 9/30/09, Heartland Broadcasting's Employment Unit interviewed (25) interviewees for Full-Time Jobs and (2) were hired.

Non Vacancy Specific Out Reach Programs:

Scholarship Award

Heartland Broadcasting Corporation awards one senior high school student attending Hardee Senior High School participating in sports a scholarship. The head departments conduct a selection process of all scholarship applicants, and the scholarship is presented during a student awards ceremony. The scholarship is publicized in the newspaper and on air. Students applying for the scholarship have an interest in pursuing an education in broadcasting.

School Visits

2/5/09 SFCC Career Fair. On site GSM and Promotions Dir.
 3/6/09 Desoto Chamber Business Expo.
 4/25/2009 Hardee Sr. High School Career Day.

Explanation of exigent circumstance for Position 2: WZZS/WZSP Op Mgr/PD: An outreach effort for this position was conducted during the prior reporting period 10/1/07-9/30/08. It was filled 8/9/2008. The position re-opened 9 months later. It was a critical need in operating procedure to fill the position immediately. Candidates from prior outreach effort were reconsidered resulting in a decision one week later.