

EEO Report for April 1, 2016 through March 31, 2017

**WKDZ AM/FM & WHVO
Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WKDZ-AM, WKDZ-FM, & WHVO-AM and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning 1 April ‘16 to and including 31 March ‘17 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.208(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for 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
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Job Title: Marketing Specialist (Hired 2) – May 2016

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 14 & 16

Total Persons Interviewed for this Position: 3

Job Title: Marketing Specialist – January 2017

Recruitment Sources Used: Numbers 1 thru 16, excluding 5

Recruitment Source of this Hire: 15

Total Persons Interviewed for this Position: 4

Job Title: News Reporter – February 2017

Recruitment Sources Used: Numbers 1 thru 16, excluding 5

Recruitment Source of this Hire: 13

Total Persons Interviewed for this Position: 4

Total Number of Persons Interviewed for Full-Time Positions: 11

(Total Number of Interviewees referred by each source is in parenthesis following the source name.)

Recruitment Sources:

1. Murray State University – Hopkinsville Campus
5305 Ft. Campbell Blvd.
Hopkinsville, KY 42240
Lisa Joiner
270-707-1526
2. MSU – Murray Campus
Bob Lochte
270-809-2387
3. Austin Peay State University
P. O. Box 4567
Clarksville, TN 37044
Dr. Mike Gotcher, Dr. David Von Palko
931-221-7868
4. Western Kentucky University Career Services Center
1906 College Heights Blvd. #11012
Bowling Green, KY 42101
Rebecca Tinker
270-745-3095
5. Daymar College
Connie Holley
270-444-9676
6. Hopkinsville Community College
720 North Drive
Hopkinsville, KY 42240
Kanya Allen
270-707-3827
7. Hopkinsville Human Relations Commission
101 N. Main St.
Hopkinsville, KY 42240
Bernard Standard
270-887-4010
8. Housing Authority of Hopkinsville

400 N. Elm St.
Hopkinsville, KY 42240
Vickie Smiley
270-887-4275 ext. 1109

9. Trigg County High School
ASK Youth Services Center
202 Main St.
Cadiz, KY 42211
Laura Shelton
270-522-2200 ext 4118
10. Western Kentucky University
Broadcast Dept.
216 Mass Media & Technology Hall
1906 College Heights Boulevard #11070
Bowling Green, KY 42101-1070
Victoria LaPoe
Victoria.lapoe@wku.edu
11. Kentucky Broadcasters Assn. Web Site Job Bank (1)
101 Enterprise Drive
Frankfort, KY 40601
Laura Cole
1-888-843-5221
12. Posting on Our Own Web Sites (2)
13. On Air Announcements (2)
14. Referred from Staff (2)
15. Outside Referral (3)
16. Current Employee (1)

EEO RECRUITMENT

Ongoing	Radio Ad campaign & web campaign for Marketing Specialists.
5/3/16	Notified all sources of Marketing Specialist position opening
5/16/16	Becky Williamson promoted to full-time
6/1/16	Heather Riley began employment as Marketing Specialist

12/19/16 Notified all sources of Marketing Specialist position opening

2/3/17 Karen Hanvey began full-time employment as Marketing Specialist

2/2/17 Notified all sources of News Reporter position opening

2/21 – 2/17 Conducted interviews for News Reporter position

3/13/17 Tammy Hancock began full-time employment as News Reporter

3/13/17 Notified all sources of Sports opening

EEO OUTREACH PRONG

April 1, 2016 - March 31, 2017

Thru May 2016 High School coop student mentorship; hired student part-time for summer following completion of high school coop program

Thru 4/15/16 Radio campaign continued for applications for DJ Everett III Broadcast Scholarship. Raised \$15,000 and donated to the Cadiz Rotary Club to continue funding for this project.

Thru Aug 2016 Hired mentor for junior news reporter

Aug –May 2017 Sponsored Senior Reporter through Leadership Christian County program as she trains to become Assistant News Director for WKDZ/WHVO

4/8/16 Participated in Career Fair at South Christian School

4/18-4/22/16 Hosted a high school senior as part of intersession week Trigg Co High School. Spent time in every department and with every manager.

May – Aug Provided mentorship for aspiring-to-be videographer who is a student at MSU; Awarded 2nd Annual DJ Everett III scholarship

5/4-5/5/16 Group GM attended Local Media Association Conference in Chicago.

5/16 Assistant PD participated in Work Ready Initiative Graduation for Trigg Co. These are students who qualified to be work ready. Presented career choices at WKDZ/WHVO.

5/15 – 5/18 GM and Director of Business Development attended International Broadcasters Conference in Little Rock

6/5 – 6/8 GM and Director of Business Development attended Promotions Summit in St. Louis

6/22-8/5 Sponsored intern in Business Department

- 6/24 & 7/15 Senior Reporter presented to middle and high school students about career opportunities in radio and digital.
- 8/23- 8/25 Assistant Program Director won a scholarship and participated in BMI's Rising Through the Ranks
- September President/CEO served on scholarship committee to select International Broadcasters Idea Bank Scholarship Recipient
- 9/20 – 9/23 Management team attended RAB Radio Show in Nashville; GM served on panel
- 10/10-10/12 Sales dept. attended KBA conference; GM did presentation for conference
- 10/13 President presented a mentoring leadership program for women for the Christian County Chamber of Commerce; Shared career highlights and opportunities in a broadcast operation
- 10/16-10/19 GM attended International Broadcasters Conference in Buffalo, NY
- 11/9 – 11/11 News Director attended National Association of Farm Broadcasters Conference
- 11/16 Assistant News Director volunteered to work with the Christian County Public Schools Workforce Innovation Career Carousel.
- 1/16 Conducted a full day sales retreat for Marketing Specialists and digital team to learn more about how to deal with customers
- 1/19 – 1/22 Newest Marketing Specialist, Newly Promoted Digital Revenue Coach and 4 managers attended International Broadcasters Idea Bank Workshop. President/CEO did presentation on integrated marketing.
- 1/27 Participated in Christian County High School Career Fair for Juniors and Seniors. Distributed information about career opportunities at WKDZ/WHVO.
- 1/31/17 Stations sponsored Leadership Trigg Youth to learn about radio and digital and to explore career options in media.
- 2/16/17 Participated in "Reality Store" for Trigg Co. Students
- 2/16/17 WKDZ/WHVO hosted Adult Leadership Trigg class for Media Day. We shared with the students about all types of careers available with our company and allowed the students some hands-on opportunities on the radio as well as in our digital division.
- 2/17/17 Teamed with another broadcast group to do an off-site retreat to provide enhanced training for sales, sales assistants and sales managers. Seven members of our team participated.

- 3/1 – 4/10 Ran a radio campaign announcing the D J Everett, III broadcast scholarship and mentorship established and funded via WKDZ/WHVO radio stations. This also included website promotion and submissions.
- 3/3 Assistant News Director spoke at Operation Preparation for Hopkinsville Middle School students on how to better prepare for careers.
- 3/8 Two employees served on a panel at the Hopkinsville Community College Regional Entrepreneur Conference. Subjects were marketing and digital.
- 3/10 Program Director provided information on career choices at Christian County Middle School's Operation Preparation.
- 3/10 News Reporter participated in Career Fair at Pembroke School sharing with students how new media has impacted the news industry.
- 3/10 Team member participated in Career Fair at South Christian School. He distributed materials on career choices with Ham Broadcasting Co. Inc.
- 3/16 News Director served as a presenter at the Trigg Intermediate School Career Fair. He talked about careers in radio and about what his career consisted of on a daily basis and its impact on our community.
- 3/29 Webmaster participated on a panel at Marketing Bootcamp as part of the Kentucky Innovation Network.
- 3/30 Operations Manager and Director of Business Development spoke with Broadcasting Capstone Class at Western Kentucky University about career opportunities in broadcasting.

Ongoing:

RAB Sales Training Academy & rab.com available and used by sales team

Partnered with Second Street to providing ongoing training on how to use digital products.

Radio Ad campaign & web campaign for Marketing Specialists

In-House Sales Academy for new marketing specialists

Group GM is serving as facilitator/host/mentor for the Trigg Leadership Program

Digital Manager serving on Alumni Board of Kentucky Wesleyan College

Group GM serving on Hopkinsville Community College Foundation board

Group GM chairing education grant committee for Cadiz Rotary Club

Partnership with Trigg County Schools and Trigg Co. Economic Development to assist with students receiving Work Ready Skills Certificates to enhance employment opportunities

Mentorship program in-house for new marketing specialist; Mentor is training to move into management

Joined Local Media Association to provide at least one monthly seminar on various media topics

Narrative Statement

Ham Broadcasting Co. Inc. fulfilled all recruitment requirements by posting full-time job vacancies with all recruitment sources and referral sources. We had 16 recruitment sources.

Ham Broadcasting Co. Inc. engaged in numerous outreach initiatives including, but not limited to:

1. Career Days/Career Fairs/Information Distribution

- | | |
|-------------|--|
| 4/8/16 | Participated in Career Fair at South Christian School |
| 5/16 | Assistant PD participated in Work Ready Initiative Graduation for Trigg Co. These are students who qualified to be work ready. Presented career choices at WKDZ/WHVO. |
| 6/24 & 7/15 | Senior Reporter presented to middle and high school students about career opportunities in radio and digital. |
| 11/16 | Assistant News Director volunteered to work with the Christian County Public Schools Workforce Innovation Career Carousel. |
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2. Internship Program

All managers are encouraged to assist with recruiting interns. We hired/sponsored 4 interns during this reporting cycle and hired two of them part time upon completion of the internship.

- 6/22 – 8/5 Hosted and paid student part-time for summer, providing an opportunity to learn the business aspect of broadcasting.
- 6/1- 8/15 Hosted ag intern in partnership with National Assoc. of Farm Broadcasters

3. Establish Scholarship Program/Mentoring Program

Thru May 2016 High School coop student mentorship

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4. **Ongoing training program designed to enable station personnel to acquire skills that could qualify them for higher-level positions. HBC highly encourages promotions from within and mandates training for all staff.**

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2/17/17 Teamed with another broadcast group to do an off-site retreat to provide enhanced training for sales, sales assistants and sales managers. Seven members of our team participated.

Ongoing: RAB Academy training provided for all sales staff

Weekly training provided for all sales staff

Monthly in-depth Sales Academy for Marketing Specialists

Weekly management training for entire management team

Monthly staff training provided for 2 hours

Weekly Think Tank Tuesday Team meets to train and create new media opportunities for the company

Partnered with Second Street to providing ongoing training on how to use digital products

Membership in Local Media Association to provide training webinars and seminars