**EEO Report for April 1, 2022 through March 31, 2023**

**WKDZ AM/FM – WHVO - WPKY**

**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 WPKY-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 ’22 to and including 31 March ‘23 (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: Broadcast Journalist – 2/1/23 Start Date**

Recruitment Sources Used: Numbers 1 thru 18

Recruitment Source of this Hire: 15

Total Persons Interviewed for this Position: 5

**Job Title: Marketing Specialist – 3/16/23 Start Date**

Recruitment Sources Used: Numbers 1 thru 18

Recruitment Source of this Hire: 16

Total Persons Interviewed for this Position: 8

Total Number of Persons Interviewed for Full-Time Positions: 13

(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. Austin Peay State University

P. O. Box 4567

Clarksville, TN 37044

Dr. Mike Gotcher, Dr. David Von Palko

931-221-7868; 931-221-6364

3. Hopkinsville Community College

720 North Drive

Hopkinsville, KY 42240

Kanya Allen

270-707-3827

4. Trigg County High School

ASK Youth Services Center

202 Main St.

Cadiz, KY 42211

Laura Shelton

270-522-2200 Ext. 4118

5. Western Kentucky University

Broadcast Dept.

216 Mass Media & Technology Hall

1906 College Heights Boulevard #11070

Bowling Green, KY 42101-1070

Teresa Jameson

[Teresa.jameson@wku.edu](mailto:Teresa.jameson@wku.edu)

6. Western Kentucky University

Broadcast Dept.

216 Mass Media & Technology Hall

1906 College Heights Boulevard #11070

Bowling Green, KY 42101-1070

Brad Pfranger

Bradley.pfranger@wku.edu

7. Murray State University – Murray Campus

Dr. Debbie Owens

270-809-6318

[dowens@murraystate.edu](mailto:dowens@murraystate.edu)

8. West Kentucky Workforce Board

Tom Sholar

[Tom.sholar@ky.gov](mailto:Tom.sholar@ky.gov)

9. Trigg Co. Chamber of Commerce

Beth Sumner

[beth@triggchamber.org](mailto:beth@triggchamber.org)

10. Todd Co. Chamber of Commerce

Tiffany Groves

[info@toddchamber.com](mailto:info@toddchamber.com)

11. Princeton-Caldwell Co. Chamber of Commerce

Heather Riley

Princetonkychamber@gmail.com

12. Kentucky Broadcasters Assn. Web Site Job Bank

101 Enterprise Drive

Frankfort, KY 40601

Karen Mucci/Liza Livers

1-888-843-5221

13. Posting on Our Own Web Sites (1)

14. On Air Announcements (4)

15. Referred from Staff (4)

16. Outside Referral (2)

17. Current Employee

18. Social Media (2)

**April 1, 2022 – March 31, 2023**

**EEO RECRUITMENT**

5/23-6/30/22 Ran radio campaign for Broadcast Journalist – new position (No

5/19/22 Notified Sources of Broadcast Journalist position

11/9-11/30/22 Ran radio campaign for Broadcast Journalist – new position.

11/8/22 Notified Sources of Broadcast Journalist position

2/1/23 Hired Broadcast Journalist

2/9/23 Notified Sources of Marketing Specialist position

3/16/23 Marketing Specialist Hired

**OUTREACH PRONG**

4/4 – 4/30/22 Ran radio campaign for ag internship. Ag intern works directly with news/ag director for the summer.

4/6-4/30/22 Ran radio campaign for DJ Everett III Scholarship, which was established by our company to honor our former owner. We raise money every year and donate it to the DJ Everett II Scholarship fund and then select a student each year to receive a scholarship.

5/15-5/18/22 GM attended International Broadcasters Conference in Montgomery, AL for professional development.

5/18/22 WKDZ/WHVO funded, advertised, processed and awarded the DJ Everett III Broadcast Scholarship and Mentorship in partnership with the Cadiz Rotary Club.

6/1 – 7/31/22 Hired Ag Edge Intern who worked for 8 weeks in the news and ag division. Ag intern worked daily on the development of our statewide radio. She also learned about the marketing aspect of our business, using social media and radio to promote ag. This led to a part-time position while she attends college.

8/12/22 News & Ag Director served as Master of Ceremonies for Trigg Co. Farm Bureau Outstanding Youth Contest, answering questions about agriculture and communications.

8/17/22 Hosted Leadership Trigg Class and talked about career opportunities in the broadcast industry.

8/30/22 Hosted Military Spouses from Fort Campbell and shared employment opportunities.

8/24 – 9/15/22 Co-sponsored Regional Job Fair – Step Into a Job Hiring Event with West Kentucky Workforce Development. Ran extensive radio and digital campaign promoting regional job fair, co-sponsored by WKDZ/WHVO/WPKY. Included radio, digital billboards, email marketing, etc.

9/2/22 Ag & News Director moderated a panel of agriculture and agribusiness leaders for the Christian County Leadership program. Talked about farm broadcasting and media.

9/14/22 News & Ag Director coordinated and hosted Trigg Leadership Ag Day, sharing with class members career opportunities including ag broadcasting.

9/15/22 Co-sponsored 7 county-wide job fair. Promoted on all radio stations, billboards, social media, email marketing, etc. Sponsored booth to educate people about positions with our company such as producers, journalists, marketing specialists, etc. Distributed materials about positions within our company and sought out candidates for our Marketing Specialists, journalists and producers.

9/25 – 9/27/22 GM, DBD, Sales Director, Digital Manager, PD, Broadcast Journalist and 2 Marketing Specialists (Desiring to move into Leadership roles) attended Kentucky Broadcasters Conference in Owensboro. Attended some excellent training/educational sessions.

10/23-10/26/23GM, DBD, Sales Director attended International Broadcasters Conference in Indianapolis, which provided wonderful growth opportunities for management.

10/20/22 Journalist represented us at Murray State University’s Meet the Pros, whereby students majoring in advertising, graphic communications media, journalism, public relations, and television production were in attendance. We shared information about positions in our company.

10/20/22 News & Ag Director spoke with Trigg Leadership Class and discussed career opportunities in news and agriculture broadcasting.

10/21/22 News & Ag Director spoke to the Christian County Youth Leadership about Ag Communications and the role that it fills in agriculture.

10/26/22 News & Ag Director met with Kentucky Agriculture Leadership Program during their Western Kentucky tour of Agriculture to discuss the role of farm broadcasting in Kentucky. Provided information on career opportunities and how to find qualified leads.

11/4/22 Marketing Executive hosted a college student for a day of shadowing in order to learn more about careers in broadcasting. They worked in the field together on sales and marketing presentations.

11/18/22 Senior Marketing Specialist spoke with Lyon Co. High School Marketing Class on career opportunities in broadcasting.

12/6/22 Hosted ½ day workshop for Leadership Trigg Youth class. Each manager shared about their role with our company and discussed in depth the various career opportunities we offer.

12/9/22 Director of Business Development hosted a student interested in learning more about broadcasting for a half day.

1/9/23 Conducted a full day sales retreat for our sales team.

1/13/23 Senior Marketing Specialist participated in a mentorship session for Caldwell County Students.

1/13-1/15/23 PD, DBD, GM, Sales Director, PD, and 2 Marketing Specialists attended a sales/programming weekend workshop in St. Louis.

2/3/23 News & Ag Director served on a panel for an Employability Workshop at Christian County High School. He shared job skills needed and career opportunities.

2/28/23 President & CEO met with Trigg County High School’s “Lead Like a Girl” class and talked about what it takes to be a leader and gaining positions in broadcasting.

3/9/23 Broadcast Journalist spoke with 85 – 90 students at Farmington Elementary Career Day. He answered questions about radio careers, a day in the life of a journalist, and how technology has changed the business. 2 Hours

3/10/23 Marketing Specialist met with students at South Christian during a half day Career Fair. He shared broadcast career opportunities.

3/14/23 President of company formed a Futures Team, made up of 7 aspiring younger employees. This team will meet every 4 to 6 weeks to talk about the future of our industry and to work on skills they will need to move into leadership roles in our company (or in the industry). A team leader will give a progress report at each staff meeting (held monthly). This team is designed to prepare for future leadership.

**Ongoing:**

Summer of 2022 – Mentored a high school student and a college student who had an interest in broadcasting. Led to hiring one as a part time producer and one as a freelance writer for the news department.

Operations Manager and News Director mentored daily a broadcast journalist who may have some desire to move up. He was coached and trained in writing and anchoring. He worked daily with a seasoned anchor with the anticipation of moving into that role with time.

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

Weekly training provided for all sales staff

Monthly in-depth Sales Academy for Marketing Specialists

Weekly management training for entire management team

Weekly writing/video/coverage training for sports reporters.

Weekly writing/news coverage/video training for news reporters.

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

Group GM chairing education grant committee for Cadiz Rotary Club, guiding students with interest in journalism, broadcasting, marketing.

News Director serving on National Farm Broadcasters awards committee that selects Farm Broadcaster of the Year and Horizon Award Winner

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

**Narrative Statement**

Ham Broadcasting Co. Inc. added two positions during this reporting period. We had 18 recruitment sources for two hires. Ham Broadcasting Co. Inc. fulfilled all recruitment requirements by posting full-time job vacancies with all recruitment sources and referral sources.

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

1. **Job Fairs/Career Days/Career Fairs/Information Dissemination**

8/24 – 9/15/22 Co-sponsored Regional Job Fair – Step Into a Job Hiring Event with West Kentucky Workforce Development. Ran extensive radio and digital campaign promoting regional job fair, co-sponsored by WKDZ/WHVO/WPKY. Included radio, digital billboards, email marketing, etc.

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12/6/22 Hosted ½ day workshop for Leadership Trigg Youth class. Each manager shared about their role with our company and discussed in depth the various career opportunities we offer.

2/3/23 News & Ag Director served on a panel for an Employability Workshop at Christian County High School. He shared job skills needed and career opportunities.

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3/10/23 Marketing Specialist met with students at South Christian during a half day Career Fair. He shared broadcast career opportunities.

Ongoing: Group GM chairing education grant committee for Cadiz Rotary Club, sharing various broadcast career opportunities with students

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

1. **Internship Program/Coop Program**

All managers are encouraged to assist with recruiting interns. We hired/sponsored one internship during this reporting cycle. The schools did not have a coop program due to covid.

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Ongoing: News Director serving on National Farm Broadcasters awards committee that selects Farm Broadcaster of the Year and Horizon Award Winner

1. **Establish Scholarship Program/Mentoring Program & Assist with Others**

4/6-4/30/22 Ran radio campaign for DJ Everett III Scholarship, which was established by our company to honor our former owner. We raise money every year and donate it to the DJ Everett II Scholarship fund and then select a student each year to receive a scholarship.

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1/13/23 Senior Marketing Specialist participated in a mentorship session for Caldwell County Students.

2/28/23 President & CEO met with Trigg County High School’s “Lead Like a Girl” class and talked about what it takes to be a leader and gaining positions in broadcasting.

Ongoing: Provided Scholarships/Mentorships for 2 students who are attending college that received the DJ Everett III Radio Scholarship & Mentorship, given in honor of our former owner. The mentorship is for a student desiring a career in broadcasting or journalism.

Summer of 2022 – Mentored a high school student and a college student who had an interest in broadcasting. Led to hiring one as a part time producer and one as a freelance writer for the news department.

1. **Ongoing Training Program designed to enable station personnel to acquire skills that could qualify them for higher-level positions. Ham Broadcasting Co., Inc. highly encourages promotions from within and mandates training for all staff.**

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Ongoing Training:

Operations Manager and News Director mentored daily newly hired reporter who may have some desire to move up. He was coached and trained in writing and anchoring. He worked daily with a seasoned anchor with the anticipation of moving into that role with time.

General Manager and Sales Manager provided daily training and mentorship for a Marketing Specialist who desires to move into management.

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

Weekly training provided for all sales staff

Monthly in-depth Sales Academy for Marketing Specialists

Weekly management training for entire management team

Weekly writing/video/coverage training for sports reporters.

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

Weekly news writing/reporting/video training for entire news department.