# EEO PUBLIC FILE REPORT

FOR

**WKRR (FM) & WKZL (FM)**

This EEO Public File Report

Covers the period August 1, 2023, through July 31, 2024

**EEO Annual Public File Report**

**WKRR (FM) & WKZL (FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of

the Federal Communication Commission 's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc, of Tennessee, licensee of WKRR (FM) & WKZL (FM).

This Report will be placed in the online public inspection files of stations WKRR (FM) and WKZL (FM) 's public inspection file and posted on each station’s website.

The information contained in this Report covers the period August 1, 2023 through July 31, 2024 (the “·Reporting Period”).

Sections 1 through 3 below are intended to provide the information required by the FCC 's EEO Rule.

Section 2 contains the following information for each full-time vacancy:

The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone

\*

number;

* The recruitment source that referred the hiree for each ful1- time vacancy;
* The total number of person s interviewed for each full-time vacancy; and,

The total number of interviewees referred by each recruitment source used in connection with each vacancy.

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Section 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Richard Harlow, Market Manager, at (336) 274-8042.

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**EEO PUBLIC FILE REPORT**

**August 1, 2023 - July 31, 2024**

1. **VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

|  |  |  |  |
| --- | --- | --- | --- |
| **Position Title** | **Total No.**  **Interviewees for the Vacancy** | **Recruitment Source of Hiree** | **Recruitment Sources Utilized (see attached list of sources)** |
| Digital Campaign Manager  Hire Date: 10-23-23 | 4 | 31 | 29, 31 |
| Account Executive  Hire Date: 7-1-24 | 2 | 31 | 25, 29, 31 |

Total number of persons interviewed during the Reporting Period: 6

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**EEO PUBLIC FILE REPORT**

**August 1, 2023 - July 31, 2024**

1. **MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

|  |  |  |  |
| --- | --- | --- | --- |
| RS Number | **RS Information** | **Source Entitled to Vacancy Notification?**  **(Yes/No)** | **No. of Interviewees Referred by RS Over Reporting Period** |
| 1 | **Bennett College**  900 E. Washington St  Greensboro, NC 27401  Darryl Johnson  336-517-2358 | N |  |
| 2 | **NC Works Career Center**  2301 W. Meadowview Rd  Greensboro, NC 27407  Charles Diggs  336-297-9444 | N |  |
| 3 | **NC Works Career Center**  607 Idol Street  High Point, NC 27262  Matthew Fowler  336-882-4141 | N |  |
| 4 | **Greensboro Chamber of**  **Commerce**  111 W. February Place  Greensboro, NC 27401  Barbara West  336-387-8312 | N |  |
| 5 | **Greensboro College**  815 W. Market Street  Greensboro, NC 27404  Caryn Atwater  336-272-7102 Ext. 5370 | N |  |
| 6 | **Guilford College**  5800 W. Friendly Avenue  Greensboro, NC 27410  Rebekah A. Funicello  336-316-2343 | N |  |
| 7 | **Guilford Technical Community College**  PO Box 309  Jamestown, NC 27282  Susan DeHart  336-334-4822 Ext. 50169 | N |  |
| 8 | **High Point University**  833 Montilieu Avenue  High Point, NC 27262  Manual Posting  336-841-9677 | N |  |
| 9 | **NAACP**  1200 E. Market Street  Greensboro, NC 27401  Gladys Shipman  336-273-1222 | N |  |
| 10 | **North Carolina A&T University**  1601 E. Market Street  Greensboro, NC 27411  Cynthia Downing  336-334-7755 | N |  |
| 11 | **UNC-Greensboro**  Room 1 Elliot University Center  Greensboro, NC 27402  Catherine Goetz - Stephanie Webber | N |  |
| 12 | **Urban League**  201 W. 5th Street  Winston-Salem, NC 27101  Celeste Gilreath  336-717-1247 | N |  |
| 13 | **Urban Ministry**  305 W. Gate City Blvd.  Greensboro, NC 27406  Mark Sumerford  336-553-2645 | N |  |
| 14 | **Wake Forest University**  PO Box 7427  Winston-Salem, NC 27109  Dana Hutchens  [hutchens@wfu.edu](mailto:hutchens@wfu.edu) | N |  |
| 15 | **Winston-Salem Chamber of Commerce**  411 W. Fourth Street, 211  Winston-Salem, NC 27101  Patricia Newman  336-728-9203 | N |  |
| 16 | **Women's R’source Center**  628 Summit Avenue  Greensboro, NC 27405  Chewan Moore  336-275-6090 | N |  |
| 17 | **Winston-Salem State University**  601 Martin Luther King, Jr. Drive  Winston-Salem, NC 27110  Miles Winston  336-750-3244 | N |  |
| 18 | **Greensboro News & Record**  200 E. Market Street  Greensboro, NC 27401  Tomoko Cormier  336-373-7238 | N |  |
| 19 | **High Point Enterprise**  213 Woodbine Street  High Point, NC 27260  r[bean@hpenews.com](mailto:bean@hpenews.com) | N |  |
| 20 | **Winston-Salem Journal**  200 E. Market Street  Greensboro, NC 27401  Tomoko Cormier  336-373-7238 | **N** |  |
| 21 | **Piedmont Help Wanted.com**  Classified/Employment  1 Civic Center Plaza #506  Lagrangeville, NY 12540  845-471-5200 | N |  |
| 22 | **All Access Website**  [www.allaccess.com](http://www.allaccess.com) | N |  |
| 23 | **College/University Job Fair**  Greensboro/Burlington NC  DBC Promotions Staff | N |  |
| 24 | **Indeed Website**  www.indeed.com | N |  |
| 25 | **Word of Mouth/Employee Referral** | Y |  |
| 26 | **Walk-In-Self Referral** | N |  |
| 27 | **Accounting Principles**  4100 Mendenhall Oaks Parkway, Suite 150  High Point, NC 27265  Rosyln Byrd  336-291-1937 | N |  |
| 28 | LinkedIn | N |  |
| 29 | **Dick Broadcasting Website**  www.dickbroadcasting.com | Y |  |
| 30 | **Media Staffing Network**  PO Box 4064  Greensboro, NC 27404  Cori Hirsh  336-698-3345 | N |  |
| 31 | **Job Target**  600 Summer Street  Stamford, CT 06901  Richard Jones  860-271-7248 | Y |  |

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**EEO PUBLIC FILE REPORT**

**August 1, 2023 - July 31, 2024**

1. **RECRUITMENT INITIATIVES**

|  |  |  |
| --- | --- | --- |
| **Activity Classification\*** | **Type of Activity** | **Brief Description** |
| 4 | Career Day | On April 11,2024 Jason Carter, On-Air Personality, attended the Career Fair at Weaver Academy in Greensboro, NC. |
| 5 | Internship Program | On August 10, 2023 Matt Wells, Promotions Director and Barry Brown, HR Manager met with UNC-G intern office to discuss options to create more interest in students applying for internships. |
| 8 | Training Program to Enable Station Personnel to Acquire Skills for Higher Level Positions | Market Manager, Richard Harlow, conducts weekly Sales Meetings that include training each week, as well as opportunities for employees to keep advancing in the company and the industry. |
| 10 | Participation in Events/Program Sponsored by Educational Institutions | On November 20, 2023, the Market Manager spoke at HP University to two podcasting classes. He spoke on sales and selling advertising.  The students will use the skills they learn to complete their final exam sales presentation where they must complete a sales pitch for their personal podcast. |  |
| 10 | Participation in Events/Program Sponsored by Educational Institutions | Market Manager spoke to students on April 15 and 17, 2024 at High Point University regarding careers in advertising sales. |  |
| 16 | Participation in other Activities designed by the station to disseminate information about employment opportunities | Date: Any Openings  Dick Broadcasting Company routinely advertises any open position on each of the Greensboro stations and their respective audio streams and websites at [www.rock92.com](http://www.rock92.com/) and [www.](http://www/)1075kzl.com. In addition, groups and organizations who wished to be notified of openings are encouraged to make their request to the station(s) via phone, fax, e-mail or in person |  |
| 16 | Participation in other Activities designed by the station to disseminate information about employment opportunit | Participated in the NCAB virtual job fair September 18-22, 2023 by providing information for open positions |  |

* **` For “Activity Classification”, use “1” through “16” in accordance with attached list.**

**Menu Option Classifications**

* 1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
  2. Hosting of at least one job fair;
  3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
  4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
  5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
  6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies.)
  7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
  8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
  9. Establishment of a mentoring program for station personnel;
  10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;

11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;

1. Listing of each upper-level category opening in job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
2. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;

14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;

1. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
2. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who otherwise might be unaware of such opportunity.