

EEO PUBLIC FILE REPORT

FOR

WKRR (FM) & WKZL (FM)

This EEO Public File Report
Covers the period August 1, 2025, through July 31, 2026

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 file of stations WKRR (FM) and WKZL (FM) and posted on each station's website.

The information contained in this Report covers the period August 1, 2025 through July 31, 2026 (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 full-time vacancy
- * The total number of person s interviewed for each full-time vacancy
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy

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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I. 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)
Marketing Consultant Hire Date 01/02/2026	4	31	25, 29, 31
Marketing Consultant Hire Date 07/20/2026	6	31	25, 29, 31

Total number of persons interviewed during the Reporting Period: 10

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II. 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. 5 th 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	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 rbean@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	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 Roslyn 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	10

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III. RECRUITMENT INITIATIVES

Activity Classification*	Type of Activity	Brief Description
1	Career Fair	Assistant Program Director, Josie Cothran, and On-Air personality, Holly Williams attended a career fair at Weaver High School. They spoke to about 250 students about careers in the radio broadcasting industry. This was October 16, 2025
10	Participation in Events/Program Sponsored by Educational Institutions	Taylor Dick, President and Richard Harlow, Market Manager attended the annual NCAB luncheon at Elon University on June 2, 2026. The Dean of the School of Communications spoke and we toured their facilities.
5	Internship Program	DBC had four interns in the reporting period. Two from UNC-G, one from NCA&T and one from Greensboro Day School. Their duties included: Creating social media posts Filming and editing videos for the morning shows Participation in on-air skits Assisting at promotional events Attending promotions meetings Assisting with other office duties
8	Training Program to Enable Station Personnel to Acquire Skills for Higher Level Positions	The Market Manager 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	Human Resources Manager attended a Career Day at Forsyth Technical Community College in Winston-Salem on December 17, 2025. He spoke with students on careers in radio to include: sales, digit advertising, website maintenance.

10	Participation in Events/Program Sponsored by Educational Institutions	Assistant VP of Programming spoke to students of a broadcasting class at UNC-G on March 23, 2026. Discussed items included: music scheduling, on-air delivery, music research, record labels and future careers in radio broadcasting.
10	Participation in Events/Program Sponsored by Educational Institutions	Human Resources Manager and Market Manager attended a Career Day at High Point University in High Point on February 10, 2026. They spoke with students on careers in radio to include: sales, digit advertising, website maintenance.
10	Participation in Events/Program Sponsored by Educational Institutions	Market Manager spoke to a communications class at High Point University on November 17, 2025. The topic was ‘the importance of a good Client Needs Analysis’ and how it leads to a good presentation
10	Participation in Events/Program Sponsored by Educational Institutions	On-Air Talent, and college instructor at UNC-G, Holly Williams, brought 5 students to the studios on April 29, 2026. The students were shown the morning show board and learned about WideOrbit screens, the Vox Pro, Instant Replay machine, and how callers are able to get on air. After discussing voice tracking, two students were able to practice. They were also learned what is required of a promotions assistant.
16	Participation in other Activities designed by the station to disseminate information about employment opportunities	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 and www.1075kzl.com ..

* ` 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;
12. 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;
13. 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;
15. 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;
16. 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.