# EEO PUBLIC FILE REPORT

FOR

**WERO (FM), WQSL (FM),**

**WQZL (FM), WRNS (AM),  
WRNS (FM) & WXQR (FM)**

This EEO Public File Report

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

**EEO Annual Public File Report**

**WERO (FM), WQSL (FM),**

**WQZL (FM), WRNS (AM),  
WRNS (FM) & WXQR (FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc. of Tennessee, licensee of WERO(FM), WQSL(FM), WQZL(FM), WRNS(AM), WRNS(FM) & WXQR(FM).

This Report will be placed in the online public inspection file of stations WERO(FM), WQSL(FM), WQZL(FM), WRNS(AM), WRNS(FM) & WXQR(FM) 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 contain 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 hire for each full-time vacancy;
* The total number of persons interviewed for each full-time vacancy; and,
* 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 Tony Denton, Market Manager, at (252) 639-7901.

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**I. VACANCY LIST**

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

| **Job Title** | **Total No.**  **Interviewees for the Vacancy** | **RS Referring Hiree** | **Recruitment Sources Used to Fill Vacancy** |
| --- | --- | --- | --- |
| Sales Account Executive\*\*\*  Hire Date: 9-11-23 | 1 | 20 | 2, 20, 22, 24 |
| Sales Account Executive\*\*\*  Hire Date: 9-12-23 | 1 | 22 | 2, 20, 22, 24 |
| Promotions Coordinator  Hire Date: 11-1-23 | 4 | 20 | 2, 20, 22, 24 |

\*\*\* The Employment Unit hired 2 Sales Account Executives based on the applicant pool generated from this one job vacancy posting.

Total number of persons interviewed during the Reporting Period: 6

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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 | **Craven 100 Alliance**  406 Craven Street  New Bern, NC 28562  Timothy Downs  252-639-5300 | N |  |
| 2 | **Dick Broadcasting Company**  [www.dickbroadcasting.com/careers](http://www.dickbroadcasting.com/careers) | Y |  |
| 3 | **East Carolina Help Wanted Website**  [www.eastcarolinahelpwanted.com](http://www.eastcarolinahelpwanted.com) | N |  |
| 4 | **East Carolina University**  701 E. 5th Street  Greenville, NC 27858  Contact: Career Services [career@ecu.edu](file:///C:\Users\Downloads\career@ecu.edu)  252-328-6050 | N |  |
| 5 | **Onslow County Job Link**  461 Western Blvd  Jacksonville, NC 28546  Contact: Ralph Leeds  910-347-2121 | N |  |
| 6 | **Lenoir County Job Link**  P.O. Box 188  Kinston, NC 28502  Contact: Phoebe Emory  252-527-6223 | N |  |
| 7 | **Craven County Job Link**  1305 Simmons Street  New Bern N.C. 28562  Contact: Joy Hudson  252-527-6223 | N |  |
| 8 | **Carteret County Job Link**  309 Commerce Ave  Morehead City, NC 28857  Contact: Larry Woods  252-726-7151 | N |  |
| 9 | **Craven Community College**  800 College Ct  New Bern, NC 28562  Contact: Katherine Tuttle ([tuttle@cravencc.edu](file:///C:\Users\Downloads\tuttle@cravencc.edu))  252-638-4597 | N |  |
| 10 | **Coastal Carolina Community College**  444 Western Blvd  Jacksonville, NC 28546  Contact: James Anderson ([anderson@coastalcarolina.edu](file:///C:\Users\Downloads\anderson@coastalcarolina.edu))  910-938-6761 | N |  |
| 11 | **Lenoir Community College**  P.O. Box 188  Kinston, NC 28501  Contact: Donna Williams ([williamsdp@email.lenoir.cc.edu](file:///C:\Users\Downloads\williamsdp@email.lenoir.cc.edu))  252-527-1199 | N |  |
| 12 | **Pitt Community College**  P.O. Drawer 7007  Greenville, NC 27835  Contact: Arwen Parris  252-493-7565  ([mparris@email.pittcc.edu](file:///C:\Users\Downloads\mparris@email.pittcc.edu)) | N |  |
| 13 | **Pamlico Community College**  P.O. Box 185  Grantsboro, NC 28529  Contact: Eric Cedars ([ecedars@pamlicocc.edu](file:///C:\Users\Downloads\ecedars@pamlicocc.edu))  252-745-9931 | N |  |
| 14 | **North Carolina State University**  African American Student Affairs  1107 Pullen Hall  Raleigh, NC 27695-7314  Contact: Ray Easterlin ([breaster@ncsu.edu)](file:///C:\Users\Downloads\breaster@ncsu.edu))  91-515-2396 | N |  |
| 15 | **University of North Carolina School of Mass Communication**  Carroll Hall CB 3365  Chapel Hill, NC 27599  Contact: Jay Eubank  919-962-4518 | N |  |
| 16 | **University of Mount Olive**  2912 Trent Rd.  New Bern, NC 28562  Contact: Melissa Avery ([mavery@umo.edu](file:///C:\Users\Downloads\mavery@umo.edu))  252-658-7880 | N |  |
| 17 | **North Carolina Association of Broadcasters**  150 Fayetteville St.  Raleigh, NC 27601  Contact: [www.ncbroadcast.com](file:///C:\Users\Downloads\www.ncbroadcast.com)  919-821-7300 | N |  |
| 18 | **Shaw University**  118 East South St.  Raleigh, NC 27601  Contact: [careerdevelopment@shawu.edu](file:///C:\Users\Downloads\careerdevelopment@shawu.edu)  919-278-2672 | N |  |
| 19 | **Appalachian State University**  369 JET Building  Boone, NC 28607  Contact: [www.careers@appstate.edu](http://www.careers@appstate.edu)  828-262-2180 | N |  |
| 20 | **Word-of-Mouth/Employee Referral** | Y | 1 |
| 21 | **All Access Website**  [www.allaccess.com](http://www.allaccess.com) | N |  |
| 22 | **Job Target**  600 Summer Street  Stamford, CT 06901  Richard Jones  860-271-7248 | Y | 5 |
| 23 | **Walk-In/Self-Referral** | N |  |
| 24 | **Internal Transfer/Promotion** | N |  |
| 25 | **Facebook** | N |  |
| 26 | **LinkedIn** | N |  |
| |  |  |  | | --- | --- | --- | |  |  |  | | | |  |

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**III. RECRUITMENT INITIATIVES**

|  |  |  |
| --- | --- | --- |
| **Activity Classification\*** | **Type of Activity** | **Brief Description** |
| 1 | Job Fair | Gina Gray and Tori Ange, both have hiring abilities, attended a Job Fair for Martin County Schools at Riverside High School on March 27, 2024.  They talked with students about all aspects of the Media business from Programming to Sales.  The event was from 10am until 2pm. |  |
| 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. |  |
| 16 | Participation in Other Activities to Further the Goal of Disseminating Information as to Employment Opportunities | Market Manager recognizes service length on-air and also invites interested listeners to apply at dickbroadcasting.com | 14 |
| 16 | Participation in Other Activities to Further the Goal of Disseminating Information as to Employment Opportunities | Kehela Reeves, Promotions Coordinator, attended Partners in Education Annual Lunch on June 11, 2024 at the Riverfront Convention Center of Craven County. Our market sponsors this event yearly. |  |
| 16 | Participation in Other Activities to Further the Goal of Disseminating Information as to Employment Opportunities | Dick Broadcasting Company routinely advertises any open position on each of the New Bern stations and their respective audio streams and websites ([wrns.com,](http://wrns.com,) [960thebull.com,](http://960thebull.com,) [rivernc.com,](http://rivernc.com,) [lapantera1055.com,](http://lapantera1055.com,) [bob933.com](http://bob933.com) and [dickbroadcasting.com.](http://www.dickbroadcasting.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. |  |

**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 opportunities.