

EEO PUBLIC FILE REPORT

FOR

**WWHK(AM), WRNN(FM),
WKZQ(FM), WYAV(FM), &
WMYB(FM)**

This EEO Public File Report
Covers the period August 1, 2022, through July 31, 2023

EEO Annual Public File Report

**WWHK(AM), WRNN(FM),
WKZQ(FM), WYAV(FM), &
WMYB(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 WWHK(AM), WRNN(FM), WKZQ(FM), WYAV(FM) & WMYB(FM).

This Report will be placed in the online public inspection files of stations WWHK(AM), WRNN(FM), WKZQ(FM), WYAV(FM) & WMYB(FM) and posted on each station's website.

The information contained in this Report covers the period August 1, 2022 through July 31, 2023 (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 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 Brian Heilman at 843-503-2144.

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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
IT Director Hire Date: 2-27-23	5	17	11,15,16,17
Morning Show Producer Hire Date: 2-23-23	2	Referral	3,11,15,16,17
Account Executive** Hire Date: 3-6-23 Hire Date: 6-5-23	8	Referral	3,11, 17

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

Total number of persons interviewed during the Reporting Period: 15

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Regional Help Wanted, Inc. 1085 Route 55 Lagrangeville, NC 12540 845-471-5200	N	
2	Internal Transfer/Promotion	N	
3	Employee Referral	N	10
4	Coastal Carolina University 100 Chanticleer Dr. Conway, SC 29528 Yvette Jefferson 843-349-2343	N	
5	Horry Georgetown Technical College 2050 E Highway 501 Conway, SC 29526 April Garner 843-347-3186	N	
6	All Access Media Group 24955 CA-1 c303, Malibu, CA 90265 310-457-6616	N	
7	South Carolina Broadcasters Association 2711 Middleburg Drive Columbia, SC 29204 www.scba.com 803-732-1186	N	
8	Radio Inc. 331 SE Mizner Blvd. Boca Raton, FL 33432 www.radioinc.com 561-655-8778	N	

9	TV & Radio Ads PO Box 367925 Atlanta, GA 31156 www.tvandradijobs.com	N	
10	Craigslist – Career Service www.myrtlebeach.craigslist.org	N	
11	Indeed 177 Broad Street #6 Stamford, CT 06901 203-653-5243 www.indeed.com	Y	
12	Palmetto Goodwill 127 Loyola Drive Myrtle Beach, SC 29588 843-650- 0163 www.palmettogoodwill.org	N	
13	South Carolina Works 200-A Victory Lane Conway, SC 29526 www.jobs.scworks.org	N	
14	Walk-In/Self-Referral	N	
15	Station Website Postings www.dickbroadcasting.com	Y	3
16	LinkedIn www.linkedin.com	N	
17	Job Target 600 Summer Street Stamford, CT 06901 Richard Jones 860-271-7248	Y	2

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III. RECRUITMENT INITIATIVES

Activity Classification*	Type of Activity	Brief Description
2	Hosting Job Fair	Dick Broadcasting Company hosted the Grand Strand’s Largest Job Fair at the Myrtle Beach Convention Center on March 1. .2023. Station attendees included: Howard Nixon, Bryan Heilman, Dick Harlow, Arthur Greene, Sheila Bell, Katie Keech, Beth Monk and Leslie Temple. Attendance was approximately 250.
5	Internship Program	Dick Broadcasting Company offers internships to area College students for required credits in the Communications/broadcasting, marketing, and journalism curriculums. These students participate in hands on learning and are given extensive access to skills that will complete their majors and prepare them for a career in the broadcast field. This is an ongoing program that Dick Broadcasting Company offers throughout the calendar year. All On-Air/Promotions staff participate. We did not have any interns during the reporting period.
4	Career Day / High School Community Events	Dick Broadcasting Company Employees participated in local area high school career days where they would explain their positions and talk about career possibilities of radio.
14	Management Training	Company assigned on-line training for hiring managers via Paylocity (payroll system) in July 2023. Topics assigned were “Anti-Harassment” and “Awareness and Diversity & Inclusion
14	Management Training	On-line Training by the National Association of Broadcasters on “Managing the Multigenerational Workforce” in July 2023. Attended by Market Manager, CFO, COO and corporate HR Director, who work directly with the business unit on employment and recruitment initiatives.
16	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.

*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 opportunities.