**EEO Report for April 1, 2019 through March 31, 2020**

**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 ’19 to and including 31 March ‘2020 (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: Marketing Specialist – 5/1/19**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 16

Total Persons Interviewed for this Position: 3

**Job Title: Air Personality – 6/3/19**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 13

Total Persons Interviewed for this Position: 7

Total Number of Persons Interviewed for Full-Time Positions: 10

(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. Western Kentucky University Career Services Center

1906 College Heights Blvd. #11012

Bowling Green, KY 42101

270-745-3095

4. Hopkinsville Community College

720 North Drive

Hopkinsville, KY 42240

Kanya Allen

270-707-3827

5. Hopkinsville Human Relations Commission

101 N. Main St.

Hopkinsville, KY 42240

Bernard Standard

270-887-4010

6. Housing Authority of Hopkinsville

400 N. Elm St.

Hopkinsville, KY 42240

Vickie Smiley

270-887-4275 ext. 1109

7. Trigg County High School

ASK Youth Services Center

202 Main St.

Cadiz, KY 42211

Laura Shelton

270-522-2200 ext 4118

8. 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)

9. 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

10. MSU – Murray Campus (1)

Dr. Debbie Owens

270-809-6318

dowens@murraystate.edu

11. Kentucky Broadcasters Assn. Web Site Job Bank

101 Enterprise Drive

Frankfort, KY 40601

Karen Mucci/Liza Livers

1-888-843-5221

12. Posting on Our Own Web Sites (1)

13. On Air Announcements (5)

14. Referred from Staff (1)

15. Outside Referral (1)

16. Current Employee (1)

**April 1, 2019 – March 31, 2020**

**EEO RECRUITMENT**

Continuation Marketing Specialist: Continuation from Last Report

Ongoing Web & Radio Campaign for Marketing Specialists

4/16/19 Sent job opening for Air Personality to Recruitment Sources; Radio Schedule Began

4/16-5/12/19 Radio campaign ran on WKDZ/WHVO/WPKY/WKDZ-FM for Air Personality

4/17/19 Placed Air Personality ad on wkdzradio.com, whvoradio.com, wpkyonline.com

5/1/19 Hired Marketing Specialist

6/3/19 Hired Air Personality for WPKY

8/13/19 – Now Sponsored Coop Student from Trigg County High School for school year

8/22/19 – 3/12 Sponsored various students in Caldwell County Coop Program

**OUTREACH PRONG**

4/4-4/30/19 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.

4/9/19 Program Director participated in Hopkinsville Community College Career/Transfer Day and distributed information about job opportunities with our company.

4/12/19 Digital Manager participated in Austin Peay State University internship fair to work on recruitment of interns for Ham Broadcasting Co., Inc.

May - Current Awarded Mentorship to a college student who is pursuing a degree in broadcasting

5/1/19 WKDZ/WHVO funded, advertised, processed and awarded the DJ Everett III Broadcast Scholarship and Mentorship in partnership with the Cadiz Rotary Club. President, Beth Mann, presented DJE Scholarship to a student who was home schooled.

5/12 – 5/14 GM attended International Broadcasters Idea Bank Conference in Cleveland, MS.

6/2 – 6/4/19 Two managers and two sales assistants attended Second Street’s Marketing & Promotions Summit in St Louis. GM spoke on a panel to assist other stations in ideas for small market radio stations.

6/20-6/21/19 Hosted Challenge House Student to give some hands-on learning opportunity. Student indicated an interest in learning more about our business. He spent 2 days with our sports crew learning about sports coverage. This is an “at risk” program.

8/7/19 GM spoke with McConnell scholars from University of Louisville about the role of media in a community and career opportunities in rural Kentucky with media. We specifically addressed careers in rural media entities.

8/8/19 GM spoke to Leadership Trigg Class of 2019-2020 about careers and opportunities.

8/13/19-Now Hired and Sponsored Coop Student from Trigg County High School to mentor in broadcasting. Student will be attending Murray State University to study broadcasting.

8/10–12/31/19 Sponsored intern from Austin Peay State University allowing student to learn about sports broadcasting and digital. Intern assisted with Fort Campbell High School football and writing/producing for digital products.

8/23/19 Management team worked with Senior Directed project to teach them skills needed to become strong applicants in the media/business field. Students asked for assistance in strengthening their interviewing skills and spent half a day with our company’s leadership team.

10/9/19 WPKY morning show team hosted a college student to shadow them for the day. The student did this as part of a college course and was asked to complete a report on equipment used for the production of the morning show.

10/13 – 10/15 Five managers and two team members attended Kentucky Broadcasters Association conference in Indiana, including training for sales, digital, and programming. GM spoke on a panel. Group included 2 team members who aspire to become managers.

10/21/19 General Manager served on International Broadcasters Idea Bank scholarship selection team that awards a scholarship each year to a college student who is the child or employee of any idea bank station.

10/20 -10/23 General Manager attended International Broadcasters Idea Bank Conference in Elko, Nevada and brought back training materials for leadership team.

11/5/19 News Director hosted a high school coop student and DJ Everett III scholarship recipient on election night and provided training on political coverage.

11/13 – 11/15 Newsroom hosted intersession student from Trigg County High School who has an interest in a writing career.

11/18/19 Hosted a Trigg County student who was working on a writing project and was assigned to learn about the history of WKDZ and career opportunities.

12/3/19 Hosted 21 students from Trigg Leadership class at WKDZ/WHVO studios. Worked with students on career opportunities with our company and shared an in-depth history of the radio industry as part of Media Day.

1/7/20 Hosted Trigg County Historical Society and kicked off bicentennial series which included members of the public. We shared the history of radio, history of our company and discussed various types of jobs that are available.

1/9/20 Hosted Trigg Leadership’s Adult Class and shared the history of our company and opportunities that exist within our company as part of Media Day.

1/13/20 Hosted a full day’s sales retreat, which included talking about growth opportunities within our company.

1/17 – 1/19/20 Owner, Director of Business Development, and two new Marketing Specialists attended International Broadcasters Idea Bank Workshop in St. Louis. This provided extensive sales training for our team.

2/21/20 Participated in Pembroke Elementary School Career Fair. Distributed information about careers within our company and shared information about our company.

3/10/20 Assistant Program Manager participated in PACHEK career night, which is a program for students who are home schooled.

3/13/20 Participated in South Christian Elementary School’s career day. We handed out information about career opportunities within our company.

**Ongoing:**

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

Digital Manager serving on Alumni Board of Kentucky Wesleyan College

Group GM serving on Hopkinsville Community College Foundation Board

Group GM chairing education grant committee for Cadiz Rotary Club

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

Providing training and mentorship for a Marketing Specialist who desires to move into management.

**Narrative Statement**

Ham Broadcasting Co. Inc. fulfilled all recruitment requirements by posting full-time job vacancies with all recruitment sources and referral sources. We had 16 recruitment sources.

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

1. **Career Days/Career Fairs/Information Distribution**

4/9/19 Program Director participated in Hopkinsville Community College Career/Transfer Day and distributed information about job opportunities with our company.

8/7/19 GM spoke with McConnell scholars from University of Louisville about the role of media in a community and career opportunities in rural Kentucky with media. We specifically addressed careers in rural media entities.

8/8/19 GM spoke to Leadership Trigg Class of 2019-2020 about careers and opportunities.

8/23/19 Management team worked with Senior Directed project to teach them skills needed to become strong applicants in the media/business field. Students asked for assistance in strengthening their interviewing skills and spent half a day with our company’s leadership team.

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3/13/20 Participated in South Christian Elementary School’s career day. We handed out information about career opportunities within our company.

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

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

1. **Internship Program/Coop Program**

All managers are encouraged to assist with recruiting interns. We hired/sponsored 1 intern and several coop students during this reporting cycle.

4/12/19 Digital Manager participated in Austin Peay State University internship fair to work on recruitment of interns for Ham Broadcasting Co., Inc.

8/13/19 – 5/30 Hired and Sponsored Coop Student from Trigg County High School to provide a learning opportunity for the entire school year. Student will be attending Murray State University to study broadcasting.

8/10–12/31/19 Sponsored intern from Austin Peay State University allowing student to learn about sports broadcasting and digital. Intern assisted with Fort Campbell High School football and writing/producing for digital products.

8/22/19 – 3/12 Sponsored various students in Caldwell County Coop Program based on who the school selected to work with us. Caldwell Schools assigned different students every 3 weeks to spend time with us learning about career opportunities.

11/13 – 11/15 Newsroom hosted intersession coop student from Trigg County High School who has an interest in a writing career.

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

4/4-4/30/19 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.

5/1/19 WKDZ/WHVO funded, advertised, processed and awarded the DJ Everett III Broadcast Scholarship and Mentorship in partnership with the Cadiz Rotary Club. President, Beth Mann, presented DJE Scholarship to a student who was home schooled.

May - Current Awarded Scholarship/Mentorship to a college student who is pursuing a degree in broadcasting. Student excelled in this role and was hired part-time.

6/20-6/21/19 Hosted Challenge House Student to give some hands-on learning opportunity. Student indicated an interest in learning more about our business. He spent 2 days with our sports crew learning about sports coverage. This is an “at risk” program.

10/9/19 WPKY morning show team hosted a college student to shadow them for the day. The student did this as part of a college course and was asked to complete a report on equipment used for the production of the morning show.

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11/18/19 Hosted a Trigg County student who was working on a writing project and was assigned to learn about the history of WKDZ and career opportunities.

Ongoing: Group GM serves on Hopkinsville Community College Foundation Board

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.**

5/12 – 5/14/19 GM attended International Broadcasters Idea Bank Conference in Cleveland, MS. Coordinated summary and distributed to leadership team.

6/2 – 6/4/19 Two managers and two sales assistants attended Second Street’s Marketing & Promotions Summit in St Louis. GM spoke on a panel to assist other stations in ideas for small market radio stations.

10/13 – 10/15 Five managers and two team members attended Kentucky Broadcasters Association conference in Indiana, including training for sales, digital, and programming. GM spoke on a panel. Group included 2 team members who aspire to become managers.

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Ongoing Training:

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

Established weekly training for news staff with instruction and guidance from an experienced journalist on our team

Partnered with Second Street to provide ongoing training on how to use digital products.

Providing daily training and mentorship for a Marketing Specialist who desires to move into management.