**EEO Report for April 1, 2018 through March 31, 2019**

**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 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 ’18 to and including 31 March ‘19 (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: News Reporter – 5/1/18**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 16

Total Persons Interviewed for this Position: 6

**Job Title: Marketing Specialist – 8/1/18**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 15

Total Persons Interviewed for this Position: 6

**Job Title: News/Sports Reporter – 1/2/19 & 1/9/19 (Hired 2)**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 13, 15

Total Persons Interviewed for this Position: 5

Total Number of Persons Interviewed for Full-Time Positions: 17

(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

Rebecca Tinker

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

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 (2)

13. On Air Announcements (6)

14. Referred from Staff

15. Outside Referral (3)

16. Current Employee (6)

**April 1, 2018 – March 31, 2019**

**EEO RECRUITMENT**

Ongoing Web campaign for Marketing Specialists

News Reporter: Continuation from March 2018; Notified Sources 3/15/18 (Last Report)

3/16 – 4/30/18 Ran Radio Campaign for News Reporter

5/1/18 Hired Full-Time News Reporter

4/18 – 5/14 Radio Campaign for Marketing Specialist

4/18 Website ad on wkdzradio.com & whvoradio.com

4/24 Notified sources of full-time Marketing Specialist Position

5/11/18 Extended Offer but Rescinded Offer on 5/24

5/23 -TFN Radio Campaign for Marketing Specialists

6/1/18 Hired News Intern

8/1/18 Hired Full Time Marketing Specialist

9/5/18 Notified sources about On Air Personality

9/17-10/15/18 Website ad for morning show air staff

10/16/18 Hired part-time morning show personality

12/8–12/31/18 Radio Ads & Web Ads for Full Time News/Sports Position; Notified sources

1/2/19 Hired Full Time News/Sports Reporter

1/9/19 Hired Second Full Time News/Sports Reporter

3/26/19 Notified sources about upcoming Marketing Specialist position; Ongoing Radio Schedule

**EEO OUTREACH PRONG**

4/11/18 Assistant Program Director participated in Career/Transfer Fair at Hopkinsville Community College. We distributed fliers about potential job opportunities with our company.

4/1 – 4/30 Radio ads for DJ Everett III Scholarship. 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.

4/23 – 4/27/18 Hosted Trigg Co. Student for Intersession week in Sports Department to learn more about radio and digital sports.

5/2 – 5/11/18 Attended IBIB in Australia and toured several radio stations, providing some leadership and training to staffs of fellow idea bank members.

5/14 – 7/31/18 Hired intern for sports department as part of the Ham Broadcasting Co., Inc. internship program. Intern was responsible for covering 9 high schools, five colleges, Hoptown Hoppers, and 18 sports.

5/16/18 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 at Trigg County Schools Awards Day and reminded the Class of 2018 about career opportunities in our industry and encouraged students to participate in intersession week that gives them a chance to learn about what we do.

6/1 – 7/31/18 Hired intern for newsroom for the summer. Student declared broadcast journalism as her major and applied to attend Murray State University. Continued her employment after the internship ended.

6/3 – 6/5/18 Two managers and two sales assistants attended Second Street’s Marketing & Promotions Summit in St Louis.

June – July News & Ag Director hosted Christian County High School Ag student and FFA Regional Vice President for various ag-related activities throughout the summer.

August – Cur. Sports Crew mentored two students who were involved in YourSportsEdge.com.

8/9/18 Met with Leadership Trigg Class to talk about opportunities in our community as well as in our industry.

10/2/18 GM spoke to TCHS journalism and year book staff about WKDZ and also about possible careers in broadcasting.

10/8-10/10/18 Marketing Specialists, Director of Business Development and GM attended Kentucky Broadcasters Conference in Bowling Green, including several training sessions on news, sales, and engineering.

10/10/18 Served on scholarship selection committee for International Broadcasters scholarships

10/21-10/23 Attended IBIB Conference in Cape Cod; President chaired the futures committee which presented results of a survey to determine how to provide more services to member stations and its staff members. Ideas included mentorships, comprehensive training, skill development, etc.

11/6/18 News Director hosted a high school student on election night and provided training on political coverage.

11/7–11/9/18 Sponsored Trigg County student for intersession week, allowing him to shadow each department for potential career interests…

12/6/18 Hosted Leadership Trigg class for a half day visit and shared all facets of our industry.

1/18-1/20/19 Management team, Digital Specialist and Marketing Specialist attended IBIB programming/sales conference in St. Louis to further enhance skills in this industry. We had 3 days of working with the best professionals in the industry and learning about their successful operations.

1/31/19 Hosted Youth Leadership Media Day for a half day visit and allowed students to experience hands-on several aspects of our media group.

2/21/19 Participated in College Readiness and Career Fair at Pembroke School

3/8/19 Participated in Career Fair at South Christian School

3/14/19 Participated in Homeschooler Career Fair in Christian County

3/27/19 Sponsored Lake Barkley Partnership Career Fair

3/28/19 Participated in Reality Store at Trigg County School teaching students about pay grades for various positions in broadcasting and how to budget for it.

**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

Monthly staff training provided for 2 hours

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

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

Radio Ad campaign & web campaign for Marketing Specialists

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

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

Local Media Association membership provides at least one monthly seminar on various media topics

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**

4/11/18 Assistant Program Director participated in Career/Transfer Fair at Hopkinsville Community College. We distributed fliers about potential job opportunities with our company.

8/9/18 Met with Leadership Trigg Class to talk about opportunities in our community as well as in our industry.

10/2/18 GM spoke to TCHS journalism and year book staff about WKDZ and also about possible careers in broadcasting.

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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**

All managers are encouraged to assist with recruiting interns. We hired/sponsored 2 interns during this reporting cycle.

5/14 – 7/31 Hired intern for sports department as part of the Ham Broadcasting Co., Inc. internship program. Intern was responsible for covering 9 high schools, five colleges, Hoptown Hoppers, and 18 sports.

6/1 – 7/31 Hired intern for newsroom for the summer. Student declared broadcast journalism as her major and applied to attend Murray State University. Continued her employment after the internship ended.

11/6/18 News Director hosted a high school student on election night and provided training on political coverage.

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

4/1 – 4/30 Radio ads for DJ Everett III Scholarship. We raise money every year for the DJ Everett II Scholarship fund and then select a student each year to receive a scholarship.

4/23 – 4/27/18 Hosted Trigg Co. Student for Intersession week in Sports Department to learn more about radio and digital sports.

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10/10/18 Served on scholarship selection committee for International Broadcasters scholarships

11/7 – 11/9 Sponsored Trigg County student for intersession week, allowing him to shadow each department for potential career interests.

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.**

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Ongoing Training:

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Monthly in-depth Sales Academy for Marketing Specialists

Weekly management training for entire management team

Monthly staff training provided for 2 hours

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

Established weekly training for news staff

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

Local Media Association membership provides at least one monthly seminar on various media topics for marketing specialists and Director of Business Development

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