**EEO Report for April 1, 2020 through March 31, 2021**

**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 ’20 to and including 31 March ‘2021 (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 Room Expansion – March 2021**

Recruitment Sources Used: Numbers 1 thru 13

Recruitment Source of this Hire: No Hires Made During This Reporting Cycle

Total Persons Interviewed for this Position: None Conducted

Total Number of Persons Interviewed for Full-Time Positions: Not Yet Conducted

(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. Hopkinsville Community College

720 North Drive

Hopkinsville, KY 42240

Kanya Allen

270-707-3827

4. Trigg County High School

ASK Youth Services Center

202 Main St.

Cadiz, KY 42211

Laura Shelton

270-522-2200 ext 4118

5. 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)

6. 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

7. MSU – Murray Campus

Dr. Debbie Owens

270-809-6318

dowens@murraystate.edu

8. Kentucky Broadcasters Assn. Web Site Job Bank

101 Enterprise Drive

Frankfort, KY 40601

Karen Mucci/Liza Livers

1-888-843-5221

9. Posting on Our Own Web Sites

10. On Air Announcements

11. Referred from Staff

12. Outside Referral

13. Current Employee

**April 1, 2020 – March 31, 2021**

**EEO RECRUITMENT**

3/20/21-TFN Began recruitment campaign for additional news journalists with hopeful expansion of our news department. Radio campaign on WKDZ/WHVO/WPKY.

3/24/21 Added expansion of newsroom recruitment information to wkdzradio.com, whvoradio.com and wpkyonline.com. Posted position on station’s social media

3/24/21 Sent expansion of newsroom information to recruitment sources.

**OUTREACH PRONG**

4/14-4/30/20 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.

4/20-4/30/20 Ran Radio ads for Ag Edge Intern to work directly with News & Ag Director for the summer.

5/1/20 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.

6/1 – 7/31/20 Hired Ag Edge Intern who worked for 8 weeks in the news and ag division. We launched a statewide ag radio network and our intern worked daily on the development of this new network. He also learned about the marketing aspect of our business.

1/11/21 Hosted a full day’s sales retreat, which included talking about growth opportunities within our company.

2/22-2/23/21 Scott Brown, sports director, spoke to the careers class at Heritage Christian Academy. The class is made up of high school juniors who are studying the different career fields. Scott gave an overview of the journalism field to include the entry process, ethics, career advancement, and the importance of multi-tasking. He also took questions from the students and shared his life stories from his 30+ year career in journalism. Heritage Christian Academy is a private K-12 school in Hopkinsville, KY.

**Ongoing:**

General Manager and Sales Manager provided daily training and mentorship for a Marketing Specialist who desires to move into management. During COVID, we expanded her role to assist our sellers and to prepare her for a full sales management position.

Operations Manager and News Director mentored daily a young rookie reporter in our company who desires to move up. He was coached and trained in writing, anchoring news and assisting with program director’s responsibilities.

Mentorship program included hosting two high school students who are learning about sports writing, sports coverage, videography and photography.

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, guiding students with interest in journalism, broadcasting, marketing.

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

**Narrative Statement**

Ham Broadcasting Co. Inc. did not add any positions during this reporting period. However, we did notify all sources for potential expansion of our newsroom and will conduct interviews during the next reporting period. We had 13 recruitment sources.

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

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

2/22/21 Scott Brown, sports director, spoke to the careers class at Heritage Christian Academy. The class is made up of high school juniors who are studying the different career fields. Scott gave an overview of the journalism field to include the entry process, ethics, career advancement, and the importance of multi-tasking. He also took questions from the students and shared his life stories from his 30+ year career in journalism. Heritage Christian Academy is a private K-12 school in Hopkinsville, KY.

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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.

4/20-4/30/20 Ran Radio ads for Ag Edge Intern to work directly with News & Ag Director for the summer.

6/1-7/31/20 Hired Ag Edge Intern who worked for 8 weeks in the news and ag division. We launched a statewide ag radio network and our intern worked daily on the development of this new network. He also learned about the marketing aspect of our business.

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

4/14-4/30/20 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.

5/1/20 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.

Ongoing: General Manager and Sales Manager provided daily training and mentorship for a Marketing Specialist who desires to move into management. During COVID, we expanded her role to assist our sellers and to prepare her for a full sales management position.

Ongoing: Operations Manager and News Director mentored daily a young rookie reporter in our company who desires to move up. He was coached and trained in writing, anchoring news and assisting with program director’s responsibilities.

Ongoing: Mentorship program included hosting two high school students who are learning about sports writing, sports coverage, videography and photography. Students covered ballgame, conducted interviews, and learned to shoot game day coverage. Both students are continuing their work with our team to learn more about our industry.

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.**

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.

Weekly sports coverage training.