**EEO Report for April 1, 2021 through March 31, 2022**

**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 ’21 to and including 31 March ‘22 (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 Journalist – Recruitment Began March 2021 (Reported Last Cycle) – 6/4/21**

Recruitment Sources Used: Numbers 1 thru 14

Recruitment Source of this Hire: 14

Total Persons Interviewed for this Position: 2

**Job Title: Marketing Administrator/Office Administrator – 8/2/21**

Recruitment Sources Used: Numbers 1 thru 16

Recruitment Source of this Hire: 10

Total Persons Interviewed for this Position: 11

Total Number of Persons Interviewed for Full-Time Positions: 13

(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. Murray State University – 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 (3)

10. On Air Announcements (5)

11. Referred from Staff

12. Outside Referral (1)

13. Current Employee

14. Social Media (3)

15. West Kentucky Workforce Board

16. Job Fair from Outreach Initiative (1)

**April 1, 2021 – March 31, 2022**

**EEO RECRUITMENT**

**Continuation from Last Period for News Journalist**

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

3/20-5/31/21 Recruitment campaign for additional news journalists continued from last reporting period. Radio campaign on WKDZ/WKDZ-FM/WHVO/WPKY.

3/24-5/21/21 Newsroom recruitment information on wkdzradio.com, whvoradio.com and wpkyonline.com.

3/24 – 4/21/21 Social media campaign for news journalists, posting every 25 hours.

4/16/21 Notified sources, began radio (4 stations) and digital campaign, advertised on Job Opps page on 3 radio station websites, for Marketing/Office Administrator, a new position with Ham Broadcasting Company, Inc.

4/15-7/19/21 Radio campaign for Marketing/Office Administrator

4/15/21 – TFN Ongoing - Radio campaign for Marketing Specialists; social media postings

8/2/21 Hired Marketing/Office Administrator

**OUTREACH PRONG**

4/2-4/30/21 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.

5/1/21 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.

5/19 – 5/28/21 Advertised for ag intern; Ran radio campaign to promote ag intern position for the summer. Ag intern would work directly with our news/ag director.

6/1 – 7/31/21 Hired Ag Edge Intern who worked for 8 weeks in the news and ag division. Ag intern worked daily on the development of our statewide radio. She also learned about the marketing aspect of our business, using social media and radio to promote ag.

5/23 – 5/26/21 GM and Director of Business Development attended International Broadcasters Conference in Durant, OK for professional development.

5/25 – 6/17/21 Ran extensive radio and digital campaign promoting regional job fair, co-sponsored by WKDZ/WHVO/WPKY. Included radio, digital billboards, email marketing, etc.

6/17/21 Co-sponsored 7 county-wide job fair. Promoted on all radio stations, billboards, social media, email marketing, etc. Sponsored booth to educate people about positions with our company such as producers, journalists, marketing specialists, etc. Distributed materials about positions within our company and sought out candidates for our Marketing/Office Administrator position.

7/29/21 Hosted 2 interns from Congressman Comer’s office who have an interest in media/politics/news coverage.

11/4/21 Co-sponsored second 7 county-wide job fair with West Kentucky Workforce Development Board. Promoted on all radio stations (10/21 – 11/4), billboards, social media, email marketing, etc. Sponsored booth to educate people about positions with our company such as producers, journalists, marketing specialists, etc. Distributed materials about positions within our company. Conducted live broadcast on WKDZ/WHVO/WPKY/WKDZ-FM.

11/12/21 Co-sponsored George Coon Library Job Fair in Caldwell County. Promoted on WPKY and did a live broadcast 10-noon on WPKY.  We shared about various positions within our company.

11/17-11/19/21 Sponsored intern interested in a career in ag broadcasting to attend the annual National Association of Farm Broadcasters Conference in Kansas City. Intern was given an opportunity to work with NAFB as well as with our Ag Director during this 3-day trip.

12/7/21 Hosted ½ day workshop for Leadership Trigg Youth class. Each manager shared about their role with our company and discussed in depth the various career opportunities we offer.

1/4/22 Hosted a student interested in learning more about broadcasting and marketing. Our owner personally volunteered a mentorship.

1/10/22 Conducted a full day sales retreat for our sales team.

1/13/22 Hosted a half day event for Leadership Trigg, sharing with them pertinent information about our company and career opportunities.

2/8/22 General Manager presented to Caldwell County Chamber of Commerce and discussed various positions that it takes to run our company and that we are in need of news reporters and marketing specialists.

**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 newly hired reporter who may have some desire to move up. He was coached and trained in writing and anchoring.

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 writing/video/coverage training or sports reporters.

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

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. added two positions during this reporting period. We had 14 recruitment sources for the first hire and added 2 others for the second position. Ham Broadcasting Co. Inc. fulfilled all recruitment requirements by posting full-time job vacancies with all recruitment sources and referral sources.

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

1. **Job Fairs/Career Days/Career Fairs/Information Dissemination**

5/25 – 6/17/21 Ran extensive radio and digital campaign promoting regional job fair, co-sponsored by WKDZ/WHVO/WPKY. Included radio, digital billboards, email marketing, etc.

6/17/21 Co-sponsored 7 county-wide job fair. Promoted on all radio stations, billboards, social media, email marketing, etc. Sponsored booth to educate people about positions with our company such as producers, journalists, marketing specialists, etc. Distributed materials about positions within our company and sought out candidates for our Marketing/Office Administrator position.

7/29/21 Hosted 2 interns from Congressman Comer’s office who have an interest in media/politics/news coverage.

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11/12/21 Co-sponsored George Coon Library Job Fair in Caldwell County. Promoted on WPKY and did a live broadcast 10-noon on WPKY.  We shared about various positions within our company.

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1/4/22 Hosted a student interested in learning more about broadcasting and marketing. Our owner personally volunteered a mentorship.

1/13/22 Hosted a half day event for Leadership Trigg, sharing with them pertinent information about our company and career opportunities.

2/8/22 General Manager presented to Caldwell County Chamber of Commerce and discussed various positions that it takes to run our company and that we are in need of news reporters and marketing specialists.

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

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

1. **Internship Program/Coop Program**

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

5/19 – 5/28/21 Advertised for ag intern; Ran radio campaign to promote ag intern position for the summer. Ag intern would work directly with our news/ag director.

6/1 – 7/31/21 Hired Ag Edge Intern who worked for 8 weeks in the news and ag division. Ag intern worked daily on the development of our statewide radio. She also learned about the marketing aspect of our business, using social media and radio to promote ag.

9/13/21 – Now Sponsored high school student who desires to study broadcasting, which led to hiring him part-time. This was part of the school’s coop program that gives students an opportunity to work in a field in which they might have interest before going to college.

11/17-11/19/21 Sponsored intern interested in a career in ag broadcasting to attend the annual National Association of Farm Broadcasters Conference in Kansas City. Intern was given an opportunity to work with NAFB as well as with our Ag Director during this 3-day trip.

Ongoing: News Director serving on National Farm Broadcasters awards committee that selects Farm Broadcaster of the Year and Horizon Award Winner

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

4/2-4/30/21 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.

5/1/21 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.

May - Current Provided Mentorships for 2 students who are attending college that received the DJ Everett III Radio Scholarship & Mentorship, given in honor of our former owner. The mentorship is for a student desiring a career in broadcasting or journalism.

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 newly hired reporter who may have some desire to move up. He was coached and trained in writing and anchoring.

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.**

5/23 – 5/26/21 GM and Director of Business Development attended International Broadcasters Conference in Durant, OK for professional development.

1/10/22 Conducted a full day sales retreat for our sales team.

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

Weekly sports coverage training.