

EEO Report for April 1, 2017 through March 31, 2018

**WKDZ AM/FM & WHVO
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 '17 to and including 31 March '18 (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: Sports Reporter – Continuation from March 2017; Notified Sources 3/13/17 (Last Report)
Hired 2 Sports Reporters during this Reporting Cycle**

Recruitment Sources Used: Numbers 1 thru 15

Recruitment Source of this Hire: 14, 15

Total Persons Interviewed for this Position: 5

Total Number of Persons Interviewed for Full-Time Positions: 5

(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. MSU – Murray Campus
Bob Lochte
270-809-2387
3. Austin Peay State University
P. O. Box 4567
Clarksville, TN 37044
Dr. Mike Gotcher, Dr. David Von Palko
931-221-7868
4. Western Kentucky University Career Services Center
1906 College Heights Blvd. #11012
Bowling Green, KY 42101
Rebecca Tinker
270-745-3095
5. Hopkinsville Community College
720 North Drive
Hopkinsville, KY 42240
Kanya Allen
270-707-3827
6. Hopkinsville Human Relations Commission
101 N. Main St.
Hopkinsville, KY 42240
Bernard Standard
270-887-4010
7. Housing Authority of Hopkinsville
400 N. Elm St.
Hopkinsville, KY 42240
Vickie Smiley
270-887-4275 ext. 1109
8. Trigg County High School
ASK Youth Services Center
202 Main St.
Cadiz, KY 42211
Laura Shelton
270-522-2200 ext 4118
9. Western Kentucky University
Broadcast Dept.

216 Mass Media & Technology Hall
1906 College Heights Boulevard #11070
Bowling Green, KY 42101-1070
Victoria LaPoe
Victoria.lapoe@wku.edu

10. Kentucky Broadcasters Assn. Web Site Job Bank (1)
101 Enterprise Drive
Frankfort, KY 40601
Karen Mucci
1-888-843-5221
11. Posting on Our Own Web Sites
12. On Air Announcements (2)
13. Referred from Staff
14. Outside Referral (1)
15. Current Employee (1)

April 1, 2017 – March 31, 2018

EEO RECRUITMENT

- | | |
|--------------|---|
| Ongoing | Radio Ad campaign & web campaign for Marketing Specialists |
| Continued | Job Opening was announced in last report. Ad Campaign for full-time Sports Position continued from 3/13/17 into this cycle. |
| 4/6-6/26/17 | Conducted interviews for sports reporter. |
| 5/1/17 | Promoted part-time sports reporter to full-time. |
| 7/16/17 | Hired Full-Time Sports Reporter |
| 3/15/18 | Notified 12 sources to help promote full-time news reporter position. Position to be filled during next EEO Reporting Cycle. |
| 3/15/18 | Began web campaign on wkdzradio.com and whvoradio.com for full time news reporter position that will become open in mid-April 2018. |
| 3/16/18-4/30 | Radio campaign for full time news reporter position |
| 3/16/17 | Began interviews for full-time news reporter position |

EEO OUTREACH PRONG

April 1, 2017 - March 31, 2018

- 4/11/17 WHVO PD participated in Hopkinsville Community College's Career/Transfer Fair and distributed information about positions available at WKDZ/WHVO
- 4/19/17 PD hosted a student for a day to learn more about broadcasting. The student was DJ for the Day from Indian Hills Elementary.
- 4/29-4/30/17 News Director was selected as 1 of 8 candidates for the National Farm Broadcasters Leadership Class and attended a two day conference in Washington, D.C.
- Thru 4/10/17 Radio campaign continued for applications for DJ Everett III Broadcast Scholarship. Raised \$13,000 and donated to the Cadiz Rotary Club to continue funding for this project.
- Thru May Sponsored Senior Reporter through Leadership Christian County program as she trained to become Assistant News Director for WKDZ/WHVO
- 5/15-7/31/17 Established our first ever sports internship allowing a college senior to work with us to expand our radio sports coverage to also include a dedicated website that covers nine high schools, five colleges and 18 sports.
- July - August Sponsored an intern to specialize in agriculture. We provided training for radio, digital, video, and websites. Ag intern was in conjunction with NAFB Foundation Dupont Pioneer.
- 5/15/17 WKDZ/WHVO funded, advertised, interviewed, processed and awarded the DJ Everett III Broadcast Scholarship and mentorship in partnership with the Cadiz Rotary Club. This scholarship is designed for a student planning to study broadcasting or a related field. The student is awarded \$1500 a year for 4 years, and it also includes a mentorship with the WKDZ/WHVO team.
- 5/20 - 5/24 Attended IBIB in Butler, Pennsylvania along with Director of Business Development.
- 6/1-7/31/17 Hired a high school junior for an internship in our award-winning local news department. She is planning a career in journalism.
- 6/11-6/13/17 Sales Assistants, Digital Manager, Sales Manager and GM attended Second Street Summit to learn more about how to successfully use digital and radio combined
- 6/19/17 Sales Team attended Pat Bryson Sales Training
- 8/15/17 Started working with high school students on how to contribute sports content for radio and digital products. We worked with 9 different high schools and addressed media

classes, yearbook staffs, DECA clubs, speech classes, etc. Our team mentors young students on how to be a solid contributor.

- 9/10/17 President/CEO spoke at the Inland Press Association Conference about the future of radio and digital.
- 9/20/17 Sports Director and President spoke to Todd Co. High School journalism/yearbook class about career opportunities.
- 9/21/17 President served on selection committee for International Broadcasters Idea Bank Scholarship Selection Committee.
- 9/25/17 News Director and Senior Marketing Specialist talked with Trigg County Pre-school students about their radio careers.
- 10/1–10/4/17 President attended IBIB Conference in Deadwood, SD.
- 10/9–10/11/17 Director of Business Development, President & Newest Marketing Specialist attended Kentucky Broadcasters Association Conference in Louisville.
- 10/25/17 News Director, Sports Director, Digital Director and President worked with yearbook/media class at Trigg Co. Schools on career choices.
- 10/26/17 President was keynote speaker at Trigg Co. Senior Career Day and mentored with students interested in careers in journalism and broadcasting.
- 11/1/17 Assistant News Director worked with high school juniors and seniors on career choices as part of the Career Carousel. It was a community panel of experts from each of the 16 career clusters where the experts discussed their education, career path and advice for seniors.
- 11/6/17 Assistant News Director and part time news reporter attended news reporter training at Murray State University.
- 11/6/17 Marketing Specialists and Assistant News Director worked with high school students at CCHS to help assess creative marketing projects using radio and other media platforms.
- 11/13–11/17 Sponsored Trigg Co Senior for Intersession Week to work with sportscasters. The high school senior spent the entire week with our sports crew learning about what it would be like to work in the sports field.
- 1/3/18-Current Established mentorship for part-time employee to learn commercial production. She is working with program director and traffic director to learn the necessary skills to perform this job successfully.
- 1/10/18 Hosted PACHEK homeschoolers at our studios for an afternoon of learning about the broadcast business. Two managers worked with 12 students and two adult leaders.

- 1/19–1/21/18 Leadership team and marketing specialist moving toward management attended International Broadcasters Idea Bank Conference in St. Louis. We had 3 days of working with the best professionals in the industry and learning about their successful operations. Our President was a speaker at the conference also.
- 2/1/18 WKDZ/WHVO hosted Leadership Trigg High School Class for a half day to talk about career opportunities in radio and digital.
- 2/22/18 WKDZ/WHVO participated in College and Career Readiness Day at Pembroke Elementary School.
- 2/22/18 Participated in “Reality Store” at Trigg Co. High School, put on by the UK Extension Office to teach young people about career planning, financial planning, goal setting and decision making. Broadcasting was presented as a career choice and how to budget according to our pay scale.
- 3/3/18 Program Director worked with Operation Preparation at Christian Co High School on preparing for careers. We demonstrated possible careers in our industry.
- 3/9/18 Participated in Career Day at South Christian Elementary School and shared information on career opportunities in our industry.
- 3/9/18 Assistant Program Director participated in Operation Preparation at Christian County Middle School and met with students with specific interests in communications and entertainment.

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

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

- | | |
|----------|--|
| 4/11/17 | WHVO PD participated in Hopkinsville Community College's Career/Transfer Fair and distributed information about positions available at WKDZ/WHVO |
| 9/10/17 | President/CEO spoke at the Inland Press Association Conference about the future of radio and digital. |
| 9/20/17 | Sports Director and President spoke to Todd Co. High School journalism/yearbook class about career opportunities. |
| 9/25/17 | News Director and Senior Marketing Specialist talked with Trigg County Pre-school students about their radio careers. |
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| 10/26/17 | President was keynote speaker at Trigg Co. Senior Career Day and met one on one with students interested in careers in journalism and broadcasting. |
| 11/1/17 | Assistant News Director worked with high school juniors and seniors on career choices as part of the Career Carousel. It was a community panel of experts from each of the 16 career clusters where the experts discussed their education, career path and advice for seniors. |
| 11/6/17 | Marketing Specialists and Assistant News Director worked with high school students at CCHS to help assess creative marketing projects using radio and other media platforms. |

- 1/10/18 Hosted PACHEK homeschoolers at our studios for an afternoon of learning about the broadcast business. Two managers worked with 12 students and two adult leaders.
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- 3/9/18 Assistant Program Director participated in Operation Preparation at Christian County Middle School and met with students with specific interests in communications and entertainment.
- Ongoing: Group GM chairing education grant committee for Cadiz Rotary Club

2. Internship Program

All managers are encouraged to assist with recruiting interns. We hired/sponsored 3 interns during this reporting cycle.

- 5/15 – 7/31/17 Established our first ever sports internship allowing a college senior to work with us to expand our radio sports coverage to also include a dedicated website that covers nine high schools, five colleges and 18 sports.
- July - August Hired an intern to specialize in agriculture. We provided training for radio, digital, video, and website. She worked directly with our News & Ag Director.
- 6/1-7/31/17 Hired a high school junior for an internship in our award-winning local news department. She is planning a career in journalism.

3. Establish Scholarship Program/Mentoring Program

- 4/19/17 PD hosted a student for a day to learn more about broadcasting. The student was DJ for the Day from Indian Hills Elementary.
- April - May WKDZ/WHVO funded, advertised, interviewed, processed and awarded the DJ Everett III Broadcast Scholarship and mentorship in partnership with the Cadiz Rotary Club. WKDZ/WHVO raised \$13,000 this year. This scholarship is designed for a student planning to study broadcasting or a related field. The student is awarded \$1500 a year for 4 years, and it also includes a mentorship with the WKDZ/WHVO team.
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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

4. Ongoing training program designed to enable station personnel to acquire skills that could qualify them for higher-level positions. Ham Broadcasting Company highly encourages promotions from within and mandates training for all staff.

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- 10/1–10/4/17 President attended IBIB Conference in Deadwood, SD to acquire new ideas to share with team members.
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- 11/6/17 Assistant News Director and part time news reporter attended news reporter training at Murray State University.
- 1/19–1/21/18 Leadership team and marketing specialist moving toward management attended International Broadcasters Idea Bank Conference in St. Louis. We had 3 days of working with the best professionals in the industry and learning about their successful operations. Our President was a speaker at the conference also.

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