

EEO PUBLIC FILE REPORT

FOR

WKRR-FM and WKZL-FM

This EEO Public File Report
Covers the period August 1, 2016 through July 31, 2017

EEO Annual Public File Report

WKRR-FM and WKZL-FM

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc., Greensboro, North Carolina, d/b/a as WKRR-FM, licensed in Asheboro, NC and WKZL-FM, licensed in Winston-Salem, NC. This Report will be placed in WKRR-FM and WKZL-FM's public inspection file and posted on WKRR-FM and WKZL-FM's website.

The information contained in this Report covers the period August 1, 2016 through July 31, 2017 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Richard Harlow, General Manager, at (336) 274-8042.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Account Manager	7	11, 22	
Accountant	3		

Total number of persons interviewed during the Reporting Period: 13

ATTACHMENT 3

OUTREACH ACTIVITIES FOR THE PERIOD AUGUST 1, 2016-JULY 31, 2017

WKRR-FM and WKZL-FM has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1	Job Fair	Dick Broadcasting Company participated in the UNCG Part-Time Job Fair (08/2016);UNCG Fall Career Fair (9/2016); High Point University Career Fair (09/2016); Elon College Job Fair (09/2016); Elon Career Fair (03/2017); Guilford College Job Fair (04/2017) Personnel involved: Marketing/Promotions Director & Promotions Staff
5	Internship Program	Dick Broadcasting Company offers internships to area College students for required credits in the Communications/broadcasting, marketing, and journalism curriculums. These students participate in hands on learning and are given extensive access to skills that will complete their majors and prepare them for a career in the broadcast field. This is an ongoing program that Dick Broadcasting Company offers throughout the calendar year. Personnel responsible for the Greensboro Internship program include: WKZL- FM Morning Show Host, WKRR/WKZL Promotions Director. Students from the following institutions participated in the Internship Program during this period: Western Carolina(1),UNC-Greensboro(2), NC A&T Univ.(2), Cary Academy (1)
10	Job Shadow	A real-life look at what really happens at a Radio station for a student wanting to pursue a career in radio. Student Involved: Lucy Daley-Cary Academy. Personnel Involved: WKZL Morning Show Team – Jared Pike, Katie O’Brien, Jason Goodman, Matt Wells, Promotions Director- Lauren McCombs Student Involved: Essence Foster- East Carolina Univ. Personnel Involved: Digital Producer- Reginald Peterson

10	School Speaking Events	Station employees spoke, on several occasions, to various educational facilities, including; Guilford Middle School- WKZL Mid-Day & Music Director, Claxton Elementary School- WKZL Morning Show Talent, Soth Stokes HS- WKZL Morning Talent and Producer (hosted NCHSAA Brainstorming Tour), Highpoint University- WKZL Morning Talent and Operations Manager (lecturing & training the HPU Student Radio Station), Grimsley HS- WKZL Morning Talent, Appalachian State University- Capstone Class, "Ready for the Workforce" – General Manager
16	Advertising	Date: Any Openings Dick Broadcasting Company routinely advertises any open position on each of the Greensboro stations and their respective audio streams and websites at www.rock92.com and www.1075kzl.com . In addition, groups and organizations who wished to be notified of openings are encouraged to make their request to the station(s) via phone, fax, e-mail or in person.

*** For "Activity Classification", use "1" through "16" in accordance with attached list.**

Menu Option Classifications

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who otherwise might be unaware of such opportunities.

	Name	Organization	Address	City	State	Zip	Phone		
1	Yolanda Johnson	Bennett College	900 East Washington St	Greensboro	NC	27401	336.273.4431	336.517-2202	yjohnson@bennett.edu
2	Janice Gibbs Emp	Employment Security Commission	2005-B South Elm Eugene	Greensboro	NC	27406	336.334.5777	336.334.5188	Janice.e.eibbs@ncmail.net
3	Carolyn Hardin	Employment Security Commission	607 Idol Street	High Point	NC	27262	336.882.4141	336.882.4142	esc.jobs.greensboro@ncommerce.com
4	Cindy Dancy	Greensboro Chamber of Commerce	342 N Elm Street	Greensboro	NC	27401	336.387.8312	336.275.9299	cdancy@greensboro.org
5	Brent Atwater	Greensboro College	815 West Market Street	Greensboro	NC	27401	336.272.7102	336.217.7231	career@greensboro.edu
6	Rebekah A.Funicello	Guilford College	5800 W. Friendly Avenue	Greensboro	NC	27410	336.316.2187	336.316.2464	lunicellor@guilford.edu
7	Dan Grigg	GTCC	601 High Point Road	Jamestown	NC	27282	336.334.4822	336.819.2025	djgrigg@gtcc.edu
8	Elizabeth Murphy	High Point University	833 Montilieu Avenue	High Point	NC	27262	336.841.4558 336.841.9280	336.841.4513	jobs@highpoint.edu
9	Millicent Lee	NAACP	1200 E Market Street	Greensboro	NC	27401	336.273.1222		ncnaacp@bellsouth.net
10	Carolyn Mark	NC A&T	1601 East Market Street	Greensboro	NC	27411	336.334.7755	336.33.7018	markc@ncat.edu
11	Tammy Rich	UNC-G	Room 1 Elliot University Center	Greensboro	NC	27402	336.334.5454	336.334.5456	Go to www.uncg. Educlsc Post with SpartanTrack
12	Steve Jones	Urban League	201 West 5th Street	Winston Salem	NC	27101	336.725.5614	336.722.5713	sjones@wsurban.org
13	Crystal Mercer	Urban Ministry	305 W. Lee Street	Greensboro	NC	27406	336.271.5959	336.271.5920	mercerc@gumistry.org
14	Dana Hutchens	Wake Forest University	PO Box Reynalda Stations	Winston Salem	NC	27109	336.758.5246	336.758.1971	hutchens@wfu.edu
15	Patricia Newman	Winston Salem Chamber of Commerce	601 W. 4th Street	Winston Salem	NC	27101	336.728.9200	336.721.2209	pnewman@winstonsalem.com
16	Gail Murphy	Women's Resource Center	628 Summit Avenue 601 Martin Luther King Jr. Or., 301 Thompson	Greensboro	NC	27405	336.275.6090	336.275.7069	gail@womenscentergso.org
17	Andrea Whittington	WSSU		Winston- Salem	NC	27110	336.750.3240	336.750.3260	careersvcs@wssu.edu
18	Shaquanna	News & Record	200 East Market Street	Greensboro	NC	27401	336.274.5701	336.412.5928	adtext@news-record.com
19	Classified/Employment	High Point Enterprise	PO Box 1009	High Point	NC	27261	336.888.3500	336.841.6061	classads@hpe.com
20	Melissa DeBerry	Rhinoceros Times	PO Box 9421	Greensboro	NC	27429	336.273.0885	336.273.0821	melissa@rhinotimes.net
21	Janie	Winston-Salem Journal	PO Box 3159	Winston-Salem	NC	27102	336.727.7497	336-727-7424	jobs@winstonsalem.com
22	Classified/Employment	Piedmont Help Wanted.com	1 Civic Center Plaza, Suite 506	Poughkeepsie	NY	12601	845.471.5200	845-485-8398	Fax Info