

EEO PUBLIC FILE REPORT

FOR

WKRR (FM) and WKZL (FM)

This EEO Public File Report
Covers the period August 1, 2021 through July 31, 2022

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, 2021 through July 31, 2022 (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, Market Manager, at (336) 274-8042.

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
HR Manager	4	28	22, 24, 25, 26, 28, 29
Accounting Specialist	1	27	27

Total number of persons interviewed during the Reporting Period: 5

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**II. MASTER RECRUITMENT
SOURCE LIST (“MRSL”)**

	Name	Organization	Address	City	State	Zip	Phone	Fax
1	Darryl Johnson	Bennett College	900 East Washington St	Greensboro	NC	27401	336.517.2358	
2	Charles Diggs	NC Works Career Center	2301 W. Meadowview Road	Greensboro	NC	27407	336.297.9444	
3	Matthew Fowler	NC Works Career Center	607 Idol Street	High Point	NC	27262	336.882.4141	
4	Barbara West	Greensboro Chamber of Commerce	111 W. February One Pl	Greensboro	NC	27401	336.387.8312	
5	Caryl Atwater	Greensboro College	815 West Market Street	Greensboro	NC	27401	336.272.7102 ext. 5370	
6	Rebekah A. Funicello	Guilford College	5800 W. Friendly Avenue	Greensboro	NC	27410	336.316.2343	
7	Susan DeHart	GTCC	PO Box 309	Jamestown	NC	27282	336.334.4822 ext. 50169	
8	Manual Posting	High Point University	833 Montilieu Avenue	High Point	NC	27262	336.841.9677	
9	Gladys Shipman	NAACP	1200 E Market Street	Greensboro	NC	27401	336.273.1222	
10	Cynthia Downing	NC A&T	1601 East Market Street	Greensboro	NC	27411	336.334.7755	
11	Catherine Goetz	UNC-G	Room 1 Elliot University Center	Greensboro	NC	27402	336.334.3463	
12	Celeste Gilreath	Urban League	201 West 5th Street	Winston Salem	NC	27101	336.717.1247	
13	Mark Sumerford	Urban Ministry	305 W. Gate City Blvd.	Greensboro	NC	27406	336.553.2645	
14	Dana Hutchens	Wake Forest University	PO Box 7427	Winston Salem	NC	27109	336.758.5246	336.758.1971
15	Patricia Newman	Winston Salem Chamber of Commerce	411 W. Fourth Street Suite 211	Winston Salem	NC	27101	336.728.9203	336.728.9200
16	Chewan Moore	Women's Resource Center	628 Summit Avenue	Greensboro	NC	27405	336.275.6090	
17	Miles Winston	WSSU	601 Martin Luther King Jr. Or., Hill Hall 214	Winston-Salem	NC	27110	336.750.3244	
18	Tomoko Cormier	News & Record	200 East Market Street	Greensboro	NC	27401	336.373.7238	336.412.5928
19	Classified/Employment	High Point Enterprise	213 Woodbine St.	High Point	NC	27260	336.888.3500	
20	Tomoko Cormier	Winston-Salem Journal	200 E. Market St.	Greensboro	NC	27401	336.373.7238	336.412.5928 845.913.9405
21	Classified/Employment	Piedmont Help Wanted.com	1 Civic Center Plaza, Suite 506	Lagrangeville	NY	12540	845.471.5200	
22	All Access Website							
23	College/University Job Fair			Greensboro/Burlington	NC			
24	Indeed Website							
25	Word of Mouth/Employee referral							
26	Walk-In-Self Referral							
27	Roslyn Byrd	Accounting Principals	4100 Mendenhall Oaks Parkway, Suite 150	High Point	NC	27265	336.291.1937	
28	LinkedIn							
29	Dick Broadcasting Website							

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III. RECRUITMENT INITIATIVES

Activity Classification*	Type of Activity	Brief Description
2	Job Fair	Dick Broadcasting Company participated in the following Job Fairs: None due to COVID. Will resume next reporting period.
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: Appalachian State (1).
10	School Speaking Events	Morning show hosts from WKRR and WKZL spoke to students at Appalachian State University in addition to broadcasting live from the campus. Morning hosts from WKZL spoke to students at Guilford Technical Community College about a career in radio, and held a Q&A session.
14	Management Training	Training of Anti-Harassment, Cyber Security Awareness and Diversity & Inclusion.
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.

