

EEO PUBLIC FILE REPORT

FOR

**WKRR (FM) & WKZL (FM)**

This EEO Public File Report  
Covers the period August 1, 2022, through July 31, 2023

## **EEO Annual Public File Report**

### **WKRR (FM) & WKZL (FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communication Commission 's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc, of Tennessee, licensee of WKRR (FM) & WKZL (FM).

This Report will be placed in the online public inspection files of stations WKRR (FM) and WKZL (FM) 's public inspection file and posted on each station's website.

The information contained in this Report covers the period August 1, 2022 through July 31, 2023 (the "Reporting Period").

Sections 1 through 3 below are intended to provide the information required by the FCC 's EEO Rule.

Section 2 contains 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 person s interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Section 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

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Account Executive** Hire Date: 1-3-23 Hire Date: 5-1-23	2	30	24,29,30,31
Account Executive*** Hire Date: 5-8-23 Hire Date: 7-17-23	4	31	24,29,31

\*\* The Employment Unit hired two Account Executives based on the applicant pool generated from this one job vacancy posting.

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Total number of persons interviewed during the Reporting Period: 6

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Bennett College</b> 900 E. Washington St Greensboro, NC 27401 Darryl Johnson 336-517-2358	N	
2	<b>NC Works Career Center</b> 2301 W. Meadowview Rd Greensboro, NC 27407 Charles Diggs 336-297-9444	N	
3	<b>NC Works Career Center</b> 607 Idol Street High Point, NC 27262 Matthew Fowler 336-882-4141	N	
4	<b>Greensboro Chamber of Commerce</b> 111 W. February Place Greensboro, NC 27401 Barbara West 336-387-8312	N	
5	<b>Greensboro College</b> 815 W. Market Street Greensboro, NC 27404 Caryn Atwater 336-272-7102 Ext. 5370	N	
6	<b>Guilford College</b> 5800 W. Friendly Avenue Greensboro, NC 27410 Rebekah A. Funicello 336-316-2343	N	
7	<b>Guilford Technical Community College</b> PO Box 309 Jamestown, NC 27282 Susan DeHart 336-334-4822 Ext. 50169	N	
8	<b>High Point University</b> 833 Montilieu Avenue High Point, NC 27262 Manual Posting 336-841-9677	N	
9	<b>NAACP</b> 1200 E. Market Street Greensboro, NC 27401 Gladys Shipman 336-273-1222	N	
10	<b>North Carolina A&amp;T University</b> 1601 E. Market Street Greensboro, NC 27411 Cynthia Downing 336-334-7755	N	
11	<b>UNC-Greensboro</b> Room 1 Elliot University Center Greensboro, NC 27402 Catherine Goetz	N	
12	<b>Urban League</b> 201 W. 5 <sup>th</sup> Street Winston-Salem, NC 27101 Celeste Gilreath 336-717-1247	N	

13	<b>Urban Ministry</b> 305 W. Gate City Blvd. Greensboro, NC 27406 Mark Sumerford 336-553-2645	N	
14	<b>Wake Forest University</b> PO Box 7427 Winston-Salem, NC 27109 Dana Hutchens hutchens@wfu.edu	N	
15	<b>Winston-Salem Chamber of Commerce</b> 411 W. Fourth Street, 211 Winston-Salem, NC 27101 Patricia Newman 336-728-9203	N	
16	<b>Women's R'source Center</b> 628 Summit Avenue Greensboro, NC 27405 Chewan Moore 336-275-6090	N	
17	<b>Winston-Salem State University</b> 601 Martin Luther King, Jr. Drive Winston-Salem, NC 27110 Miles Winston 336-750-3244	N	
18	<b>Greensboro News &amp; Record</b> 200 E. Market Street Greensboro, NC 27401 Tomoko Cormier 336-373-7238	N	
19	<b>High Point Enterprise</b> 213 Woodbine Street High Point, NC 27260 <a href="mailto:rbean@hpenews.com">rbean@hpenews.com</a>	N	
20	<b>Winston-Salem Journal</b> 200 E. Market Street Greensboro, NC 27401 Tomoko Cormier 336-373-7238	N	
21	<b>Piedmont Help Wanted.com</b> Classified/Employment 1 Civic Center Plaza #506 Lagrangeville, NY 12540 845-471-5200	N	
22	<b>All Access Website</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	N	
23	<b>College/University Job Fair</b> Greensboro/Burlington NC DBC Promotions Staff	N	
24	<b>Indeed</b> 177 Broad Street #6 Stamford, CT 06901 203-653-5243 <a href="http://www.indeed.com">www.indeed.com</a>	Y	
25	<b>Word of Mouth/Employee Referral</b>	N	
26	<b>Walk-In-Self Referral</b>	N	1
27	<b>Accounting Principles</b> 4100 Mendenhall Oaks Parkway, Suite 150 High Point, NC 27265 Roslyn Byrd 336-291-1937	N	

28	LinkedIn	N	
29	<b>Dick Broadcasting Website</b> www.dickbroadcasting.com	Y	1
30	<b>Media Staffing Network</b> PO Box 4064 Greensboro, NC 27404 Cori Hirsh 336-698-3345	N	2
31	<b>Job Target</b> 600 Summer Street Stamford, CT 06901 Richard Jones 860-271-7248	Y	2

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**III. RECRUITMENT INITIATIVES**

<b>Activity Classification*</b>	<b>Type of Activity</b>	<b>Brief Description</b>
4	Career Day	Josie Cothran spoke to students at Allen Jay Elementary school on May 19, 2023 about careers in the radio business.
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 and UNC-G (2)
8	Training Program to Enable Station Personnel to Acquire Skills for Higher Level Positions	The Market Manager conducts weekly Sales Meetings that include training each week, as well as opportunities for employees to keep advancing in the company and the industry.
10	Participation in Events/Program Sponsored by Educational Institutions	Morning show hosts from WKRR and WKZL spoke to students at Appalachian State University in addition to broadcasting live from the campus on June 9, 2023. Also the show hosts fielded questions from the students.
10	Participation in Events/Program Sponsored by Educational Institutions	Mock interviews were held at Weaver Academy for the Graphic Production students on May 19, 2023

10	Participation in Events/Program Sponsored by Educational Institutions	Promotions Manager spoke to students at High Point University on putting together effective presentations on April 19, 2023. Media Production and Entrepreneurship Podcasting Workshop class.
14	Management Training	Company assigned on-line training for hiring managers via Paylocity (payroll system) in July 2023. Topics assigned were “Anti-Harassment” and “Awareness and Diversity & Inclusion
14	Management Training	On-line Training by the National Association of Broadcasters on “Managing the Multigenerational Workforce” in July 2023. Attended by Market Manager, CFO, COO and corporate HR Director, who work directly with the business unit on employment and recruitment initiatives.
16	Participation in other Activities designed by the station to disseminate information about employment opportunities	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 <a href="http://www.rock92.com">www.rock92.com</a> and <a href="http://www.1075kzl.com">www.1075kzl.com</a> . 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 opportunity.