

EEO PUBLIC FILE REPORT

FOR

**WERO(FM), WQSL(FM),
WQZL(FM), WRNS(AM),
WRNS-FM & WXQR-FM**

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

EEO Annual Public File Report

WERO(FM), WQSL(FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-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. of Tennessee, licensee of WERO(FM), WQSL(FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-FM.

This Report will be placed in the online public inspection files of stations WERO(FM), WQSL(FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-FM and posted on each station's website.

The information contained in this Report covers the period August 1, 2021 through July 31, 2022 (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 filled during the Reporting Period:

- 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.

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 Tony Denton, Market Manager, at (252) 639-7901.

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I. VACANCY LIST

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

Job Title	Total No. Interviewees for the Vacancy	RS Referring Hiree	Recruitment Sources Used to Fill Vacancy
On-Air Personality** Hire Date: 9/10/2021 Hire Date: 9/14/2021	2	20	2, 20, 22
Sales Account Executive*** Hire Date: 1/3/2022 Hire Date: 3/1/2022	2	20	2, 20, 22
Production Director Hire Date: 4/18/2022	2	24	2, 20, 22, 24

** The Employment Unit hired two On-Air Personality employees based on the applicant pool generated from this one job vacancy posting.

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

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	Craven 100 Alliance 406 Craven Street New Bern, NC 28562 Timothy Downs 252-639-5300	N	
2	Dick Broadcasting Company www.dickbroadcasting.com/careers	N	
3	East Carolina Help Wanted Website www.eastcarolinahelpwanted.com	N	
4	East Carolina University 701 E. 5 th Street Greenville, NC 27858 Contact: Career Services career@ecu.edu 252-328-6050	N	
5	Onslow County Job Link 461 Western Blvd Jacksonville, NC 28546 Contact: Ralph Leeds 910-347-2121	N	
6	Lenoir County Job Link P.O. Box 188 Kinston, NC 28502 Contact: Phoebe Emory 252-527-6223	N	
7	Craven County Job Link 1305 Simmons Street New Bern N.C. 28562 Contact: Joy Hudson 252-527-6223	N	
8	Carteret County Job Link 309 Commerce Ave Morehead City, NC 28857 Contact: Larry Woods 252-726-7151	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Craven Community College 800 College Ct New Bern, NC 28562 Contact: Katherine Tuttle (tuttle@cravencc.edu) 252-638-4597	N	
10	Coastal Carolina Community College 444 Western Blvd Jacksonville, NC 28546 Contact: James Anderson (anderson@coastalcarolina.edu) 910-938-6761	N	
11	Lenoir Community College P.O. Box 188 Kinston, NC 28501 Contact: Donna Williams (williamsdp@email.lenoir.cc.edu) 252-527-1199	N	
12	Pitt Community College P.O. Drawer 7007 Greenville, NC 27835 Contact: Arwen Parris 252-493-7565 (mparris@email.pittcc.edu)	N	
13	Pamlico Community College P.O. Box 185 Grantsboro, NC 28529 Contact: Eric Cedars (ecedars@pamlicocc.edu) 252-745-9931	N	
14	North Carolina State University African American Student Affairs 1107 Pullen Hall Raleigh, NC 27695-7314 Contact: Ray Easterlin (breaster@ncsu.edu) 91-515-2396	N	
15	University of North Carolina School of Mass Communication Carroll Hall CB 3365 Chapel Hill, NC 27599 Contact: Jay Eubank 919-962-4518	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	University of Mount Olive 2912 Trent Rd. New Bern, NC 28562 Contact: Melissa Avery (mavery@umo.edu) 252-658-7880	N	
17	North Carolina Association of Broadcasters 150 Fayetteville St. Raleigh, NC 27601 Contact: www.ncbroadcast.com 919-821-7300	N	
18	Shaw University 118 East South St. Raleigh, NC 27601 Contact: careerdevelopment@shawu.edu 919-278-2672	N	
19	Appalachian State University 369 JET Building Boone, NC 28607 Contact: www.careers@appstate.edu 828-262-2180	N	
20	Word-of-Mouth/Employee Referral	N	5
21	All Access Website www.allaccess.com	N	
22	Indeed Website www.indeed.com	N	
23	Walk-In/Self-Referral	N	
24	Internal Transfer/Promotion	N	1
25	Facebook	N	
26	LinkedIn	N	

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III. RECRUITMENT INITIATIVES

Activity Classification*	Type of Activity	Brief Description
2	Job Fair	March 2022: The Employment Unit’s Market Manager and an Account Executive participated in the following “Lenoir Community College / NC Works Career Center” job fair on March 16, 2022.
8	Training Program to Enable Station Personnel to Acquire Skills for Higher Level Positions	The Employment Unit has instituted a weekly Sales Team meeting for its sales account executives and sales managers. During these meetings, among other things, account executives are provided training on how to better perform their jobs; the aim of the training is both to equip the account executives with skills, practices and strategies that would qualify them for promotions within the Company and to enable the sales account executives to increase their efficiency and productivity.
10	Participation in Events/Program Sponsored by Educational Institutions	June 2022: The Employment Unit’s Promotions Director attended The Kellar Radio Talent Institute at Appalachian State University. Promotions Director spoke to the students on “Adjusting from College to the Pros.”
14	Management Training	November 2021: The Company’s Chief Financial Officer, who works directly with the Employment Unit, attended an online webinar conducted by the North Carolina’s Labor Secretary regarding recent labor/employment law updates.
14	Management Training	May 2022: The Company’s Corporate Controller, who works directly with the Employment Unit, attended the Media Finance Focus conference, an in-person event that featured a training session focused on, among other things, broadcast industry leaders speaking about utilizing broad outreach to diversify job applicant pools.
14	Management Training	April 2022: The Company’s Chief Financial Officer, who works directly with the Employment Unit, attended a Women’s Leadership Summit at the NAB Show at which strategies to be an inclusive leader were taught, among other things.

14	Management Training	May 2022: The Company's Chief Financial Officer, who works directly with the Employment Unit, attended an online webinar conducted by the North Carolina's Labor Secretary regarding recent labor/employment law updates.
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*** 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.