

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, 2019 through July 31, 2020

## **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 Communication s Commission 's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc., Greensboro, North Carolina, d/b/a as WERO (FM), WQSL (FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-FM). This Report will be placed in WERO (FM), WQSL (FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-FM public inspection file and posted on WERO (FM), WQSL (FM), WQZL(FM), WRNS(AM), WRNS-FM & WXQR-FM's website.

The information contained in this Report covers the period August 1, 2019 through July 31, 2020 (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 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.

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, Chief Operating Officer, 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>Job Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>RS Referring Hiree</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>
Promotions Team Tech	2	20, 26	20, 26

Total number of persons interviewed during the Reporting Period: 2

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

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
16	<b>University of Mount Olive</b> 2912 Trent Rd. New Bern, NC 28562 Contact: Melissa Avery ( <a href="mailto:mavery@umo.edu">mavery@umo.edu</a> ) 252-658-7880	Y	
17	<b>North Carolina Association of Broadcasters</b> 150 Fayetteville St. Raleigh, NC 27601 Contact: <a href="http://www.ncbroadcast.com">www.ncbroadcast.com</a> 919-821-7300	Y	
18	<b>Shaw University</b> 118 East South St. Raleigh, NC 27601 Contact: <a href="mailto:careerdevelopment@shawu.edu">careerdevelopment@shawu.edu</a> 919-278-2672	Y	
19	<b>Appalachian State University</b> 369 JET Building Boone, NC 28607 Contact: <a href="http://www.careers@appstate.edu">www.careers@appstate.edu</a> 828-262-2180	Y	
20	<b>Word-of-Mouth/Employee Referral</b>	Y	1
21	<b>All Access Website</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	Y	
22	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	Y	
23	<b>Walk-In/Self-Referral</b>	Y	
24	<b>Internal Transfer/Promotion</b>	Y	
25	<b>Facebook</b>	Y	
26	<b>LinkedIn</b>	Y	1
<b>TOTAL INTERVIEWEES OVER REPORTIN PERIOD</b>			<b>2</b>

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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: ECU School of Communications (2/2020); Crystal Coast Job Fair (3/2020); Craven Works Job Fair (3/2020) Personnel involved: Marketing/Promotions Director & Promotions Staff
6	Job Bank	Continuous postings through Paylocity onto Indeed.com.
16	Advertising	Date: Any Openings Dick Broadcasting Company routinely advertises any open position on each of the New Bern stations and their respective audio streams and websites at <a href="http://www.wrns.com">www.wrns.com</a> , <a href="http://www.960thebull.com">www.960thebull.com</a> , <a href="http://www.rivernc.com">www.rivernc.com</a> , <a href="http://www.myrock105.com">www.myrock105.com</a> , <a href="http://www.bob933.com">www.bob933.com</a> & <a href="http://www.dickbroadcasting.com">www.dickbroadcasting.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.

### **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.