

**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning April 1, 2017 Ending March 31, 2018


**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.**

This Report Consists of:

<u>Part 1</u>	Station Information
<u>Part 2</u>	Recruitment sources/interviewees for each full-time vacancy
<u>Part 3</u>	Recruitment initiatives

Preparer: Mike Kirtner

Signature:



Title: General Manager/President

Date: March 31, 2018

Telephone: 304-523-8401

**PART 1**

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>FACILITY ID#</u>	<u>COMMUNITY OF LICENSE</u>	<u>State</u>	<u>LMA</u>
WDGG	FM	21436	ASHLAND	KY	NO
WRVC	AM	21435	HUNTINGTON	WV	NO
WCMJ	AM	21588	ASHLAND	KY	NO
WCMJ	FM	21589	CATLETTSBURG	KY	NO
WXBW	FM	70691	GALLIPOLIS	OH	NO
WMGA	FM	164110	KENOVA	WV	NO

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of one full-time job vacancies were filled by the employment unit.

A total number of one persons were interviewed for all the full-time vacancies.

<u>Job Title</u>	<u>Applications</u>	<u>Interviewed</u>	<u>Hired</u>
Account Executive	3	1	1

**PART 2**

**FULL-TIME VACANCY #1**

Job Title: Account Representative

Dates Filled: January 22, 2018

Total Number of Interviews: 1

Recruitment Sources<sup>1</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source<sup>2</sup></u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
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1. See attached list for recruitment source utilized for this job opening.

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<sup>1</sup> A source with an (\*) was the source that referred the hire. A source with an (x) was a source that requested to be contacted as job openings occur.

<sup>2</sup> Each recruitment source utilized for this job opening is listed even if no interviewees or applicants were referred.

<b>Recruitment Source Information</b>	<b>Contact Information Notification</b>	<b>Interviewed by Source</b>
Internal Posting	Internal Contact Teresa Robinson 304-523-8401	0
937thedawg.com	Internal Contact Reeves Kirtner 304-523-8401	0
SuperTalk941.com	Internal Contact Paul Swann 304-523-8401	0
Planet927.com	Internal Contact Reeves Kirtner 304-523-8401	0
1340wcmi.com	Internal Contact Paul Swann 304-523-8401	0
Hits979.com	Internal Contact Chris Steed 304-523-8401	0
Bigbuck1015.com	Internal Contact Jason Toy 304-523-8401	0
Kindredcom.net	Internal Contact Alex Hackney	0
Employee Referrals *	Current Employees	1
Marshall University Career Services 1 John Marshall Drive Huntington, WV 25755-3102	Attn Denise Hogsett 304-696-2370 fax 304-696-2251 career-services@marshall.edu	0
WMUL-FM Marshall University Student Radio 1 John Marshall Drive Huntington, WV 25755-2635	Attn Dr. Charles Bailey 304-696-6640 304-696-3232 baileycg@marshall.edu	0
Marshall University School of Journalism and Mass Communications 1 John Marshall Drive Huntington, WV 25755	Attn Allyson Goodman 304-696-6025 goodman4@marshall.edu	0
West Virginia Broadcasters Association 140 Seventh Avenue Charleston, WV 25303	Attn Michele Crist 304-744-2143 mcrist@wvba.com	0
Promos/Ad 937 the Dawg, Planet, All Stations	Attn Reeves Kirtner 304-523-8401 reeves@kindredcom.net	0

\*source of hiree.

**Part 3**

**Supplemental Recruitment Activities**

Activity #1

Activity: Bullseye Total Media Training Session

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Date: Ongoing

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Bullseye Total Media

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Participating Station Personnel: Reeves Kirtner (Vice President Associate General Manager), Rae Ann Parsons (Account Executive), Brett Mount (Account Executive), Jeannie Wheeler (Account Executive), Randy Brown (Account Executive), Teresa Roark (Account Executive), Beth Hart (Account Executive), Nate Gilcher (Account Executive), Mike Kirtner (President & General Manager)

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**Description of activity and scope of station participation:**

The sales staff regularly meets with digital sales consultants to learn about new and evolving digital sales opportunities. These training sessions encourage our sales team to create new opportunities to increase revenue and adapt to the ever-changing market.

**Part 3**

**Supplemental Recruitment Activities**

Activity #2

Activity: Country Radio Seminar

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Date: February 5-7, 2018

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Country Radio Broadcasters

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Participating Station Personnel: Jason Toy (Program Director WXBW) John Bowen (Program Director WDGG, Operations Manager)

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**Description of activity and scope of station participation:**

Jason and John attended several seminars and panel discussions to strengthen our station's programming efforts and to reinforce our efforts to use new and existing technologies to interact with and reach our listeners. Among topics covered were using Amazon's Alexa to encourage in-home listening as well as integrating social media into on-air broadcasts.

**Part 3**

**Supplemental Recruitment Activities**

**Activity #3**

Activity: Spring Semester Internship

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Date: January 2018- present

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications/ Marshall University School of Journalism

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Participating Station Personnel: Paul Swann (Program Director WRVC-AM)

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**Description of activity and scope of station participation:**

A broadcast journalism student from Marshall University has been interning with WRVC-AM to assist in producing the daily evening sports show on WRVC-AM. Duties include booking guests and conducting interviews, as well as researching topics and statistics for the show several times per week.

**Part 3**

**Supplemental Recruitment Activities**

Activity #4

Activity: High School Football Broadcast Shadowing

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Date: August 27, 2017- October 31, 2017

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Preparer: Reeves Kirtner (Vice President Associate General Manager)

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Host/Sponsor of Activity: Kindred Communications / Spring Valley High School

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Participating Station Personnel: Paul Swann (Production Director WRVC-AM/WCMI-AM), various part-time employees

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**Description of activity and scope of station participation:**

A local high school student participated in a job shadowing exercise throughout the fall football season. The student came to our studios to observe and learn how our station personnel and board operators acquire the audio from high school football games and air them on the radio.