

Annual EEO Public File Report

For the period beginning April 1, 2021, and ending March 31, 2022.

This report consists of:

Part 1 Employment Unit Information

Part 2 Full-time Vacancy Information

Part 3 Recruitment Initiatives and Outreach

Preparer: Joshua Daniels

Signature: _____

Title: Business Manager

Date: March 31, 2022

Telephone: (304) 523-8401

Part 1

This report covers the following employment unit:

<u>Call Letters</u>	<u>Band</u>	<u>Facility ID</u>	<u>City of License</u>	<u>State</u>	<u>LMA</u>
WCMI	AM	21588	Ashland	KY	No
WCMI	FM	21589	Catlettsburg	KY	No
WDGG	FM	21436	Ashland	KY	No
WMGA	FM	164110	Kenova	WV	No
WRVC	AM	21435	Huntington	WV	No
WXBW	FM	70691	Gallipolis	OH	No

Part 2

Full-time Vacancy Information

The employment unit filled a total of one full-time job vacancy.

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

Position	Date Filled	Recruitment Sources Utilized to Fill Vacancy [by Code Number]	Person Hired Source
Account Representative	10/11/2021	A,B,C,D,E,F,G,H,I,J	A

List of Recruitment Sources

*An asterisk next to the source's name indicates a source that requested our postings.

Code	Recruitment Source	Address	Contact Person	Candidates Interviewed
A	Employee Referral	N/A	N/A	2
B	Radio Advertisement: WXBW-FM	555 5 th Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	1
C	Kindredcom.net	555 5 th Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	0
D	Internal Posting	555 5 th Ave, Huntington, WV 25701	Joshua Daniels 304-523-8401	0
E	catsports933.com	555 5 th Ave, Huntington, WV 25701	Paul Swann 304-523-8401	0
F	planet927.com	555 5 th Ave, Huntington, WV 25701	Erik Raines 304-523-8401	0
G	937thedawg.com	555 5 th Ave, Huntington, WV 25701	John Bowen 304-523-8401	0
H	979theriver.com	555 5 th Ave, Huntington, WV 25701	Cecilia Bowen 304-523-8401	0
I	wrv.com	555 5 th Ave, Huntington, WV 25701	Paul Swann 304-523-8401	0
J	bigbuck1015.com	555 5 th Ave, Huntington, WV 25701	Jason Toy 304-523-8401	0

Part 3

Recruitment Initiatives and Outreach

Activity #1

Activity: Society of Broadcast Engineers Certification Training

Date: May 2021

Int. Contact Person: Evan Adkins

Participation: Evan Adkins, Director of Engineering

Description: Mr. Adkins went through training to take the certification to be accepted into the Society of Broadcast Engineers (SBE). To be eligible for certification, one must have a strong interest in the design, operation, maintenance, or administration of the day-to-day problems and achievements associated with the operation of a broadcast facility or related technology. One of the membership goals in the SBE is to encourage broadcast engineers to continue their professional development.

Activity #2

Activity: Digital Sales Training by Simpli.fi

Date: August 4, 2021

Int. Contact Person: Reeves Kirtner

Participation: Jeannie Wheeler, Account Executive
Beth Hart, Account Executive
Mary Taylor, Sales Administrator
Brett Mount, Account Executive
Nate Gilcher, Account Executive
Pamela Hall, Account Executive
Demi Eicher, Account Executive
Reeves Kirtner, Vice President Associate General Manager

Description: The entire sales staff participated in remote training that focused on how to sell digital advertising. Objections and obstacles that may be encountered were discussed. The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher-level positions.

Activity #3

Activity: Internship
Date: January 14, 2022 – March 31, 2022
Ext. Contact Person: Andrew Coburn, Marshall University
Participation: Cecilia Bowen, Program Director of WMGA-FM
Description: WMGA-FM hosted one intern from Marshall University for academic credit. This intern had the opportunity to learn about all aspects of programming a commercial radio station.

Activity #4

Activity: Internships
Date: September 1, 2021 – March 31, 2022
Ext. Contact Person: Dr. Allyson Goodman, Marshall University
Participation: Paul Swann, Program Director of WRVC-AM and WCMI-AM
Description: Two students from Marshall University interned with Paul Swann in producing a daily sports show on WRVC-AM for academic credit. The student assisted in procuring and scheduling guests, screening calls during the show, and all aspects of producing a daily broadcast. The students also learned about and assisted in creating social media posts for the stations.

Activity #5

Activity: Guest Speaker During University Course
Date: November 15, 2021
Ext. Contact Person: Dr. Charles Bailey, Marshall University
Participation: Paul Swann, Program Director of WRVC-AM and WCMI-AM
Description: Mr. Swann was invited to educate students in a sportscasting course at Marshall University. Topics discussed included how to perform well in sportscasting and how to maintain a good relationship with one's employer.

Activity #6

Activity: West Virginia Broadcasters Association Sales Seminar

Date: February 22, 2022

Ext. Contact Person: Michele Crist, WVBA

Participation: Jeannie Wheeler, Account Executive
Beth Hart, Account Executive
Mary Taylor, Sales Administrator
Brett Mount, Account Executive
Nate Gilcher, Account Executive
Pamela Hall, Account Executive
Demi Eicher, Account Executive
Reeves Kirtner, Vice President Associate General Manager

Description: The entire sales staff participated in training sponsored by the West Virginia Broadcasters Association. This training focused on motivation to "Sell Like a Champion." The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher-level positions.

Activity #7

Activity: Leadership Training

Date: March 16, 2022

Ext. Contact Person: Jamie Cope, West Virginia University Industrial Extension

Participation: Paul Swann, Program Director of WRVC-AM and WCMI-AM

Description: Mr. Swann attended a webinar that focused on time management skills. Time-tracking, prioritizing tasks, and good calendar techniques were covered.

Activity #8

Activity: Continued Learning

Date: Once a month

Ext. Contact Person: Jessica Tackett-Napier, President Tri-State SHRM

Participation: Joshua Daniels, Business Manager

Description: Mr. Daniels attends monthly meetings of the Tri-State Chapter of the Society for Human Resource Management during business hours. During every hour-long meeting, an educational component deals with various human resource topics. Examples include incorporating telecommuting, new COVID-19 requirements, developing employee wellness programs, and recruiting.