

Annual EEO Public File Report

For the period beginning April 1, 2022, and ending March 31, 2023.

This report consists of the following:

Part 1 Employment Unit Information

Part 2 Full-time Vacancy Information

Part 3 Recruitment Initiatives and Outreach

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Signature: 

Title: Business Manager

Date: March 31, 2023

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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>
WCMJ	AM	21588	Ashland	KY	No
WCMJ	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 two full-time job vacancies.

A total number of two 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	04/05/2022	A, B, C, D, E, F, G, H, I, J, K	A
Sales Administrator	08/01/2022	A, B, C, D, E, F, G, H, I, J, K, L, M, N, O	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 Advertisements: WDGG, WCMI-AM, WCMI, WRVC-AM, WMGA, WXBW	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	
C	Kindredcom.net	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Reeves Kirtner 304-523-8401	
D	Internal Posting	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Joshua Daniels 304-523-8401	
E	catsports933.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Paul Swann 304-523-8401	
F	planet927.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Erik Raines 304-523-8401	
G	937thedawg.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	John Bowen 304-523-8401	
H	979theriver.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Cecilia Bowen 304-523-8401	
I	wrvc.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Paul Swann 304-523-8401	
J	bigbuck1015.com	555 5 <sup>th</sup> Ave, Huntington, WV 25701	Jason Toy 304-523-8401	
K	TVandRadioJobs.com	5956 Ruthwood Dr, Calabasas, CA 91302	Website Portal 818-879-0858	
L	Handshake: Shawnee State University	840 2 <sup>nd</sup> St, Portsmouth, OH 45662	Austin Raines 740-351-3027	
M	*Handshake: Marshall University	1681 5 <sup>th</sup> Ave, Huntington, WV 25755	Rodney Sanders 304-696-2370	
N	Handshake: Ashland Community & Technical College	1400 College Dr, Ashland, KY 41101	Ella Smith 606-326-2231	
O	University of Charleston	2300 Maccorkle Ave SE, Charleston, WV 25304	Jamie Bero 1-800-995-4682	

### Part 3

#### Recruitment Initiatives and Outreach

##### Activity #1

Activity: Internship  
Date: May 2, 2022 – July 31, 2022  
Ext. Contact Person: Dr. Allyson Goodman, Marshall University  
Participation: Paul Swann, Program Director of WRVC-AM and WCMJ-AM  
Description: A student 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 producing a daily broadcast. The students also learned about and assisted in creating social media posts for the stations.

##### Activity #2

Activity: Internship  
Date: August 5, 2022 – March 31, 2023  
Ext. Contact Person: Dr. Allyson Goodman, Marshall University  
Participation: Mike Kirtner, General Manager  
Description: Fifth Avenue Broadcasting Company hosted one intern from Marshall University for academic credit. This intern had the opportunity to learn the sales aspect of commercial radio and the on-air operations of WDGG-FM.

##### Activity #3

Activity: Job Shadowing  
Date: September 9, 2022  
Ext. Contact Person: Rodney Sanders, Marshall University  
Participation: Cecilia Bowen, Program Director of WMGA-FM  
Description: A student from Marshall University learned and experienced all aspects of a commercial radio station, including sales, operations, and administration.

#### Activity #4

Activity: Internship  
Date: September 9, 2022 – November 31, 2022  
Ext. Contact Person: Rodney Sanders, 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 #5

Activity: ECHO Event at Marshall University  
Date: September 21, 2022  
Ext. Contact Person: Erin LaFon, Marshall University  
Participation: Joshua Daniels, Business Manager  
Description: Mr. Daniels attended the Spring ECHO (Exploring Careers & Highlighting Occupations) event. This interactive event allows students to connect directly to local employers and academic colleges to learn more about the majors offered at Marshall and how their future could look in that field.

#### Activity #6

Activity: Guest Speaker During University Course  
Date: October 10, 2022  
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 performing well in sportscasting and maintaining a good relationship with one's employer.



#### Activity #7

Activity: Digital Sales Training by Simpli.fi

Date: November 14, 2022

Int. Contact Person: Vice President Associate General Manager

Participation: Jeannie Wheeler, Account Executive  
Beth Hart, Account Executive  
Christian Palmer, 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. The purpose of the training program was to enable station personnel to acquire skills that could qualify them for higher-level positions. Digital video sales opportunities, including the value of video, linear exclusion, and blended campaigns, were discussed.

#### Activity #8

Activity: West Virginia State Treasurer's Get a Life

Date: November 22, 2022

Ext. Contact Person: Riley M. Moore, Treasurer, State of West Virginia

Participation: Reeves Kirtner, Vice President Associate General Manager

Description: Mr. Kirtner volunteered his time at Huntington Middle School by participating in a simulated financial activity to help West Virginia students better understand the importance of monthly budgeting, completing higher education, and maintaining well-paying jobs.

#### Activity #9

Activity: South Point High School Career Fair  
Date: December 16, 2022  
Ext. Contact Person: Doug Graham  
Participation: Leonard Sundhal, Operations Assistant  
Description: Mr. Sundahl represented Fifth Avenue Broadcasting Company, Inc. and all six stations at South Point High School's Career Fair. Students learned about career opportunities in the field of communications and broadcasting.

#### Activity #10

Activity: Internship  
Date: January 11, 2023 – March 31, 2023  
Ext. Contact Person: Daniel J. O'Malley, Marshall University  
Participation: John Bowen, Operations Manager  
Description: Fifth Avenue Broadcasting Company hosted one intern from Marshall University for academic credit. This intern had the opportunity to learn about all aspects of a commercial radio station.

#### Activity #11

Activity: Continued Learning  
Date: Various  
Ext. Contact Person: Gina Lunsford, VP of Professional Development and Certification, 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. An educational component deals with various human resource topics during every hour-long meeting. Examples include developing an internship program, employee wellness programs, and recruiting.