

Annual EEO Public File

WWNQ-FM/WZMJ-FM

August 1, 2018-July 31, 2019

Stations WWNQ-FM and WZMJ-FM licensees are Midlands Media Group, LLC. We are an equal opportunity employer.

We have a three-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. The wide dissemination of full-time openings via our online classified advertising, trade periodicals/websites, and the use of appropriate job sources.
2. The sending of notices to community groups via letters or e-mail that request such notification. Through on-air notices and the development of relationships with organizations we hope to grow this list.
3. Through a variety of outreach initiatives.

**SECTION I**

**Vacancy List**

The following chart show employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (MRSL) for recruitment source data.

| <b>Position</b>                   | <b>Fill Date</b> | <b>Sources Used</b>      |
|-----------------------------------|------------------|--------------------------|
| On Air Personality/Music Director | January 2, 2019  | 1, 2, 6, 7, 8, 9, 10, 11 |
| Account Executive                 | July 8, 2019     | 1, 2, 6, 7, 8, 9, 10, 11 |
|                                   |                  |                          |

## SECTION II

### **Master Recruitment Source List**

The following chart displays our source list names, phone numbers and other information

| <u>Number</u> | <u>POSTING SITE</u>               | <u>Contact</u>                              | <u>Phone</u>       |
|---------------|-----------------------------------|---|--------------------|
| #1            | SC Broadcasters Assoc.            | ONLINE                                      |                    |
| #2            | AllAccess.com                     | ONLINE                                      |                    |
| #3            | RadioOnline.com                   | ONLINE                                      |                    |
| #4            | SC Commission of Minority Affairs | ONLINE                                      |                    |
| #5            | SC Vocational Rehab Dept.         | ONLINE                                      |                    |
| #6            | SC Dept of Workforce              | ONLINE                                      |                    |
| #7            | Dept. of Veterans Affairs         | Howard Wilkerson<br>howard.wilkerson@va.gov | 803-776-4000 x6648 |
| #8            | Midlands Technical College        | ONLINE                                      |                    |
| #9            | USC Handshake                     | ONLINE                                      |                    |
| #10           | Employee Referral                 |   |                    |
| #11           | Client Referral                   |   |                    |

| Position          | # of Applicants | Source                     | # of applicants from source | Hired From |
|-------------------|-----------------|----------------------------|-----------------------------|------------|
| Account Executive | 3               | SCBA                       |                             |            |
|                   |                 | AllAccess.com              |                             |            |
|                   |                 | SC Dept of Workforce       |                             |            |
|                   |                 | Dept. of Veterans Affairs  |                             |            |
|                   |                 | Midlands Technical College |                             |            |
|                   |                 | USC Handshake              |                             |            |
|                   |                 | Employee Referral          |                             |            |
|                   |                 | Client Referral            | 1                           | 1          |
|                   |                 | Unsolicited                | 2                           |            |

| Position                          | # of Applicants | Source                     | # of applicants from source | Hired From |
|-----------------------------------|-----------------|----------------------------|-----------------------------|------------|
| On Air Personality Music Director | 2               | SCBA                       |                             |            |
|                                   |                 | AllAccess.com              |                             |            |
|                                   |                 | SC Dept of Workforce       |                             |            |
|                                   |                 | Dept. of Veterans Affairs  |                             |            |
|                                   |                 | Midlands Technical College |                             |            |
|                                   |                 | USC Handshake              |                             |            |
|                                   |                 | Employee Referral          |                             |            |
|                                   |                 | Client Referral            | 2                           | 1          |
|                                   |                 | Unsolicited                |                             |            |

## SECTION III

### Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

|   | <u>Type of Recruitment Initiative</u> | <u>Brief Description of Activity</u>  |
|---|---------------------------------------|---|
| 1 | INTERNSHIP PROGRAM                    | <b>WWNQ/WZMJ Internship</b><br><br>WWNQ/WZMJ offers an internship program designed to provide experience in all departments. Interns are assigned various projects in Sales, Production/Programming, and Traffic departments. Interns also assist in the execution of various events and promotions. Internship program participant #1 received course credit for the Fall 2018 term and participant #2 received course credit for Summer 2019 session. |
| 2 | PARTICIPATION IN JOB FAIRS            | <b>March 2019</b> --Palmetto State Job Fair presented by ECPI. Fair was attended by members of the sales, traffic and programming staffs.<br><br><b>April 2019</b> -- SC Broadcasters Association (SCBA) Job Fair was attended by members of the sales and programming staffs.  |
| 3 | EDUCATIONAL INSTITUTION INVOLVEMENT   | Operations Manager is an advisory board member of USC's School of Journalism & Mass Communication. Membership includes quarterly meetings, mentoring, and guest speaking in classes.  |
| 4 | SCHOLARSHIP PROGRAM                   | Participating & contributing member to the Dean's Circle Society and associated scholarship program.  |
| 5 | OTHER COMMUNITY INVOLVEMENT           | Membership includes:<br>-- Greater Cayce-West Columbia Chamber<br>-- Greater Lexington Chamber  |

- Chapin SC Chamber
- Executive Association of Greater Columbia
- Building Industry Association of Central SC
- SC Broadcasters' Association
- Congaree Vista Guild
- Irmo SC Chamber