

EEO PUBLIC FILE REPORT

FOR

**WKRR (FM) & WKZL (FM)**

This EEO Public File Report  
Covers the period August 1, 2024, through July 31, 2025

## **EEO Annual Public File Report**

### **WKRR (FM) & WKZL (FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communication Commission 's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc, of Tennessee, licensee of WKRR (FM) & WKZL (FM).

This Report will be placed in the online public inspection files of stations WKRR (FM) and WKZL (FM) 's public inspection file and posted on each station's website.

The information contained in this Report covers the period August 1, 2024 through July 31, 2025 (the "Reporting Period").

Sections 1 through 3 below are intended to provide the information required by the FCC 's EEO Rule.

Section 2 contains 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.

Section 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, Market Manager, 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>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Digital Marketing Sales Manager Hire Date: 01/02/2025	1	31	29, 31
Account Executive Hire Date 04/14/2025	2	25	25, 29, 31
*Accounting Assistant	5	N/A	29, 31

\*Accounting Assistant not filled during this reporting period.

Total number of persons interviewed during the Reporting Period: 8

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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>Bennett College</b> 900 E. Washington St Greensboro, NC 27401 Darryl Johnson 336-517-2358	N	
2	<b>NC Works Career Center</b> 2301 W. Meadowview Rd Greensboro, NC 27407 Charles Diggs 336-297-9444	N	•
3	<b>NC Works Career Center</b> 607 Idol Street High Point, NC 27262 Matthew Fowler 336-882-4141	N	
4	<b>Greensboro Chamber of Commerce</b> 111 W. February Place Greensboro, NC 27401 Barbara West 336-387-8312	N	
5	<b>Greensboro College</b> 815 W. Market Street Greensboro, NC 27404 Caryn Atwater 336-272-7102 Ext. 5370	N	
6	<b>Guilford College</b> 5800 W. Friendly Avenue Greensboro, NC 27410 Rebekah A. Funicello 336-316-2343	N	
7	<b>Guilford Technical Community College</b> PO Box 309 Jamestown, NC 27282 Susan DeHart 336-334-4822 Ext. 50169	N	
8	<b>High Point University</b> 833 Montilieu Avenue High Point, NC 27262 Manual Posting 336-841-9677	N	
9	<b>NAACP</b> 1200 E. Market Street Greensboro, NC 27401 Gladys Shipman 336-273-1222	N	
10	<b>North Carolina A&amp;T University</b> 1601 E. Market Street Greensboro, NC 27411 Cynthia Downing 336-334-7755	N	
11	<b>UNC-Greensboro</b> Room 1 Elliot University Center Greensboro, NC 27402 Catherine Goetz - Stephanie Webber	N	
12	<b>Urban League</b> 201 W. 5 <sup>th</sup> Street Winston-Salem, NC 27101 Celeste Gilreath 336-717-1247	N	
13	<b>Urban Ministry</b> 305 W. Gate City Blvd. Greensboro, NC 27406 Mark Sumerford 336-553-2645	N	
14	<b>Wake Forest University</b>		

	PO Box 7427 Winston-Salem, NC 27109 Dana Hutchens hutchens@wfu.edu	N	
15	<b>Winston-Salem Chamber of Commerce</b> 411 W. Fourth Street, 211 Winston-Salem, NC 27101 Patricia Newman 336-728-9203	N	
16	<b>Women's Resource Center</b> 628 Summit Avenue Greensboro, NC 27405 Chewan Moore 336-275-6090	N	
17	<b>Winston-Salem State University</b> 601 Martin Luther King, Jr. Drive Winston-Salem, NC 27110 Miles Winston 336-750-3244	N	
18	<b>Greensboro News &amp; Record</b> 200 E. Market Street Greensboro, NC 27401 Tomoko Cormier 336-373-7238	N	
19	<b>High Point Enterprise</b> 213 Woodbine Street High Point, NC 27260 <a href="mailto:rbean@hpenews.com">rbean@hpenews.com</a>	N	
20	<b>Winston-Salem Journal</b> 200 E. Market Street Greensboro, NC 27401 Tomoko Cormier 336-373-7238	N	
21	<b>Piedmont Help Wanted.com</b> Classified/Employment 1 Civic Center Plaza #506 Lagrangeville, NY 12540 845-471-5200	N	
22	<b>All Access Website</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	N	
23	<b>College/University Job Fair</b> Greensboro/Burlington NC DBC Promotions Staff	N	
24	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	
25	<b>Word of Mouth/Employee Referral</b>	Y	1
26	<b>Walk-In-Self Referral</b>	N	
27	<b>Accounting Principles</b> 4100 Mendenhall Oaks Parkway, Suite 150 High Point, NC 27265 Roslyn Byrd 336-291-1937	N	
28	LinkedIn	N	
29	<b>Dick Broadcasting Website</b> <a href="http://www.dickbroadcasting.com">www.dickbroadcasting.com</a>	Y	
30	<b>Media Staffing Network</b> PO Box 4064 Greensboro, NC 27404	N	

	Cori Hirsh 336-698-3345		
31	<b>Job Target</b> 600 Summer Street Stamford, CT 06901 Richard Jones 860-271-7248	Y	7

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**III. RECRUITMENT INITIATIVES**

<b>Activity Classification*</b>	<b>Type of Activity</b>	<b>Brief Description</b>
10	Participation in Events/Program Sponsored by Educational Institutions	On April 15, 2025 Nine students enrolled in the MST 361 - Announcing for Media class from UNCG came to DBC for a tour of studios and production rooms. We discussed equipment functionality like the board and VoxPro, creating content for each station and their target audience, and students were supervised while they recorded artist breaks for Tripper's Top 8 at 8 show.
5	Internship Program	<p>DBC had three interns in the reporting period. Two from UNC-G and one from NCA&amp;T. The interns would:</p> <ul style="list-style-type: none"> <li>-Assist at promotional events</li> <li>-Attend meetings</li> <li>-Edit audio/video for the morning shows</li> <li>-Duties around the office</li> </ul>
8	Training Program to Enable Station Personnel to Acquire Skills for Higher Level Positions	The Market Manager conducts weekly Sales Meetings that include training each week, as well as opportunities for employees to keep advancing in the company and the industry.
10	Participation in Events/Program Sponsored by Educational Institutions	On April 3, 2025 Matt Wells was a guest speaker at UNC-Greensboro for a broadcasting class.
10	Participation in Events/Program Sponsored by Educational Institutions	Market Manager, Richard Harlow spoke to students on April 14 & 16 (2025) at High Point University regarding careers in advertising sales.
15	Participation in other Activities designed by the station to disseminate information about employment opportunities	

		<p>Date: Any Openings</p> <p>Dick Broadcasting Company routinely advertises any open position on each of the Greensboro stations and their respective audio streams and websites at <a href="http://www.rock92.com">www.rock92.com</a> and <a href="http://www.1075kzl.com">www.1075kzl.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.</p>
16	Recruitment Initiatives	<p>On Tuesday, May 13, 2025, Josie Cothran spoke at the YWCA of High Point from 5:30p-7:30p for their "Women in Uncommon Careers" series. Several members of their staff and board were in attendance. She discussed what goes into radio programming and on air shifts, as well as what someone should do if they are interested in broadcasting (internships, college courses, etc).</p>

\* ` For “Activity Classification”, use “1” through “16” in accordance with attached list.



## **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 opportunity.