

EEO PUBLIC FILE REPORT

FOR

**WRNN(AM), WRNN-FM,  
WKZQ-FM, WYAV(FM)  
AND WMYB(FM)**

This EEO Public File Report  
Covers the period August 1, 2020 through July 31, 2021

**EEO Annual Public File Report**

**WRNN(AM), WRNN-FM,  
WKZQ-FM, WYAV(FM)  
AND WMYB(FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communication s Commission 's EEO Rule. This Report has been prepared on behalf of Dick Broadcasting Company, Inc., Greensboro, North Carolina, d/b/a as WRNN(AM), WRNN-FM, WKZQ-FM, WYAV(FM) and WMYB(FM). This Report will be placed in WRNN(AM), WRNN-FM, WKZQ-FM, WYAV(FM) and WMYB(FM) public inspection file and posted on WRNN(AM), WRNN-FM, WKZQ-FM, WYAV(FM) and WMYB(FM)'s website.

The information contained in this Report covers the period August 1, 2020 through July 31, 2021 (the “Reporting Period”).

Attachments 1 through 3 are intended to provide the information required by the FCC 's EEO Rule. Attachments 1 and 2 contain 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.

Attachment 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, General Manager, at (336) 274-8042.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

<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>
Programming	3	14	14

Total number of persons interviewed during the Reporting Period: 3

### ATTACHMENT 3

#### OUTREACH ACTIVITIES FOR THE PERIOD AUGUST 1, 2020-JULY 31, 2021

WRNN(AM), WRNN-FM, WKZQ-FM, WYAV(FM) and WMYB(FM) has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
2	Job Fair	Dick Broadcasting Company participated in the following Job Fairs: None due to COVID-19.
5	Internship Program	Dick Broadcasting Company offers internships to area College students for required credits in the Communications/broadcasting, marketing, and journalism curriculums. These students participate in hands on learning and are given extensive access to skills that will complete their majors and prepare them for a career in the broadcast field. This is an ongoing program that Dick Broadcasting Company offers throughout the calendar year. All On-Air/Promotions staff participating. Students from the following institutions participated in the Internship Program during this period: None due to COVID-19.
6	Job Bank	Continuous postings through Paylocity onto Indeed.com.
14	Management Training	Training of Anti-Harassment, Cyber Security Awareness and Diversity & Inclusion.
16	Advertising	Date: Any Openings Dick Broadcasting Company routinely advertises any open position on each of the Myrtle Beach stations and their respective audio streams and all stations notated websites including www.wrnn.net, www.wave104.com, www.energy921.com, www.961wkzq.com, www.hank1055.com & www.dickbroadcasting.com. 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.

**\*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 opportunities.

	Name	Organization	Address	City	State	Zip	Phone		Email/Website
1	Manual Posting	Regional Help Wanted, Inc.	1085 Route 55	Lagrangeville	NY	12540	845-471-5200	845-913-9405 fax	myrtlebeachhelpwanted.com
2	Internal Transfer/Promotion								
3	Employee Referral								
4	Yvette Jefferson	Coastal Carolina University	100 Chanticleer Dr.	Conway	SC	29528	843-349-2343		gjefferso@coastal.edu
		Horry Georgetown Technical							
5	April Garner	College	2050 Highway 501 East	Conway	SC	29528	843-349-7870		april.garner@hgtc.edu
			28955 Pacific Coast Highway,						
6	Manual Posting	All Access	Suite 210	Malibu	CA	90265	310-457-6616		www.allaccess.com
		South Carolina Broadcast							
7	Manual Posting	Association	One Harbison Way, Suite 112	Columbia	SC	29212	803-732-1186		www.scba.net
8	Manual Posting	Radio Ink	331 SE Mizner Blvd.	Boca Raton	FL	33432	561-655-8778		www.radioink.com
9	Manual Posting	Radio & TV Ads	PO Box 367925	Atlanta	GA	31156			www.tvandradijobs.com
10	Manual Posting	Craigslist - Career Service		Myrtle Beach	SC				www.myrtlebeach.craigslist.org
11	Manual Posting	Indeed	177 Broad St. #6	Stamford	CT	6901	203-653-5243		www.indeed.com
12	Manual Posting	Palmetto Goodwill	127 Loyola Dr	Myrtle Beach	SC	29588	843-650-0163		www.palmettogoodwill.org
13	Manual Posting	SC Works	200-A Victory Ln.	Conway	SC	29526	843-234-9675		www.jobs.scworks.org
14	Walk-In/Self-Referral								
15	Station Website Postings								
16	Indeed								www.indeed.com
17	LinkedIn								www.linkedin.com