

EEO PUBLIC FILE REPORT

FOR

STATION WSIC(AM),  
STATESVILLE, NC

This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2015

Amended as of April 6, 2016

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WSIC(AM)'s public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 31, 2015, the station filled the following full-time vacancies<sup>1</sup>:

Account Executive (2 positions)

The station interviewed a total of 6 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
WSIC on-air announcements	1
WSIC website	2
WSIC public yard sales	2
LinkedIn	0
Job Fair	1

Attachment A 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 persons interviewed for each full-time vacancy; and

<The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

\* \* \* \* \*

---

<sup>1</sup> WSIC hired its fifth full-time employee in January 9, 2015. This report covers activity from that date through July 31, 2015.

**ATTACHMENT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

**FULL-TIME VACANCY EEO INFORMATION**

**Job Title of Vacancy:** Account Executive (2)

**Recruitment Source That Referred the Hiree:**

On-Air (1); Job Fair (2)

**Date Vacancy Opened:** Ongoing

**Total Number of Persons Interviewed for the Vacancy:**

6

**Date Vacancy Filled:** January 23, 2015

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
WSIC on-air announcements	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	1	No
WSIC website	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	2	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	2	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>			0	No
Job Fair	Mooreville South Iredell Chamber of Commerce Business Expo <a href="mailto:info@moorevillenc.org">info@moorevillenc.org</a>	Catherine Arnold	704-664-3898	1	No


**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Station WSIC(AM) has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
14	EEO Training	February 2, 2015: Station staff was trained on policies from the U.S. Equal Employment Opportunity Commission. The station adopted a new EEO handbook, and training on policies and practices in this handbook was also provided.
8	Sales Training	Ongoing: The station Sales Manager provides sales training to all staff on proper sales techniques and procedures.
1	Mooresville South Iredell Chamber of Commerce Business Expo	October 23, 2014: General Manager Brian Weiss attended this business expo and job fair event and interviewed candidates for employment at the station.
6	Helping Others Help Themselves (H.O.H.T.)	Ongoing: WSIC became the media partner for this community group starting in May 2015. H.O.H.T. is a Lake Norman, NC job resource for men and women seeking employment and employers looking for qualified individuals seeking prosperous careers. WSIC promotes the organization on air and attends events.

\* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

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 a 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 might otherwise be unaware of such opportunities.