

EEO PUBLIC FILE REPORT

FOR

STATION WSIC(AM),  
STATESVILLE, NC

This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2016

Amended July 29, 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, 2016, the station filled the following full-time vacancies:

Account Executive  
Account Executive  
Account Executive  
Account Executive  
Production Assistant  
Sports & Event Director

The station interviewed a total of 22 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	2
WSIC website	4
WSIC public yard sales	0
HOHT job fair	0
LinkedIn	16

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.

\* \* \* \* \*

**ATTACHMENT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Account Executive  
**Recruitment Source That Referred the Hiree:** WSIC Website  
**Date Vacancy Opened:** July 31, 2015  
**Total Number of Persons Interviewed for the Vacancy:** 5  
**Date Vacancy Filled:** January 4, 2016

**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	0	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	0	No
HOHT Job Fair	9820 Northcross Center Court Huntersville, NC 28078	Brian Weiss	704-872-6345	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Brian Weiss	704-872-6345	3	No

**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Account Executive  
**Recruitment Source That Referred the Hiree:** LinkedIn  
**Date Vacancy Opened:** July 31, 2015  
**Total Number of Persons Interviewed for the Vacancy:** 5  
**Date Vacancy Filled:** February 22, 2016

**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	1	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	0	No
HOHT Job Fair	9820 Northcross Center Court Huntersville, NC 28078	Brian Weiss	704-872-6345	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Brian Weiss	704-872-6345	3	No

**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Account Executive  
**Recruitment Source That Referred the Hiree:** LinkedIn  
**Date Vacancy Opened:** July 31, 2015  
**Total Number of Persons Interviewed for the Vacancy:** 5  
**Date Vacancy Filled:** April 18, 2016

**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	0	No
WSIC website	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	3	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	0	No
HOHT Job Fair	9820 Northcross Center Court Huntersville, NC 28078	Brian Weiss	704-872-6345	0	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Brian Weiss	704-872-6345	2	No

**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Account Executive  
**Recruitment Source That Referred the Hiree:** WSIC website  
**Date Vacancy Opened:** July 31, 2015  
**Total Number of Persons Interviewed for the Vacancy:** 5  
**Date Vacancy Filled:** June 27, 2016

**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	0	No
WSIC website	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	1	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	0	No
HOHT Job Fair	9820 Northcross Center Court Huntersville, NC 28078	Brian Weiss	704-872-6345	2	No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Brian Weiss	704-872-6345	2	No

**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Production Assistant  
**Recruitment Source That Referred the Hiree:** Direct contact by individual  
**Date Vacancy Opened:** October 1, 2015  
**Total Number of Persons Interviewed for the Vacancy:** 2  
**Date Vacancy Filled:** January 4, 2016

**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	0	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	0	No



**FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:**  Sports & Events Director  
**Recruitment Source That Referred the Hiree:**  Networking  
**Date Vacancy Opened:**  May 1, 2016  
**Total Number of Persons Interviewed for the Vacancy:**  1  
**Date Vacancy Filled:**  June 20, 2016

**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	0	No
WSIC website	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	1	No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	0	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 General Manager provides sales training to all staff on proper sales techniques and procedures.
3	WSIC co-sponsor of Helping Others Help Themselves (H.O.H.T.) Job Fair	April 29, 2016: WSIC was a sponsor of a community group job fair hosted by Helping Others Help Themselves (H.O.H.T.). WSIC had a table at the event, spoke with participants about openings and accepted resumes.
6	Helping Others Help Themselves (H.O.H.T.)	Ongoing: WSIC became the media partner for this community group starting in May/June 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.
16	WSIC Public Yard Sales	September 12, 2015 and April 9, 2016: WSIC staff are available at WSIC Public Yard Sales to discuss the broadcasting field and accept resumes where applicable.
16	William Amos Hough High School Career Fair	March 9, 2016: WSIC Participated in the William Amos Hough High School Career Fair, sharing information about the broadcasting field with interested students who visited the station's set-up.

\* 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.