

EEO PUBLIC FILE REPORT

FOR

STATION WSIC(AM),
STATESVILLE, NC

This EEO Public File Report
Covers the One-Year Period
Ending on July 31, 2018

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, 2018, the station filled the following full-time vacancies:

Account Executive

The station interviewed a total of 1 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	
WSIC website	
WSIC public yard sales	
Posting on job board at station	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.

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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 Hire: __Posting on job board at station

Date Vacancy Opened: __Ongoing__

Total Number of Persons Interviewed for the Vacancy: __1__

Date Vacancy Filled: __October 3, 2017__

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WSIC on-air announcements	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345		No
WSIC website	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345		No
WSIC public yard sales	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345		No
Posting on job board at station	1117 Radio Road, Statesville, NC 28677	Brian Weiss	704-872-6345	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
5	Establishment of an internship program	July 2, 2018: The station developed an internship program with the state to help a disabled student learn about the broadcast field.
8	Sales Training	Ongoing: The station General Manager provides sales training to all staff on proper sales techniques and procedures.
9	Mentoring program	Ongoing: The station Owner, General Manager and Assistant Manager are regularly involved in the mentoring of their direct reports.
14	EEO mentoring	Ongoing: The General Manager is mentored on an ongoing basis as to the best practices for reviewing resumes and operating with fair hiring standards.

* 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.