

EEO PUBLIC FILE REPORT

FOR

STATION WSIC(AM),  
STATESVILLE, NC

This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2019

## 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:

Production Assistant  
Broadcasting Sales Manager & Executive

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	
WSIC website	
Indeed	5
Word-of-mouth	1
Internal station job board	

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:**     \_\_ Broadcasting Sales Manager & Executive

**Recruitment Source That**  
**Referred the Hiree:** \_Word-of-mouth

**Date Vacancy Opened:**     \_\_ November 28, 2018 \_\_\_\_\_

**Total Number of Persons**  
**Interviewed for the**  
**Vacancy:**     5     \_\_\_\_\_

**Date Vacancy Filled:**     \_\_ June 17, 2019 \_\_\_\_\_

**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	Mark Sanger	704-872-6345		No
WSIC website	1117 Radio Road, Statesville, NC 28677	Mark Sanger	704-872-6345		No
Word-of-mouth	1117 Radio Road, Statesville, NC 28677	Mark Sanger	704-872-6345	1	No
Indeed	Indeed.com	Mark Sanger	N/A	4	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	May 2019: The station worked with a local high school to provide an internship program to allow a student to learn different aspects of the business.
5	Establishment of an internship program	Summer 2019: Separate from the program above, the station worked with a local high school student during a different time frame to provide an internship program in conjunction with a state agency assisting the disabled to allow the student to learn different aspects of the business.
8	Sales Training	Ongoing: The station General Manager, owner, and consultant provides sales training to staff on proper sales techniques and procedures.
9	Mentoring program	Ongoing: The station Owner, General Manager, Sales Manager, and Assistant Manager are regularly involved in the mentoring of their teams.

\* 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.