

**COXSWAIN MEDIA LLC
WPXC-FM WHYA-FM WFRQ-FM WKFY-FM
EQUAL OPPORTUNITY REPORT
December 1, 2023**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's rules. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WPXC, WHYA, WFRQ, WKFY

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for Coxswain Media LLC, please provide Coxswain Media LLC with the name, mailing address, email address, if applicable, telephone number, fax number and contact person and identify the category of categories of vacancies for which you would like information specified above to the following:

Human Resources
Coxswain Media LLC
243 South Street
Hyannis, MA 02601
(508)778-6000 x 321

The information in this report covers the time period beginning December 1, 2022 to and including November 30, 2023. The FCC's EEO rules require that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the applicable period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
4. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

It is the policy of Coxswain Media LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission's rules, the stations have participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section III.

Coxswain Media LLC
WHYA, WPXC, WFRQ, WKFY

EEO PUBLIC FILE REPORT
December 1, 2022 – November 30, 2023

I. VACANCY LIST

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive	1,2,3,4,7	7
Vice President of Digital Marketing	1,2,3,4,7	7
Sales Account Executive	1,2,3,4,7,12	12

II. MASTER RECRUITMENT SOURCE LIST

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
1.	Station Employment Area Positions posted in an area where all employees can see them 243 South Street Hyannis, MA 02601	No	0
2.	Station Websites http://CapeCodRadio.com and http://coxswainmedia.com	No	0
3.	Massachusetts Broadcasters Association Attn: Merrill Leferman http://massbroadcasters.org	No	0
4.	Indeed.com website Indeed for Employers http://www.indeed.com/hire/contact	No	2
5.	Mass Hire Cape And Islands Career Center 372 North Street Hyannis, MA 02601 T 508.862-6128 Contact: Cathie LeBlanc	Yes	0

6.	CareerPage.org website Contact: careeorg@host.sprhdns.com	No	0
7.	LinkedIn.com Contact: Jill Blanchard jbb1372@gmail.com	No	4
8.	Facebook <ul style="list-style-type: none"> a. Cape Cod USA Business Networking Group Platform b. Cape Cod Help Wanted c. Dennis Local Services/jobs d. Mid Cape Community Page e. Now Hiring- South Shore f. Now Hiring in the 508 g. Job Postings- Plymouth, MA USA and Surrounding Towns 	No	0
9.	Handshake- Community College/College Job Portal <ul style="list-style-type: none"> a. CCCC (also posted on Bulletin Boards) b. Massasoit CC c. Bridgewater State d. Fisher College e. Curry College 	No	0
11.	Local Chambers of Commerce: Mashpee Chamber Yarmouth Chamber	No	0
12.	Referral from station employee	No	1

13.	Craigslist Cape Cod: OUTSIDE DIGITAL AND RADIO SALES MARKETING - marketing / advertising / pr - public relations job employment - craigslist	No	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			7

III. RECRUITMENT INITIATIVES: Menu Option Initiatives

- 1) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions
- 2) Hosting of at least one job fair.
- 3) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
- 4) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.
- 5) Establishment of an intern 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
- 7) Participation in scholarship programs designed to assist students interest 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 as to 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 of women and minorities
- 13) Provision of assistance to unaffiliated non-profit entities in the maintenance of websites 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

	Recruitment Initiative (Menu Option)	Brief Description of Activity
1.	16	Coxswain Media LLC provides visitors to the stations the opportunity to tour the radio stations and talk with the staff. Careers in broadcasting are discussed and visitors are educated about the broadcasting industry. The tours include information about how the broadcasting industry strives to serve its local community. Visitors are asked to give their opinions as to what the most important topics in the local community are. During this reporting period, the stations provided tours to approximately 17 individuals. Station personnel involved: Operations Manager, Production Director, and On air announcer
2.	16	Broadcasted announcements on WFRQ, WHYA, WKFY and WPXC to disseminate EEO information to potential recruitment sources, and to promote opportunities for groups in the community to be notified when full time openings occur at Coxswain Media LLC. These announcements were also published on the Coxswain Media LLC website: http://capecodradio.com . Personnel involved: Operations Manager, CFO, Production Director
3.	7	Participated and sponsored a student in the 2023 Massachusetts Broadcasters Association Student Broadcaster Scholarship program. This program encouraged students who are interested in careers in broadcasting to apply for a \$2,000 scholarship towards degrees at colleges and universities offering degrees in radio and television broadcasting. The “winning” applicant was chosen after review of 23 qualified students. Personnel involved: Operations Manager, CFO
4.	15, 16	Coxswain Media LLC has an ongoing affiliation agreement with the Project Forward Program at Cape Cod Community College (https://www.capecod.edu/projectforward/). In 2023, a Coxswain Media LLC announcer instructed in this program and was involved in the development of vocational training and ultimate success of students with intellectual disabilities. One graduate is currently employed at Coxswain Media LLC and has a vital role in the production of weather reports and the morning show. Tours, guides and tutoring are ongoing in association with this project. Personnel involved:

		Operations Manager and Public Service producer; Coxswain announcer; Morning Show Producer
5.	5	Coxswain Media LLC was proud to participate in the 2023 student internship program. In all there were 3 paid interns in 2023 that spent up to 10 weeks learning radio skills and applying these skills to their work for Coxswain Media LLC. One of those interns has been permanently hired as Coxswain's first ever Social Media Coordinator. Personnel involved: Interns, and promotions assistants
6.	4	On April 14, 2023, Coxswain Media's Operations Manager, morning show on-air talent, and two of our on air DJs participated in the 2023 Cape Cod Media Conference at Cape Cod Community College in West Barnstable, MA. Coxswain attendees were also panelists in various discussions. After the conference, 2 student attendees became summer interns in 2023 at Coxswain.
7.	1	Participated in the Massachusetts Broadcasters Association's "Virtual Job Fair" that took place from 6/5-6/9/23. The positions of Radio and Digital Sales Marketing Consultant were promoted. A total of 22 applications were received from this event.