

Annual EEO Public File

WTMG, WHHZ, WPLL, WDVH-AM, WRZN, WTMN, WXJZ

October 1, 2022-September 30, 2023

Stations WTMG, WHHZ, WPLL, WDVH-AM, WRZN, WTMN and WXJZ licensee is MARC Radio Gainesville, LLC. We are an equal opportunity employer.

We have a four-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. Weekly announcements on all MARC Radio stations encouraging organizations who wish to be notified of job openings to contact us so we may add them to our recruitment outreach list.
2. The wide dissemination of full-time openings via our radio properties, online classified advertising, trade periodicals/websites, a database connecting us to numerous colleges & universities, and the use of appropriate job sources.
3. The sending of notices to community groups via letters or e-mail that requests such notification. We grow this list through on-air notices soliciting for organization who wish to be contacted regarding employment opportunities and the development of relationships with applicable organizations.
4. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart shows employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data.

One full time position was filled during the reporting period of October 1, 2021 through September 30, 2022, Technical Operations Manager.

GAINESVILLE MASTER LIST		TECHNICAL OPERATIONS MANAGER			
#	<u>POSTING SITE</u>	<u>Posting Date</u>	<u># of Applicants</u>	<u>Close out</u>	<u>Hired from</u>
1	Florida Association of Broadcasters				
2	Orlando Jobs	n/a	n/a	n/a	
3	Alachua County NAACP				
4	University of Florida College of Journalism & Communication				
5	All Access	3/22/2023	0	5/3/2023	
6	Radio-online.com	3/25/2023	0		
7	MARC Radio	3/21/2023	0	4/10/2023 3	
8	Employ Florida				
9	US Jobs				
10	America's Job Exchange				
11	Santa Fe College				
12	Gainesville Black Professionals				
13	Barry University	3/20/2023	0	4/7/2023	
14	University of South Florida St. Petersburg	3/20/2023	0	4/7/2023	
15	Alabama A&M	3/20/2023	0	4/7/2023	
16	Florida A&M	3/20/2023	0	4/7/2023	
17	Augusta University	3/20/2023	0	4/7/2023	
18	University of North Georgia	3/20/2023	0	4/7/2023	
19	University of Georgia	3/20/2023	0	4/7/2023	
20	University of Southern Mississippi	3/20/2023	0	4/7/2023	
21	Florida Institute of Technology	3/20/2023	0	4/7/2023	

22	Seminole State College of Florida	3/20/2023	0	4/7/2023	
23	University of Central Florida	3/20/2023	0	4/7/2023	
24	Ave Marie University	3/20/2023		4/7/2023	
25	University of Mississippi	3/20/2023	0	4/7/2023	
26	Kennsaw State University	3/20/2023	0	4/7/2023	
27	Covenant College	3/20/2023	0	4/7/2023	
28	Florida State University	3/20/2023	0	4/7/2023	
29	Belmont University	3/20/2023	0	4/7/2023	
30	Georgia State University	3/20/2023	0	4/7/2023	
31	Florida International University	3/20/2023	0	4/7/2023	
32	Auburn University	3/20/2023	0	4/7/2023	
33	Jacksonville University	3/20/2023	0	4/7/2023	
34	Nova Southeastern University	3/20/2023	0	4/7/2023	
35	University of Miami	3/20/2023	0	4/7/2023	
36	Mercer University	3/20/2023	0	4/7/2023	
37	University of Alabama	3/20/2023	0	4/7/2023	
38	Troy University	3/20/2023	0	4/7/2023	
39	University of South Florida	3/20/2023	0	4/7/2023	
40	Flagler College	3/20/2023	0	4/7/2023	
41	Alcorn State	3/20/2023	0	4/7/2023	
42	University of Tampa	3/20/2023	0	4/7/2023	
43	St. Thomas	3/20/2023	0	4/7/2023	
44	Emory University	3/20/2023	0	4/7/2023	
45	University of South Florida Sarasota-Manatee	3/20/2023	0	4/7/2023	
46	Tennessee State University	3/20/2023	0	4/7/2023	
47	Florida Southern University	3/20/2023	0	4/7/2023	
48	University of Tennessee at Martin	3/20/2023	0	4/7/2023	
49	Tulane University	3/20/2023	0	4/7/2023	
50	Southern University and A & M	3/20/2023	0	4/7/2023	
52	University of South Alabama	3/20/2023	0	4/7/2023	
53	Morehouse College	3/20/2023	0	4/7/2023	
54	Rollins College	3/20/2023	0	4/7/2023	
55	AMFM Jobs				
56	Alachua County Library Literacy Program				
57	UF Athletic Association				
58	Indeed	3/24/2023	3	4/7/2023	yes (1)
59	Glassdoor	n/a	n/a	n/a	
60	Internal Posting	3/30/2023	0	4/10/2023	3

SECTION II

Master Recruitment Source List

The following chart displays our source list organization and contact name.

#	POSTING SITE	CONTACT
1	Florida Association of Broadcasters	Pat Roberts
2	Orlando Jobs	Erin Tuttle
3	Alachua County NAACP	Lynne Shade
4	University of Florida College of Journalism & Communication	Princess Wilkerson
5	All Access	
6	Radio-online.com	
7	MARC Radio	Jerry Butler
8	Employ Florida	Joe Johnson, Gainesville Chamber
9	US Jobs	Joe Johnson, Gainesville Chamber
10	America's Job Exchange	Joe Johnson, Gainesville Chamber
11	Santa Fe College	James Schindler
12	Gainesville Black Professionals	Virginia Grant
13	Alabama A&M	
14	Alcorn State	Joey Mitchell
15	Auburn University	Jay Skipworth
16	Augusta University	Jessica Carroll
17	Ave Marie University	Maeve Alflen
18	Barry University	Louis Soto
19	Belmont University	Rachel Walden
20	Covenant College	Xavier Rollman
21	Emory University	Ticia Herold
22	Flagler College	Cassie Everly
23	Florida A&M	Christopher Anderson
24	Florida Institute of Technology	Stephanie Lynch
25	Florida International University	Carmen Rosado

26	Florida Southern University	Garrett Secor
27	Florida State University	Debbie Crowder
28	Georgia State University	Belinda Lindsey
29	Jacksonville University	Shanda Lamb
30	Kennsaw State University	Ryan Whitfield
31	Mercer University	Hugh Hunter
32	Morehouse College	Bridget Baggett
33	Nova Southeastern University	Veronica Noel
34	Rollins College	Anne Meehan
35	Seminole State College of Florida	Samuel Liberatore
36	Southern University and A&M College	Kathy Hayes
37	St. Thomas	Cristina Lopez
38	Tennessee State University	Jamal Coleman
39	Troy University	Lauren Cole
40	Tulane University	Sara Kent
41	University of Alabama	Jared Taylor-White
42	University of Central Florida	Autumn Riesz
43	University of Georgia	Debi Grayson
44	University of Miami	Sharon Moy
45	University of Mississippi	Christy Wright
46	University of North Georgia	Diane Farrell
47	University of South Alabama	Rory Beaco
48	University of South Florida	Pranam Parsanlal
49	University of South Florida Sarasota-Manatee	Sacheath Son
50	University of South Florida St. Petersburg	<u>Marisela Juarez</u>
52	University of Southern Mississippi	Cindy Walker

53	University of Tampa	Sheila Hood
54	University of Tennessee at Martin	Renard Miles
55	AMFM Jobs	Mark Holloway
56	Alachua County Library Literacy Program	Jeremy Merritt
57	UF Athletic Association	Allison Forrest
58	Indeed	
59	Glassdoor	
60	Apple One	Peggy Umbarger

SECTION III

Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

1. **University of Florida “College of Journalism” Job Fair, October 18th, 2022**
MARC Radio Gainesville Market Manager Jerry Butler MARC Media HR Manager Denise Kinne, and MARC Radio Gainesville programming team member Reagan Knight attended this job fair. 99% of students had journalism backgrounds. A total of four resumes were collected for MARC Radio. 46 vendors and 385 students in attendance.
2. **Gainesville Chamber of Commerce “Career Discovery Day”, November 4th, 2022**
Larry Wilson, Joy Ramirez and Jerry Butler from MARC Radio attended Career Discovery Day hosted by the Greater Gainesville Chamber of Commerce on Saturday November 4, 2022 from 9am-Noon held at Celebration Point. Approximately 30 organizations attended and set up booths. Approximately 100 students attended finding out more information on jobs in various industries.
3. **Santa Fe College “Career Expo”, January 11th, 2023**
The Santa Fe Career Expo was a great success January 11, 2023 from 9a-1:30pm at Santa Fe High School. We had 1,000 students present and 56 careers/businesses attended. Vinny Phu, Larry Wilson and Jerry Butler from MARC Radio attended, manning three booths and talking with lots of students about opportunities in radio and media. We covered everything from sales, business, programming, production, and engineering. We discussed board op positions for students interested in part-time work.
4. **University of Florida College of Journalism & Communication CJC Senior Showcase & Open House, March 27, 2023**
Kristi Ganey, HR Manager and Joy Ramierz attended CJC Senior showcase from 6:00 p.m.to 8:30 p.m. The event was for graduating seniors to demonstrate their projects and to meet with employers for future careers. We meet with many students and all were searching for opportunities that would not be housed in the Gainesville market.
5. **National Association of Broadcasters Annual Conference “Diversity Symposium” “Diverse Workforce Planning And The Future of Leadership in Broadcast” April 17, 2023**

MARC Radio Gainesville, LLC CRO Scott Miller attended this diversity panel session. Moderator was Ri-Karlo Handy who is the CEO and Founder, The Handy Foundation and Sunwise Media. The five-guest panelist were Niéna Drake, Executive Producer & Director of Emma Bowen Foundation, Adam Fowler, Economist and Founding Partner of CVL Economics, Daniel Rodriguez, Technology Apprenticeship Program Fellow of NAB Leadership Foundation, Nancy Rae Stone, Deputy Director of California Film & Television Tax Credit Program, and Pluria Marshall Jr., President & CEO of Marshall Broadcasting Group. Topics discussed were as follows:

- *Changes in broadcasting
- *Educating young people on opportunities
- *Public sector funds
- *The need for diversity in powerful behind the scenes roles
- *Understanding local labor market

6. **Santa Fe College Spring Job Fair, April 20, 2023**

Kristi Ganey, HR Manager attended a job fair for the community that was housed at the Santa Fe College Campus located at 3000 NW 83rd Street, Gainesville, FL 32606. The fair went from 10:00 a.m. to 1:00 p.m. During this time she meet with many potential candidates for both our radio and newspaper positions. Many of the applicants were interested in parttime or internship positions.

7. **LifeSouth Community Blood Centers DJs Unite Event, June 10, 2023**

MARC Radio along with Larry Wilson and Vinny Phu were in attendance to support a community event in the Gainesville Market. The event was located at the LifeSouth Blood Center located at 4039 Newberry Road, Gainesville, FL from 10a.m. to 2:00 p.m. Recruitment materials were present for outreach of needed positions.

8. **University of Florida Part-time Job Fair, September 7, 2023**

Kristi Ganey, HR Manager attended a job fair focused on Parttime candidates for retiring students for the Fall semester. Over 500 candidates came through the booth which resulted in hiring 2 candidates for our part-time Board Operator position at the MARC Radio Gainesville location.

9. **Santa Fe College Fall Job Fair, September 14, 2023**

Kristi Ganey, HR Manager attended the Santa Fe Job Fair at the Santa Fe College located at 3000 NW 83rd Street, Gainesville, FL 32606 on September 14,2023 from 10 a.m. to 1:00 p.m. She meet with potential candidates interested in Sales position and the Parttime Broad Operator position.

10. **UCF Internship & Career Expo, September 21, 2023**

Kristi Ganey, HR Manager joined the ASN Recruiter, Dan at a recent Job fair at UCF. The Career expo ran from 1 p.m to 4 p.m. located at UCF Main Campus in Orlando, Florida. She met with many interested students looking for careers in the radio business.

11. **MARC Radio Employee Referral Program October 2022-September 2023**

MARC Radio offers an ongoing employee referral program. This program is designed to encourage employees by providing a \$500.00 bonus to the team member for each candidate they referred for a current open position if that candidate was hired.

12. Florida Association of Broadcasters Annual Conference “Best Practices for Recruiting and Retention” June 6, 2023

Marc Radio Gainesville, LLC EVP Dave Cobb and Market Manager Jerry Butler attended this session. Topics discussed were:

- Factors to consider when hiring young talent
- How do we improve retention?
- How can companies create a sense of belonging?
- What are the key skills sought when hiring?
- What are media trends and how are educators preparing students for them?
- How can broadcasters attract and engage students?