

2021 ANNUAL EEO PUBLIC FILE REPORT

CLARK ATLANTA UNIVERISTY

Station: WCLK, Atlanta, GA

Reporting Period: November 21, 2020-November 20, 2021

No. of Full-time Employees: More than 10 fulltime

Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

WCLK participated in three job fairs during 2021. Although Covid-19 continues to persist, WCLK pivoted and participated in the Inaugural Virtual College and Career Fair hosted by Georgia Congressman David Scott on August 26, 2021. The virtual job fair was attended by the Director of Marketing and Communications.

The Station also participated in a Virtual Job Fair held by industry media group Current. Participants were Media Professionals looking for upwardly mobile career opportunities. Participants were able to go online and talk to station representatives in designated meeting rooms. The event was held on March 31, 2021. The virtual job fair was attended by the Director of Marketing and the Membership Services Manager.

On September 25, 2021, WCLK facilitated and participated in the Georgia College Day recruitment fair. College Day was aimed at student recruitment for the enrollment and internship opportunities. Students visited in person from across the state. College Day was attended by the station Assistant Station Manager, Program Director, Director of Marketing and Communications and the Corporate Sales Manager.

*Hosted at least one **job fair**.*

WCLK co-hosted the Georgia College Day Recruitment Fair in conjunction with 3815 Media. College Day was a live job and recruitment fair held on September 25, 2021 at Clark Atlanta University. WCLK provided a live remote and disseminated information about the station and internship opportunities.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

Several of the station's senior management team represented WCLK in web-based broadcast-oriented webinars hosted by industry groups. In July 2022, development and marketing staff attended the virtual Greater Public Conference. Programming and production staff attended Public Radio Music Day online seminars held in April and in October. They also participated in the Public Radio Program Directors online conference which was held in September 2021.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

In September of 2021, WCLK returned to providing live in person training for interns, work-study and volunteer students seeking extra credit. WCLK is currently providing training to two interns and two work study students. The students attend Clark Atlanta University and work an estimated 15 hours per week. Two students in the Marketing Department report virtually to the director. One work study student works in the membership department and the other student works at the front desk providing doing administrative assistance.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

Due to Covid-19, WCLK did not promote any outreach programs. WCLK did recruit for Fall students to train online in the areas of marketing and production for Fall of 2020.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

A sequence of training webinars was held from April to October to train staff for website migration. The training was conducted by NPR for stations whose websites are developed and hosted by NPR. As well, WCLK continues training for on-air personnel to work remotely when necessary to prevent disruption in on air broadcasts.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

African American Public Radio Consortium
Corporation for Public Broadcasting

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

In 2021 Management level staff participated in the EVERIFI training preventing Harassment and Workplace Discrimination in August 2021.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
August 2, 2021	Assistant Station Manager	African American Public Radio Consortium
November 16, 2021	Membership Director	Clark Atlanta University

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
African American Public Radio Consortium	2
Clark Atlanta University	3
Total Number of Persons Interviewed during the Reporting Period:	5

RECRUITING SOURCES USED

The following sources were contacted for both full-time openings.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
African American Public Radio Con.	N	10 Plaza Street E. Ste 11F, Brooklyn, NY 11238	Loretta Rucker	718-636-1516 lerucker@aol.com
Clark Atlanta Univ	Y	223 James P. Brawley Dr. Atlanta GA 30314	Leila Swift	404-880-8766
Wclk.com	Y	111 James P. Brawley Dr. SW Atlanta 30314	Wendy Williams	404-880-8274
Indeed	N	Online		https://employers.indeed.com/p#post-job/preview-job?id=3dbd54fe2c92
Jora Employment	N	Online		https://employer.jora.com/us/jobs/b1a2698b-ea76-4dba-97d5-ab5e34eeb010-1618527698124/post-job-success

Post Job Free	N	Online		https://www.postjobfree.com/job/ky2efa/assistant-manager-atlanta-ga
Job Spider	N	Online		https://www.jobspider.com/job/PostJob3.asp
CPB	N	401 9 th Street NW, Washington DC 20004		https://www.cpb.org/online/Jazz-919-WCLK/Assistant-Manager

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.