

GSB Media, LLC
ANNUAL EEO PUBLIC FILE REPORT
June 1, 2020 - May 31, 2021

Station Employment Unit:

WICO-FM (Facility ID No. 88291), Snow Hill, MD
WBEY-FM (Facility ID No. 27438), Crisfield, MD

Time Brokerage Agreements:

WCTG, West Pocomoke, MD (Facility ID No. 88405); WVES, Chincoteague, VA (Facility ID No. 198743);
WOWZ-FM, Accomac, VA (Facility ID No. 18384)

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rules. The information contained in this Report covers the time period beginning June 1, 2020, to and including May 31, 2021.

During the twelve-month period ending May 31, 2021, no full-time employees were hired for the Stations above.

OUTREACH ACTIVITIES

The stations have engaged in the following outreach activities during the year covered by this report:

- **RADIO ANNOUNCEMENT** – Since June 1, 2019, a radio announcement has aired Ten Times per week on each station asking for recruitment sources wishing to receive notice of the station(s) job openings be sent to the General Manager.

- **STATION TOURS**

GSB Media, LLC continues to offer and conduct on-site tours, which often include discussions about needed career skills in radio, audio production, station management and developments in broadcast media.

During these tours, the GSB Media, LLC, General Manager and/or other station personnel discuss employment in broadcasting, as well as internship or employment opportunities at GSB Media, LLC.

- ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL

The station's general sales manager and account executives have been routinely training on-line with the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio.

Upon each new hire, every GSB Media, LLC employee is mandated to review policies and procedures for unlawful harassment, including sexual harassment. After attending training sessions, each employee signs off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence.

GSB Media, LLC General Sales Manager and Sales Account Executives are provided with continuous training on Natural Log8, a sales management software that allows AE's keep track of their sales activities, client information, and budget forecasting. Natural Log8 also provides the General Sales Manager with the ability to track the sales activity of Account Executives, a daily update of booked revenue, and the ability to construct monthly and annual revenue goals, as well as run reports in regards to a variety of sales activities.

GSB Media, LLC also provides ongoing training for the Traffic person and Business Manager in Natural Log 8. Natural Log 8 is the system which books inventory on both of our radio stations, schedules program logs, and provide the platform for accounts receivable. The training program provides both Traffic and our Business Manager with the ability to maximize the efficiency of the system and provide accurate details of advertising schedules and invoices to our clients.