

EEO Report for April 1, 2023 through March 31, 2024

WKDZ AM/FM – WHVO – WPKY - WEKT

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WEKT-AM, WKDZ-AM, WKDZ-FM, WHVO-AM, and WPKY-AM and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning 1 April ’23 to and including 31 March ’24 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.208(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

April 1, 2023 – March 31, 2024

EEO RECRUITMENT

No New Full-Time Positions in this reporting period

Ongoing Ran Radio Campaign for Marketing Specialists

OUTREACH PRONG

- 4/1-4/30/23 Ran radio campaign for ag internship. Ag intern works directly with news/ag director for the summer.
- 4/1-4/28/23 Ran radio campaign for DJ Everett III Scholarship, which was established by our company to honor our former owner. We raise money every year and donate it to the DJ Everett II Scholarship fund and then select a student each year to receive a scholarship.
- 4/20/23 Co-sponsored Trigg Co. Chamber of Commerce Job Fair that hosted high school juniors and seniors and then opened to the public to promote potential jobs in the region.
- 4/20/23 Two managers participated in the Fusion Work-Based Learning Seminar at the Bruce Convention Center that was held for high school juniors at Christian County Public Schools. They spoke on careers in broadcast marketing/sales/promotions.
- 5/1-5/19/23 WKDZ/WHVO funded, advertised, processed and awarded the DJ Everett III Broadcast Scholarship and Mentorship in partnership with the Cadiz Rotary Club.
- 5/20-5/24/23 GM attended International Broadcasters Conference for professional development.
- 6/1 – 8/15/23 Hired Ag Edge Intern for the summer to work in the news and ag division. Ag intern worked daily on ag programming and the development of our statewide radio. She also learned about the marketing aspect of our business, using social media and radio to promote ag.
- 6/29/23 News & Ag Director hosted the Christian County Farm Bureau Outstanding Youth and Talent Contest at the Western Kentucky State Fair in Hopkinsville. Shared about careers in broadcasting, news and ag.
- 7/10/23 Full day sales retreat for sales team and traffic manager. Worked with all sellers and provided some opportunities for management treating for the next level of managers.
- 7/18/23 News & Ag Director spoke to Todd County 4-H and FFA members about farm broadcasting, careers in agriculture communications, and what he does each day. Also recorded Todd County Ag Facts with the 4-H and FFA members. Messages run on air.
- 7/20/23 News & Ag Director Hosted the Trigg County Farm Tour. Served as Master of Ceremonies and conducted a tour stop. Also hosted the midday awards ceremony. Shared about opportunities in ag broadcasting.
- 7/26/23 Program Director visited with Let's Go Play Childcare Center, children up to age 12, and shared with them about our radio stations.

8/3/23	Promoted & Participated in Todd County Open House at North Todd and South Todd, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/4/23	Promoted & Participated in Todd County Open House at Todd County Middle School, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/7/23	Promoted & Participated in Todd County Open House at Todd County High School, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/11/23	News & Ag Director Hosted the Trigg County Farm Bureau Outstanding Youth Contest, sharing job opportunities the Edge Media Group.
8/23/23	Hosted Leadership Trigg Class and talked about career opportunities in the broadcast industry.
9/8/23	Met with Todd County Middle School & Todd County High School students who desire to work with us as part of a multi-media curriculum that is being established in Todd County Schools. Discussed career opportunities in all facets of media. Began plans for a mentorship program within the school system.
9/8/23	Shadowed with 2 students desiring to learn sports broadcasting at our high school tailgate party and football game.
9/20/23	News & Ag Director Coordinated Trigg County Leadership Agriculture Day. Spoke with the leadership class from 12:30 until 1:00 about farm broadcasting, sharing the story of farmers, and other details about the broadcast industry.
9/28/23	News & Ag Director Spoke to the Kentucky Farm Bureau Communications Advisory Committee in Louisville about radio, the importance of AM Radio, farm broadcasting, and recruiting young people into the business.
10/6/23	Mentored students in the multi-media curriculum at Todd County Schools on doing on-air interviews, allowing some to join us for homecoming coverage in Todd County.
10/6/23	Added freelance reporter who has worked in print. Will mentor her to learn broadcast journalism and to cover important government beat.
10/19/23	Journalist represented us at Murray State University's Meet the Pros, whereby students majoring in advertising, graphic communications media, journalism, public relations, and television production were in attendance. We shared information about positions in our company and about broadcasting as a career.

- 10/19/23 News & Ag Director spoke with Trigg County Youth Leadership class about broadcasting and farm broadcasting as a career. The event was headquartered at Cundiff Farms in Cadiz.
- 10/20/23 News & Ag Director mentored a college student for the day who wants to learn more about ag and media coverage.
- 11/15-11/18/23 Hosted 2 interns/freelancers and one part time high school student to attend the National Association of Farm Broadcasters' Conference. Both interns/freelancers are college students desiring to be in the broadcast business.
- 11/27-3/9/24 Mentored a high school student who desires to study sports broadcasting. Student was allowed to work on air at high school basketball games, learning to do stats, color, interviews, etc.
- 11/29/23 Owner of HBC met with the Elkton Rotary Club and shared about all aspects of the business and career opportunities available including a commitment to continue working with students at TCHS.
- 12/7/23 Hosted ½ day workshop for Leadership Trigg Youth class. We shared about all of the roles within our company and discussed in depth the various career opportunities we offer.
- 12/28/23 Hosted a 2-hour workshop for all interns, freelancers, and part-timers on covering news, audio production, photography, videography, news software usage, social media policies, etc.
- 1/2/24 Launched a leadership mentorship program, pairing every manager at Ham Broadcasting Co., Inc. with an employee who desires to advance in the company. Managers provide weekly updates on the progress for the ongoing mentorship program.
- 1/2/24 News Director shared with Cadiz Rotary Club all of the components of running a solid newsroom and talked about the need for journalists.
- 1/4/24 President/CEO served as a guest on TWIRT podcasts and encouraged other stations to give young people (high school) an opportunity to be a part of the broadcast industry.
- 1/8/24 Full day sales retreat for entire sales team and sales assistants. We talked about ways to move up in the company and how to contribute to the next level.
- 1/12-1/14/24 PD, Directors of Business Development, and GM, along with two newly appointed Team Leaders attended IBIB workshop in St. Louis allowing two of our future leaders to participate and learn from some of the best in the industry.

- 1/26/24 News Director & PD conducted a news/broadcast journalism workshop for high school students at Todd Co. desiring to learn more about broadcast journalism. This is part of our ongoing mentorship program at Todd County Schools.
- 1/30/24 General Manager, Sales Managers and Team leader presented a program to the Todd County Chamber of Commerce, sharing what kind of team members we need in order to build better radio stations.
- 1/31/24 Director of Business Development & Marketing Specialist participated in Christian County Public Schools Career Expo for 700 freshmen. We distributed info about careers in broadcasting with QR codes linking to proper emails for students to inquire.
- 2/20/24 Broadcast Journalist and GM made a presentation to the Cadiz Rotary Club on the importance of community journalism and shared about skills needed in today's busy newsroom.
- 2/21/24 Hosted Leadership Trigg for half-day workshop about media in our market and shared information about every aspect of our industry, including radio and digital opportunities.
- 2/23/24 Assistant Program Director and Team Leader participated in Pembroke Elementary School Career Fair where they shared about all of the various job opportunities within broadcast media.
- 3/7/24 Marketing Director participated in Todd County High School 2nd Annual Career and Technical Fair, providing information about potential careers within our company.
- 3/8/24 Marketing Director participated in South Todd Elementary Career Day, giving out information about potential careers within our company.
- 3/19/24 GM, Market Leader, and PD met with Todd County Middle School Media Class and talked about careers in broadcasting and in our company. We worked with them on their ongoing newscasts and provided some assistance on ways to keep growing and learning about broadcasting. This is part of our ongoing mentorship program with Todd County Schools.

Ongoing:

RAB Sales Training Academy & rab.com available and used by sales team

Weekly training provided for all sales staff

Monthly in-depth Sales Academy for Marketing Specialists

Weekly management training for entire management team

Weekly writing/video/coverage training for sports reporters.

Weekly writing/news coverage/video training for news reporters.

Weekly Think Tank Tuesday Team meets to train and create new media opportunities for the company.

Group GM chairing education grant committee for Cadiz Rotary Club, guiding students with interest in journalism, broadcasting, marketing.

News Director serving on National Farm Broadcasters awards committee that selects Farm Broadcaster of the Year and Horizon Award Winner

Partnership with Trigg County Schools and Trigg Co. Economic Development to assist with students receiving Work Ready Skills Certificates to enhance employment opportunities.

Partnership with Todd County Schools to implement and mentor students desiring to learn journalism, photography, video, anchoring, etc.

Narrative Statement

Ham Broadcasting Co. Inc. did not add any full-time positions during this reporting period.

Ham Broadcasting Co. Inc. engaged in numerous outreach initiatives including, but not limited to:

1. Job Fairs/Career Days/Career Fairs/Information Dissemination

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| 4/20/23 | Co-sponsored Trigg Co. Chamber of Commerce Job Fair that hosted high school juniors and seniors and then opened to the public to promote potential jobs in the region. |
| 4/20/23 | Two managers participated in the Fusion Work-Based Learning Seminar at the Bruce Convention Center that was held for high school juniors at Christian County Public Schools. They spoke on careers in broadcast marketing/sales/promotions. |
| 6/29/23 | News & Ag Director hosted the Christian County Farm Bureau Outstanding Youth and Talent Contest at the Western Kentucky State Fair in Hopkinsville. Shared about careers in broadcasting, news and ag. |
| 7/18/23 | News & Ag Director spoke to Todd County 4-H and FFA members about farm broadcasting, careers in agriculture communications, and what he does each day. Also recorded Todd County Ag Facts with the 4-H and FFA members. Messages run on air. |

7/20/23	News & Ag Director Hosted the Trigg County Farm Tour. Served as Master of Ceremonies and conducted a tour stop. Also hosted the midday awards ceremony. Shared about opportunities in ag broadcasting.
7/26/23	Program Director visited with Let's Go Play Childcare Center, children up to age 12, and shared with them about our radio stations.
8/3/23	Promoted & Participated in Todd County Open House at North Todd and South Todd, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/4/23	Promoted & Participated in Todd County Open House at Todd County Middle School, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/7/23	Promoted & Participated in Todd County Open House at Todd County High School, sharing opportunities to be a part of the upcoming multi-media curriculum at Todd Co. Schools.
8/11/23	News & Ag Director Hosted the Trigg County Farm Bureau Outstanding Youth Contest, sharing job opportunities the Edge Media Group.
8/23/23	Hosted Leadership Trigg Class and talked about career opportunities in the broadcast industry.
9/20/23	News & Ag Director Coordinated Trigg County Leadership Agriculture Day. Spoke with the leadership class from 12:30 until 1:00 about farm broadcasting, sharing the story of farmers, and other details about the broadcast industry.
9/28/23	News & Ag Director Spoke to the Kentucky Farm Bureau Communications Advisory Committee in Louisville about radio, the importance of AM Radio, farm broadcasting, and recruiting young people into the business.
10/19/23	Journalist represented us at Murray State University's Meet the Pros, whereby students majoring in advertising, graphic communications media, journalism, public relations, and television production were in attendance. We shared information about positions in our company and about broadcasting as a career.
10/19/23	News & Ag Director spoke with Trigg County Youth Leadership class about broadcasting and farm broadcasting as a career. The event was headquartered at Cundiff Farms in Cadiz.
11/29/23	Owner of HBC met with the Elkton Rotary Club and shared about all aspects of the business and career opportunities available including a commitment to continue working with students at TCHS.

12/7/23	Hosted ½ day workshop for Leadership Trigg Youth class. We shared about all of the roles within our company and discussed in depth the various career opportunities we offer.
1/2/24	News Director shared with Cadiz Rotary Club all of the components of running a solid newsroom and talked about the need for journalists.
1/4/24	President/CEO served as a guest on TWIRT podcasts and encouraged other stations to give young people (high school) an opportunity to be a part of the broadcast industry.
1/30/24	General Manager, Sales Managers and Team leader presented a program to the Todd County Chamber of Commerce, sharing what kind of team members we need in order to build better radio stations.
1/31/24	Director of Business Development & Marketing Specialist participated in Christian County Public Schools Career Expo for 700 freshmen. We distributed info about careers in broadcasting with QR codes linking to proper emails for students to inquire.
2/20/24	Broadcast Journalist and GM made a presentation to the Cadiz Rotary Club on the importance of community journalism and shared about skills needed in today's busy newsroom.
2/21/24	Hosted Leadership Trigg for half-day workshop about media in our market and shared information about every aspect of our industry, including radio and digital opportunities.
2/23/24	Assistant Program Director and Team Leader participated in Pembroke Elementary School Career Fair where they shared about all of the various job opportunities within broadcast media.
3/7/24	Marketing Director participated in Todd County High School 2 nd Annual Career and Technical Fair, providing information about potential careers within our company.
3/8/24	Marketing Director participated in South Todd Elementary Career Day, giving out information about potential careers within our company.
Ongoing:	Group GM chairing education grant committee for Cadiz Rotary Club, guiding students with interest in journalism, broadcasting, marketing.
	News Director serving on National Farm Broadcasters awards committee that selects Farm Broadcaster of the Year and Horizon Award Winner

Partnership with Trigg County Schools and Trigg Co. Economic Development to assist with students receiving Work Ready Skills Certificates to enhance employment opportunities.

2. Internship Program

All managers are encouraged to assist with recruiting interns. We hired/sponsored one internship during this reporting cycle. We continued with one additional internship from the previous year.

- 4/1-4/30/23 Ran radio campaign for ag internship. Ag intern works directly with news/ag director for the summer.
- 6/1 – 8/15/23 Hired Ag Edge Intern for the summer to work in the news and ag division. Ag intern worked daily on ag programming and the development of our statewide radio. She also learned about the marketing aspect of our business, using social media and radio to promote ag. We hired her part-time when she completed the summer internship.
- 11/15-11/18/23 Hosted 2 interns and one part time high school student to attend the National Association of Farm Broadcasters' Conference. Both interns are college students desiring to be in the broadcast business.
- Ongoing: Continued working with two prior interns after they returned to college, helping them to learn more about quality audio, producing, editing, photography, writing, etc.

3. Establish Scholarship Program/Mentoring Program & Assist with Others

- 4/1-4/28/23 Ran radio campaign for DJ Everett III Scholarship, which was established by our company to honor our former owner. We raise money every year and donate it to the DJ Everett II Scholarship fund and then select a student each year to receive a scholarship.
- 5/1-5/19/23 WKDZ/WHVO funded, advertised, processed and awarded the DJ Everett III Broadcast Scholarship and Mentorship in partnership with the Cadiz Rotary Club.
- 9/8/23 Met with Todd County Middle School & Todd County High School students who desire to work with us as part of a multi-media curriculum that is being established in Todd County Schools. Discussed career opportunities in all facets of media. Began plans for a mentorship program within the school system.

9/8/23	Shadowed with 2 students desiring to learn sports broadcasting at our high school tailgate party and football game.
10/6/23	Mentored students in the multi-media curriculum at Todd County Schools on doing on-air interviews, allowing some to join us for homecoming coverage in Todd County.
10/6/23	Added freelance reporter who has worked in print. Will mentor her to learn broadcast journalism and to cover important government beat. News Director worked with her throughout the year on news writing. PD served as a voice coach for her to learn radio news delivery.
10/20/23	News & Ag Director mentored a college student for the day who wants to learn more about ag and media coverage.
11/27-3/9/24	Mentored a high school student who desires to study sports broadcasting. Student was allowed to work on air at high school basketball games, learning to do stats, color, interviews, etc.
12/28/23	Hosted a 2-hour workshop for all interns, freelancers, and part-timers on covering news, audio production, photography, videography, news software usage, social media policies, etc.
1/2/24	Launched a leadership mentorship program, pairing every manager at Ham Broadcasting Co., Inc. with an employee who has a desire to advance in the company. Managers provide weekly updates on the progress for the ongoing mentorship program.
1/26/24	News Director & PD conducted a news/broadcast journalism workshop for high school students at Todd Co. desiring to learn more about broadcast journalism. This is part of our ongoing mentorship program at Todd County Schools.
3/19/24	GM, Market Leader, and PD met with Todd County Middle School Media Class and talked about careers in broadcasting and in our company. We worked with them on their ongoing newscasts and provided some assistance on ways to keep growing and learning about broadcasting. This is part of our ongoing mentorship program with Todd County Schools.
Ongoing:	Provided Scholarships/Mentorships for 3 students who are attending college that received the DJ Everett III Radio Scholarship & Mentorship, given in honor of our former owner. The mentorship is for a student desiring a career in broadcasting or journalism.

Partnership with Todd County Schools to implement and mentor students desiring to learn journalism, photography, video, anchoring, etc.

4. Ongoing Training Program designed to enable station personnel to acquire skills that could qualify them for higher-level positions. Ham Broadcasting Co., Inc. highly encourages promotions from within and mandates training for all staff.

- 5/20-5/24/23 GM attended International Broadcasters Conference for professional development.
- 7/10/23 Full day sales retreat for sales team and traffic manager. Worked with all sellers and provided some opportunities for management training for the next level of managers.
- 10/22-10/25/24 Three managers attended IBIB Conference in Pikeville, along with two future leaders for HBC. We had 3 days of sessions and countless meetings with various broadcast leaders talking about what it takes to be a leader in the broadcast industry.
- 1/8/24 Full day sales retreat for entire sales team and sales assistants. We talked about ways to move up in the company and how to contribute to the next level.
- 1/12-1/14/24 PD, Directors of Business Development, and GM, along with two newly appointed Team Leaders attended IBIB workshop in St. Louis allowing two of our future leaders to participate and learn from some of the best in the industry.
- Ongoing: RAB Sales Training Academy & rab.com available and used by sales team
- Weekly training provided for all sales staff
- Monthly in-depth Sales Academy for Marketing Specialists
- Weekly management training for entire management team
- Weekly writing/video/coverage training for sports reporters.
- Weekly writing/news coverage/video training for news reporters.
- Weekly Think Tank Tuesday Team meets to train and create new media opportunities for the company.
- Minimum Monthly meetings with GM and market team leaders to provide ongoing training for next level of leadership.

