

ANNUAL EEO PUBLIC FILE REPORT

Station Employment Unit:
WICO-FM, Snow Hill, MD (Facility ID No. 88291)
WBEY-FM, Crisfield, MD (Facility ID No. 27438)
WVES, Chincoteague, VA (Facility ID No. 198743)

Time Brokerage Agreements:
WCTG, West Pocomoke, MD (Facility ID No. 88405); WOWZ-FM, Accomac, VA (Facility ID No. 18384)

June 1, 2022– May 31, 2023

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rules. The information contained in this Report covers the time period beginning June 1, 2022, to and including May 31, 2023. During the twelve-month period ending on May 31, 2023, the Station Employment Unit filled one full-time position:

Position: Announcer/Operations

Date of Hire: 11/01/2022

Recruitment Source of Hire: CTGVariety Facebook Page

Recruitment Sources used in this job vacancy and number of interviewees, if any, from each source:

1. Radio Ads

WICO/WOWZ
WCTG/WVES
WBEY

2. Website postings

BayCountry979.com
WOWThatsCountry.com
CTGVariety.com

3. Social Media

CTGVariety Facebook Page – *source provided 1 interviewee*
WOWThatsCountry Facebook Page

4. Chambers of Commerce

Berlin Chamber of Commerce:
(Contact: Steve Frene, 14 S. Main St., Berlin, MD 21811, Phone – 410-430-7999)

Salisbury Area Chamber of Commerce:
(Contact: Bill Chambers, 200 E. Church St., Salisbury, MD 21801, Phone - 410-749-0144)

Greater Ocean City Chamber of Commerce:
(Contact: Debbie Haas, 12320 Ocean Gateway, Ocean City, MD 21842, Phone – 410-213-0552)

Chincoteague Chamber of Commerce:
(Contact: Joanne Moore, 6733 Maddox Blvd., Chincoteague, VA 23336, Phone – 757-336-6161)

Pocomoke City Chamber of Commerce:
(Contact: Lisa Taylor, 129 Market Street PO Box 356, Pocomoke City, MD 21851, Phone – 410-957-1919)

Total Interviewees for this position from all sources: 1

**Indicates Recruitment Source entitled to vacancy notification.*

OUTREACH ACTIVITIES

This section contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

- **MANAGEMENT LEVEL EEO TRAINING**
Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

- **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.

- **STATION TOURS**

GSB Media, LLC offers and conducts on-site tours for students and members of community groups, 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.

GSB Media, LLC EEO Contact: Benjy "Doc" Holloway, 410.957.1798, doch@gsbmediallc.com