

GSB Media, LLC
ANNUAL EEO PUBLIC FILE REPORT

June 1, 2023 – May 31, 2024

Station Employment Unit:
WICO-FM, Snow Hill, MD (Facility ID No. 88291)
WBEY-FM, Crisfield, MD (Facility ID No. 27438)
WVES (FM), Chincoteague, VA (Facility ID No. 198743)
WCTG (FM), West Pocomoke, MD (Facility ID No. 88405)*
WOWZ-FM, Accomac, VA (Facility ID No. 18384)*

* GSB Media, LLC (GSB), acquired WCTG (FM) and WOWZ-FM on November 13, 2023, prior to which date WCTG (FM) and WOWZ-FM had been subject to a Time Brokerage Agreement with GSB.

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, 2023, to and including May 31, 2024.

FULL-TIME VACANCIES FILLED BY THE STATION EMPLOYMENT UNIT

During the twelve-month period ending on May 31, 2024, the Station Employment Unit hired **no full-time employees**.

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.

TRAINING PROGRAMS FOR STATION PERSONNEL. GSB provides mandatory training for every new Sales Representative using “AdMall powered by Sales Fuel,” leading to certification. Additionally, GSB provides other ongoing training opportunities for all sales staff. Through these training programs, GSB’s Sales Personnel can acquire the skills necessary for advancement in the organization, including advancement to Sales Manager.

MENTORING FOR NEW SALES PERSONNEL. New Sales Representatives are each assigned one or more Senior Sales Representatives who act as mentors to assist them in acquiring practical sales skills.

PARTICIPATION IN SCHOLARSHIP PROGRAM. GSB contributes to the National Association of Broadcasters Leadership Foundation, which provides state-of-the-art training programs, career development resources, and awards that celebrate the broadcast industry and the diverse communities they serve.

SPONSORSHIP OF COMMUNITY EVENT. GSB sponsored a Blood Drive on May 20, 2024, for the Blood Bank of Delmarva, during which interested participants were given tours of the station and informed about careers related to broadcasting.

GSB provides station tours to Virginia Spaceport Authority Employees every first Thursday of the month and provides tours to school and community groups interested in careers in broadcasting on request.

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