

WXJZ Response to EEO Audit

**Includes all stations in the MARC Radio
Gainesville, LLC Licensee Unit**

Annual EEO Public File

WTMG, WHHZ, WPLL, WDVH-AM, WRZN, WTMN, WXJZ

October 1, 2019-September 30, 2020

Stations WTMG, WHHZ, WPLL, WDVH-AM, WRZN, WTMN and WXJZ licensee is MARC Radio Gainesville, LLC. We are an equal opportunity employer.

We have a four-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. Weekly announcements on all MARC Radio stations encouraging organizations who wish to be notified of job openings to contact us so we may add them to our recruitment outreach list.
2. The wide dissemination of full-time openings via our radio properties, online classified advertising, trade periodicals/websites, a database connecting us to numerous colleges & universities, and the use of appropriate job sources.
3. The sending of notices to community groups via letters or e-mail that request such notification. We grow this list through on-air notices soliciting for organization who wish to be contacted regarding employment opportunities and the development of relationships with applicable organizations.
4. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart shows employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data.

Position	Fill Date	Sources Used
Local Sales Manager, MARC Radio	August 10th, 2020	1-60
WTMG-FM Night Announcer	July 29th, 2020	1, 3-60

SECTION II

Master Recruitment Source List

The following chart displays our source list names, phone numbers and other information.

#	<u>POSTING SITE</u>	<u>CONTACT</u>
1	Florida Association of Broadcasters	Lindsay Varn
2	Orlando Jobs	Erin Tuttle
3	Alachua County NAACP	Lynne Shade
4	University of Florida College of Journalism & Communication	Princess Wilkerson
5	All Access	
6	Radio-online.com	
7	MARC Radio	Dave Cobb
8	Employ Florida	Joe Johnson, Gainesville Chamber
9	US Jobs	Joe Johnson, Gainesville Chamber
10	America's Job Exchange	Joe Johnson, Gainesville Chamber
11	Santa Fe College	James Schindler
12	Gainesville Black Professionals	Virginia Grant
13	Barry University	Louis Soto
14	University of South Florida St. Petersburg	<u>Marisela Juarez</u>
15	Alabama A&M	
16	Florida A&M	Christopher Anderson
17	Augusta University	Jessica Carroll
18	University of North Georgia	Diane Farrell
19	University of Georgia	Debi Grayson
20	University of Southern Mississippi	Cindy Walker
21	Florida Institute of Technology	Stephanie Lynch
22	Seminole State College of Florida	Samuel Liberatore
23	University of Central Florida	Autumn Riesz
24	Ave Marie University	Maeve Alflen
25	University of Mississippi	Christy Wright
26	Kennesaw State University	Ryan Whitfield
27	Covenant College	Xavier Rollman
28	Florida State University	Debbie Crowder
29	Belmont University	Rachel Walden
30	Georgia State University	Belinda Lindsey
31	Florida International University	Carmen Rosado

32	Auburn University	Jay Skipworth
33	Jacksonville University	Shanda Lamb
34	Nova Southeastern University	Veronica Noel
35	University of Miami	Sharon Moy
36	Mercer University	Hugh Hunter
37	University of Alabama	Jared Taylor-White
38	Troy University	Lauren Cole
39	University of South Florida	Pranam Parsanlal
40	Flagler College	Cassie Everly
41	Alcorn State	Joey Mitchell
42	University of Tampa	Sheila Hood
43	St. Thomas	Cristina Lopez
44	Emory University	Ticia Herold
45	University of South Florida Sarasota-Manatee	Sacheath Son
46	Tennessee State University	Jamal Coleman
47	Florida Southern University	Garrett Secor
48	University of Tennessee at Martin	Renard Miles
49	Tulane University	Sara Kent
50	Southern University and A&M College	Kathy Hayes
52	University of South Alabama	Rory Beaco
53	Morehouse College	Bridget Baggett
54	Rollins College	Anne Meehan
55	AMFM Jobs	Mark Holloway
56	Alachua County Library Literacy Program	Jeremy Merritt
57	UF Athletic Association	Allison Forrest
58	Indeed	
59	Glassdoor	
60	Women in Radio	

<u>Position</u>	<u>Applicants</u>	<u>Source</u>	<u># of Applicants from Source</u>	<u>Hired From</u>
Sales Mgr.	8	1	0	
		2	0	
		3	0	
		4	0	
		5	2	
		6	0	
		7	2	Yes
		8	0	
		9	0	
		10	0	
		11	0	
		12	0	
		14	0	
		15	0	
		16	0	
		17	0	
		18	0	
		19	0	
		20	0	
		21	0	
		22	0	
		23	0	
		24	0	
		25	0	
		26	0	
		27	0	
		28	0	
		29	0	
		30	0	
		32	0	
		33	0	
		34	0	
		35	0	
		36	0	
		37	0	
		38	0	
		39	0	
		40	0	

41	0
42	0
43	0
44	0
45	0
46	0
47	0
48	0
49	0
50	0
51	0
52	0
53	0
54	0
55	0
56	0
57	0
58	4
59	0
60	0

<u>Position</u>	<u>Applicants</u>	<u>Source #</u>	<u># of Applicants from Source</u>	<u>Hired From Yes/No</u>
WTMG Night Announcer		1	0	
		3	0	
		4	0	
		5	2	
		6	0	
		7	2	Yes
		8	0	
		9	0	
		10	0	
		11	0	
		12	0	
		13	0	
		14	0	
		15	0	
		16	0	
		17	0	
		18	0	
		19	0	
		20	0	
		21	0	
		22	0	
		23	0	
		24	0	
		25	0	
		26	0	
		27	0	
		28	0	
		29	0	
		30	0	
		31	0	
		32	0	
		33	0	
		34	0	
		35	0	
		36	0	
		37	0	
		38	0	
		39	0	
		40	0	
		41	0	
		42	0	
		43	0	

44	0
45	0
46	0
47	0
48	0
49	0
50	0
52	0
53	0
54	0
55	0
56	0
57	0
58	0
59	0
60	0

SECTION III

Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

1. **MARC Radio Virtual Job Fair**

MARC Radio conducted a virtual job fair from Aug. 6th through Aug. 31st. The job fair included videos from current staff members discussing what it was like to work on our team. MARC Radio stations ran a total of 650 :30sec commercials across our five six stations promoting the job fair and instructing interested community members to go to www.marcjobfair.com to see staff videos and available positions we had open. An email address was provided on the site where those interested in applying could email their information to careers@marcradio.com.

2. **NAB Diversity Webinar**

On August 6th, the National Association of Broadcasters (NAB) presented a webinar entitled "Advancing Diversity in Broadcasting". MARC Radio General Manager Dave Cobb attended the webinar. An expert panel presented ideas on the following topics:

- Keys to a Diversity Program
- Things to avoid when creating a Diversity Program
- Tips for Diversity Strategy

Links were also provided to additional documents on the topic of diversity in broadcasting.

Annual EEO Public File

WTMG, WHHZ, WPLL, WDVH-AM, WRZN, WTMN, WXJZ

October 1, 2020-September 30, 2021

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We have a four-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. Weekly announcements on all MARC Radio stations encouraging organizations who wish to be notified of job openings to contact us so we may add them to our recruitment outreach list.
2. The wide dissemination of full-time openings via our radio properties, online classified advertising, trade periodicals/websites, a database connecting us to numerous colleges & universities, and the use of appropriate job sources.
3. The sending of notices to community groups via letters or e-mail that request such notification. We grow this list through on-air notices soliciting for organization who wish to be contacted regarding employment opportunities and the development of relationships with applicable organizations.
4. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart shows employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data.

No full time positions were filled during the reporting period of October 1, 2020 through September 30, 2021

SECTION II

Master Recruitment Source List

The following chart displays our source list names, phone numbers and other information.

#	<u>POSTING SITE</u>	<u>CONTACT</u>
1	Florida Association of Broadcasters	Pat Roberts
2	Orlando Jobs	Erin Tuttle
3	Alachua County NAACP	Lynne Shade
4	University of Florida College of Journalism & Communication	Princess Wilkerson
5	All Access	
6	Radio-online.com	
7	MARC Radio	Dave Cobb
8	Employ Florida	Joe Johnson, Gainesville Chamber
9	US Jobs	Joe Johnson, Gainesville Chamber
10	America's Job Exchange	Joe Johnson, Gainesville Chamber
11	Santa Fe College	James Schindler
12	Gainesville Black Professionals	Virginia Grant
13	Barry University	Louis Soto
14	University of South Florida St. Petersburg	<u>Marisela Juarez</u>
15	Alabama A&M	
16	Florida A&M	Christopher Anderson
17	Augusta University	Jessica Carroll
18	University of North Georgia	Diane Farrell
19	University of Georgia	Debi Grayson
20	University of Southern Mississippi	Cindy Walker
21	Florida Institute of Technology	Stephanie Lynch
22	Seminole State College of Florida	Samuel Liberatore
23	University of Central Florida	Autumn Riesz
24	Ave Marie University	Maeve Alflen
25	University of Mississippi	Christy Wright
26	Kennsaw State University	Ryan Whitfield
27	Covenant College	Xavier Rollman
28	Florida State University	Debbie Crowder
29	Belmont University	Rachel Walden
30	Georgia State University	Belinda Lindsey
31	Florida International University	Carmen Rosado
32	Auburn University	Jay Skipworth
33	Jacksonville University	Shanda Lamb

34	Nova Southeastern University	Veronica Noel
35	University of Miami	Sharon Moy
36	Mercer University	Hugh Hunter
37	University of Alabama	Jared Taylor-White
38	Troy University	Lauren Cole
39	University of South Florida	Pranam Parsanlal
40	Flagler College	Cassie Everly
41	Alcorn State	Joey Mitchell
42	University of Tampa	Sheila Hood
43	St. Thomas	Cristina Lopez
44	Emory University	Ticia Herold
45	University of South Florida Sarasota-Manatee	Sacheath Son
46	Tennessee State University	Jamal Coleman
47	Florida Southern University	Garrett Secor
48	University of Tennessee at Martin	Renard Miles
49	Tulane University	Sara Kent
50	Southern University and A&M College	Kathy Hayes
52	University of South Alabama	Rory Beaco
53	Morehouse College	Bridget Baggett
54	Rollins College	Anne Meehan
55	AMFM Jobs	Mark Holloway
56	Alachua County Library Literacy Program	Jeremy Merritt
57	UF Athletic Association	Allison Forrest
58	Indeed	
59	Glassdoor	
60	Women in Radio	

SECTION III

Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

1. **The Alachua County Library District Job Fair, May 24th, 2021**

MARC Radio co-sponsored with The Alachua County Library District and Partnership for Strong Families to present the Re-entry Job & Resource Fair from 10a-1p on May 24th, 2021. The Re-Entry Partnership Conference and the Job & Resource Fair help people with criminal backgrounds, or others struggling to re-enter the workforce, with learning job skills, accessing educational programs, and discovering entrepreneurship opportunities. A total of 34 business and service organizations participated in this event. MARC Radio promoted the event through on-air announcements and two staff members represented MARC Radio during the three-hour job fair.

2. **MARC Radio Management & Department Head EEO Training, September 22nd, 2021**

MARC Radio Human Resource Director Charlotte McDonald and MARC Radio Executive Vice-President Dave Cobb facilitated staff training for MARC Radio Gainesville, LLC managers and department heads. The various components of the FCC required EEO program were reviewed and discussed, along with a “Q&A” period to answer any questions regarding MARC Radio’s EEO program.

MARC Radio Gainesville, LLC

Total Facilities in Unit

<u>Call Sign</u>	<u>Facility ID</u>	<u>Website</u>
WDVH-AM	18047	https://www.rnb941.com/
WHHZ-FM	48703	https://www.1005thebuzz.com/
WPLL-FM	73409	https://www.iamcountryradio.com/
WTMG-FM	6268	https://www.magic1013.com/
WTMN-AM	23022	https://www.theshepherdradio.com/
WRZN-AM	39769	https://www.theshepherdradio.com/
WXJZ-FM	3057	https://www.classichits1009.com/

MARC Radio Gainesville, LLC
Full Time Positions Filled Information

WTMG Night Announcer Date of Hire: July 29th, 2020

MARC Radio Gainesville Local Sales Manager Date of Hire: August 10th, 2020

WTMG Announcer Postings

University of Florida Athletic Association

From: Cindi Thompson

Sent: Wednesday, February 26, 2020 2:29 PM

To: allisonf@gators.ufl.edu

Subject: Job Posting

Hey Allison,

Here is the latest job posting for Marc Radio.

Thanks!

Cindi Thompson, Continuity Director

cindi.thompson@marcradio.com

352-726-7221

All Access Job Posting

Nights in GATORNATION!!

by **vinnyfoo** » **Fri Feb 28, 2020 9:46 am**

WTMG-FM MAGIC 101.3 NIGHT ANNOUNCER/PROMOTIONS JOB DESCRIPTION

WTMG-FM Magic 101.3 Gainesville/Ocala, is searching for a night show announcer. Individual must be motivated, focused on content, and ready to win. Individual will be responsible for creating, producing, and executing a daily night show. Individual will also be responsible for hosting live on location remote broadcasts.

Duties include the following:

- *On air host M-F 7p-12a
- *On air host for weekend shifts
- *Hosting/attending station events
- *Representing station at various community/client events
- *Recording commercial/promotional ad copy
- *Producing imaging/promos
- *Board operations
- *Other duties to be assigned on an as needed basis

Job Requirements:

- *Have a minimum of two years on-air experience
- *Proficiency with NexGen and Adobe Audition, preferred but not required

- *Possess strong communication skills and ability to work in a team environment
- *Ability to work under pressure and deadlines
- *Demonstrate excellent time management and organizational skills
- *Bachelors' Degree preferred, not required
- *Ability to carry 25 pounds, and stand 1-2 hours per day or longer, if on location.
- *Must successfully complete a pre-employment drug screen and background check
- *Possess a valid FL Drivers' license and be able to be insured under Company insurance
- *Maintain personal auto insurance policy at all times during employment

Position is part-time, "non-exempt", with possible full-time opportunity. Interested individuals should submit resume and aircheck to careers@marcradio.com. For more information about our company, visit Marcradiogroup.com.

Marc Radio, LLC provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Marc Radio, LLC complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Marc Radio, LLC expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.

[Top](#)

Additional Recruitment Sources

Notification of WTMG Night Announcer Vacancy Sent to the Following:

RECRUITMENT SOURCE
Florida Association of Broadcasters
Alachua County NAACP
University of Florida College of Journalism & Communication
All Access
Radio-online.com
Employ Florida
US Jobs
America's Job Exchange
Gainesville Black Professionals
Alabama A&M
Alcorn State
Auburn University
Augusta University
Ave Marie University
Barry University
Belmont University
Emory University
Flagler College
Florida A&M
Florida Institute of Technology
Florida International University
Florida Southern University
Georgia State University
Jacksonville University
Kennesaw State University

Mercer University
Morehouse College
Nova Southeastern University
Rollins College
Seminole State College of Florida
Southern University and A&M College At Baton Rouge
Spelman College
St. Thomas
Tennessee State University
Tulane University
University of Alabama
University of Central Florida
University of Georgia
University of Miami
University of Mississippi
University of North Georgia
University of South Alabama
University of South Carolina
University of South Florida
University of South Florida Sarasota-Manatee
University of South Florida St. Petersburg
University of Southern Mississippi
University of Tampa
University of Tennessee at Martin
Xavier University of Louisiana

UF Athletic Association
Indeed
Glassdoor

MARC Radio Gainesville Local Sales Manger Postings

Alachua County NAACP

From: [Cindi Thompson](mailto:Cindi.Thompson@marcradio.com)
Sent: Friday, June 19, 2020 2:29 PM
To: lynneshade7@gmail.com
Subject: Job Posting for Marc Radio

Hey Lynne,
Here is the latest job available at Marc Radio for posting.
Thanks!
Cindi Thompson, Continuity Director
cindi.thompson@marcradio.com
352-726-7221

University of Florida College of Journalism and Communication

From: [Cindi Thompson](mailto:Cindi.Thompson@marcradio.com)
Sent: Friday, June 19, 2020 2:30 PM
To: pwilkerson@jou.ufl.edu
Subject: Job Posting for Marc Radio

Hey Princess,
Here is the latest job available at Marc Radio for posting.
Thanks!
Cindi Thompson, Continuity Director
cindi.thompson@marcradio.com
352-726-7221

Radio Online

From: [Cindi Thompson](mailto:Cindi.Thompson@marcradio.com)
Sent: Friday, June 19, 2020 2:33 PM
To: ronchase@radioonline.com
Subject: Job posting for Marc Radio

Hey Ron,
Here is the latest job available at Marc Radio for posting.
Thanks!
Cindi Thompson, Continuity Director
cindi.thompson@marcradio.com
352-726-7221

**Notification of MARC Radio Gainesville Local Sales Manager Vacancy
Sent to the Following:**

RECRUITMENT SOURCE
Florida Association of Broadcasters
Alachua County NAACP
University of Florida College of Journalism & Communication
All Access
Radio-online.com
Employ Florida
US Jobs
America's Job Exchange
Gainesville Black Professionals
Alabama A&M
Alcorn State
Auburn University
Augusta University
Ave Marie University
Barry University
Belmont University
Covenant College
Flagler College
Florida A&M
Florida Institute of Technology
Florida International University
Florida Southern University
Georgia State University
Jacksonville University
Kennesaw State University

Mercer University
Morehouse College
Nova Southeastern University
Rollins College
Seminole State College of Florida
Southern University and A&M College At Baton Rouge
Spelman College
St. Thomas
Tennessee State University
Tulane University
University of Alabama
University of Central Florida
University of Georgia
University of Miami
University of Mississippi
University of North Georgia
University of South Alabama
University of South Carolina
University of South Florida
University of South Florida Sarasota-Manatee
University of South Florida St. Petersburg
University of Southern Mississippi
University of Tampa
University of Tennessee at Martin
Xavier University of Louisiana

UF Athletic Association
Indeed
Glassdoor

MARC Radio Gainesville, LLC

Full Time Positions Filled Source Information for each Interviewee

WTMG Night Announcer Date of Hire: July 29th, 2020

- 4 total interviewees
- 2 from "All Access"
- 2 from referral sources

MARC Radio Gainesville Local Sales Manager Date of Hire: August 10th, 2020

- 7 total interviewees
- 2 from "All Access"
- 3 from "Indeed"
- 2 from referral sources

MARC Radio Gainesville Recruiting Outreach Initiatives

Detail Report

Outreach during the Oct. 1st, 2019-Sept. 30th, 2020 Reporting Period

MARC Radio Virtual Job Fair

Due to COVID-19 restrictions, participation in on site job fairs was not available.

MARC Radio instead conducted a virtual job fair from Aug. 6th through Aug. 31st. The job fair included videos from current staff members discussing what is was like to work on our team. MARC Radio stations ran a total of 650 :30sec commercials across our five six stations promoting the job fair and instructing interested community members to go to www.marcjobfair.com to see staff videos and available positions we had open. An email address was provided on the site where those interested in applying could email their information to careers@marcradio.com.

Staff participation included the following:

Kevin Mangan, MARC Gainesville Operations Manager

Vinny Phu, Program Director of WTMG-FM

Larry Wilson, Assistant Program Director for WPLL-FM & WXJZ-FM

Kyle Baldry, MARC Gainesville Creative Director

Braden Blue, MARC Gainesville Assistant Creative Director

Andrew Wells, MARC Gainesville Sales Representative

Jim Siwy, MARC Gainesville Sales Representative

Tim Price, MARC Gainesville Sales Representative

The following pages are supporting documentation for this outreach initiative.



[Home](#) [Positions](#) [About](#)



[Positions](#)

NOW HIRING:

[Account Executive](#)

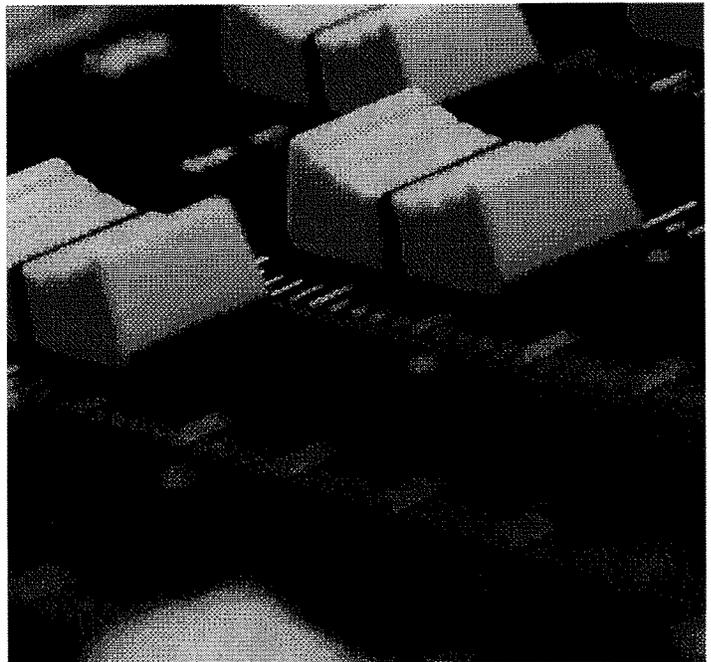
[Mainstreet: Digital Sales Rep](#)

[Mainstreet: Digital Marketing Specialist](#)

About MARC Radio

MARC Radio Group gives listeners great entertainment, and local business owners an opportunity to grow.

Join our team of creative leaders!

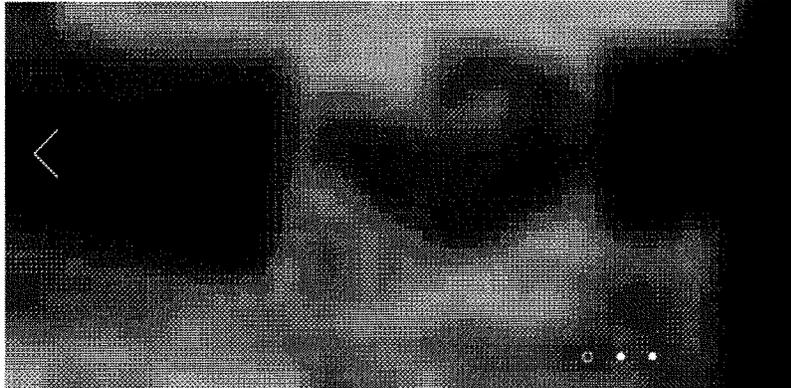


Let's Chat!

We'll reply as soon as we can



[Home](#) [Positions](#) [About](#)



Sales

[LEARN MORE](#)

**SEND YOUR RESUME TO
CAREERS@MARCRADIO.COM**

Let's Chat!

We'll reply as soon as we can.

Sales Order

Stations: WDVH-AM, WHHZ-FM, WPLL-FM, WRZN-AM,
 WTMG-FM, WXJZ-FM
 Contract Name: 2020 MARC VIRTUAL JOB FAIR
 Contract#: 14232209
 Start Date: 8/05/20 End Date: 8/30/20
 Revenue Type: LOCAL DIRECT Type: Cash
 Advertiser: MARC RADIO GAINESVILLE
 Address: 100 NW 76TH DRIVE
 SUITE 2
 City: GAINESVILLE State: FL Zip: 32607
 Phone: (352) 313-3150
 Product Name: VIRTUAL JOB FAIR
 Competitive Code: EMPLOYMENT / JOBS

Buyer: _____
 Tax Schedule: _____ (None)
 Agency Commission %: 0
 Billing Cycle: Calendar
 Salesperson: 1407dcob Comm %: 18
 Makegood Policy: Within Contract Dates

WDVH-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

WHHZ-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

WPLL-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

WRZN-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

WTMG-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

WXJZ-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	8/05/20	8/09/20		5:00 AM	11:59 PM	30			X	X	X	X	X	25	W	0.00	25	0.00	8
MARC JOB FAIR																			
2	8/10/20	8/30/20		5:00 AM	11:59 PM	30	X	X	X	X	X	X	X	35	W	0.00	105	0.00	8
MARC JOB FAIR																			

TOTAL GROSS \$0.00, NET \$0.00

Billing Projections: By Month

	Aug 20
CA	0.00
ST	0.00

Print Spot Prices

TOTAL SPOTS	780
GROSS TOTAL \$	0.00
ADJUSTED SPOTS	780
ADJUSTED TOTAL \$	0.00

APPROVE DECLINE

- General Manager
- Sales Manager
- WRZN Sales Manager
- 1407ssex, 07/30/20 @4:04PM

MARC Radio Gainesville Recruiting Outreach Initiatives

Detail Report

Outreach during the Oct. 1st, 2019-Sept. 30th, 2020 Reporting Period

NAB Diversity Webinar

On August 6th, the National Association of Broadcasters (NAB) presented a webinar entitled “Advancing Diversity in Broadcasting”. MARC Radio General Manager Dave Cobb attended the webinar. An expert panel presented ideas on the following topics:

- Keys to a Diversity Program
- Things to avoid when creating a Diversity Program
- Tips for Diversity Strategy

Links were also provided to additional documents on the topic of diversity in broadcasting.

The following pages are supporting documentation of this outreach initiative.

SUN	MON	TUE	WED	THU	FRI	SAT
2				6	7	8
				<p>BSS Order/Email Cnd</p> <p>Bonnie, 10am</p> <p>F/U w/ Leanne on 5047</p> <p>Kristel, 11am</p>	<p>Timesheet, 8:30am</p> <p>Lon-Is Santa Fe P 9 - 10am</p> <p>F/U w/ Eric, 10am</p>	
				<p>Advancing Div Go To W 1pm - https://nab.org</p> <p>Call Amanda, 2pm</p> <p>Rese, 3pm</p> <p>Fiber Pools, 3:30pm</p> <p>Nymah, 4pm</p> <p>Update Forecast File, 5</p>		

Advancing Diversity in Broadcasting
 Thursday, August 6 - 1:00 - 2:00pm
<https://nab-org.zoom.us/j/86127429278?tk=mlp9N...>
 Paloma Johnson-Walker is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting
<https://nab-org.zoom.us/j/86127429278?tk=mlp9N...>
 3GWSVdk.D0IAAAAU0zhGndZ02lwVDR0MLJ0TZR2a904TmlTNR8AAAAA...

Meeting ID: 861 2742 9278
 One tap mobile
 +13017158592,,86127429278# US (Germantown)

Dial by your location
 +1 301 715 8592 US (Germantown)
 Meeting ID: 861 2742 9278
 Find your local number: <https://nab->

Zoom Meeting

Dave Cobb

Paloma John...

Jordan Vertlieb

Andres Tapla

Alexandra M...

Martin Reynolds

MAILBOX

MARKETPLACE

Michelle Duke

Type here to search

12:55 PM
8/6/2020



NAB "Advancing Diversity in Broadcasting" Webinar

August 6th, 2020



The screenshot shows a Zoom meeting interface with a grid of participants and a bottom toolbar. The participants are arranged in a grid, with their names and profile pictures visible. The bottom toolbar contains various icons for meeting controls.

Participant Name	Participant Name	Participant Name	Participant Name	Participant Name
Michelle Duke	Martin Reynolds	Jordan Vertlieb	Allison Mazzei	Merry Ewing
Dave Cobb	Danyelle Wright	Evelyn Hsu-Maynard	Patricia Washin...	Tracey Rogers
Bianca Espanza P...	Wendy Paulson	Paloma Johnson-W...	Kenneth Freed...	Jim Timm
Dan Joerres	Brad Haransky	Christine Merritt	Karen Baird	Alexandria Melen...

Zoom Meeting
Recording
Type here to search
1:01 PM
8/6/2020

✓

Zoom Meeting

X

Zoom Meeting interface showing a video call in progress. The main area is a dark, grainy video feed of a person. The top toolbar includes icons for chat, mute, video, and other controls. The bottom toolbar includes icons for search, mute, video, and other controls. The bottom status bar shows the name 'Andres Tapia' and the text 'Type here to search'. The top status bar shows the time '1:08 PM' and the date '8/6/2020'. The left sidebar lists participants: Dave Cobb, Evelyn Hsu..., Michelle Duke, Jordan Wertlieb, Paloma John..., and Martin Reynolds. A 'Recording' indicator is visible in the bottom left corner of the video area.

1:08 PM
8/6/2020

Andres Tapia

Type here to search

Jordan Wertlieb

Martin Reynolds

Paloma John...

Michelle Duke

Evelyn Hsu...

Dave Cobb

Recording

Dave Cobb

Recording

Andres Tapia

Michelle Duke

Jordan Wertlieb

Paloma Johnson...

Martin Reynolds

NOT LISTED



1:10 PM
8/6/2020

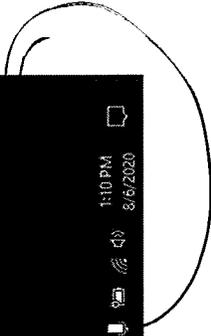


Evelyn Hsu-Maynard Institute

Type here to search



Handwritten mark



Dave Cobb

Evelyn Hsu...

Andres Tapia

Michelle Duke

Jordan Wertlieb

Danyelle Wh...



MAYNARD INSTITUTE

FAULT LINES



Martin Reynolds

Type here to search

1:10 PM 8/6/2020





Dave Cobb

HIST LINK



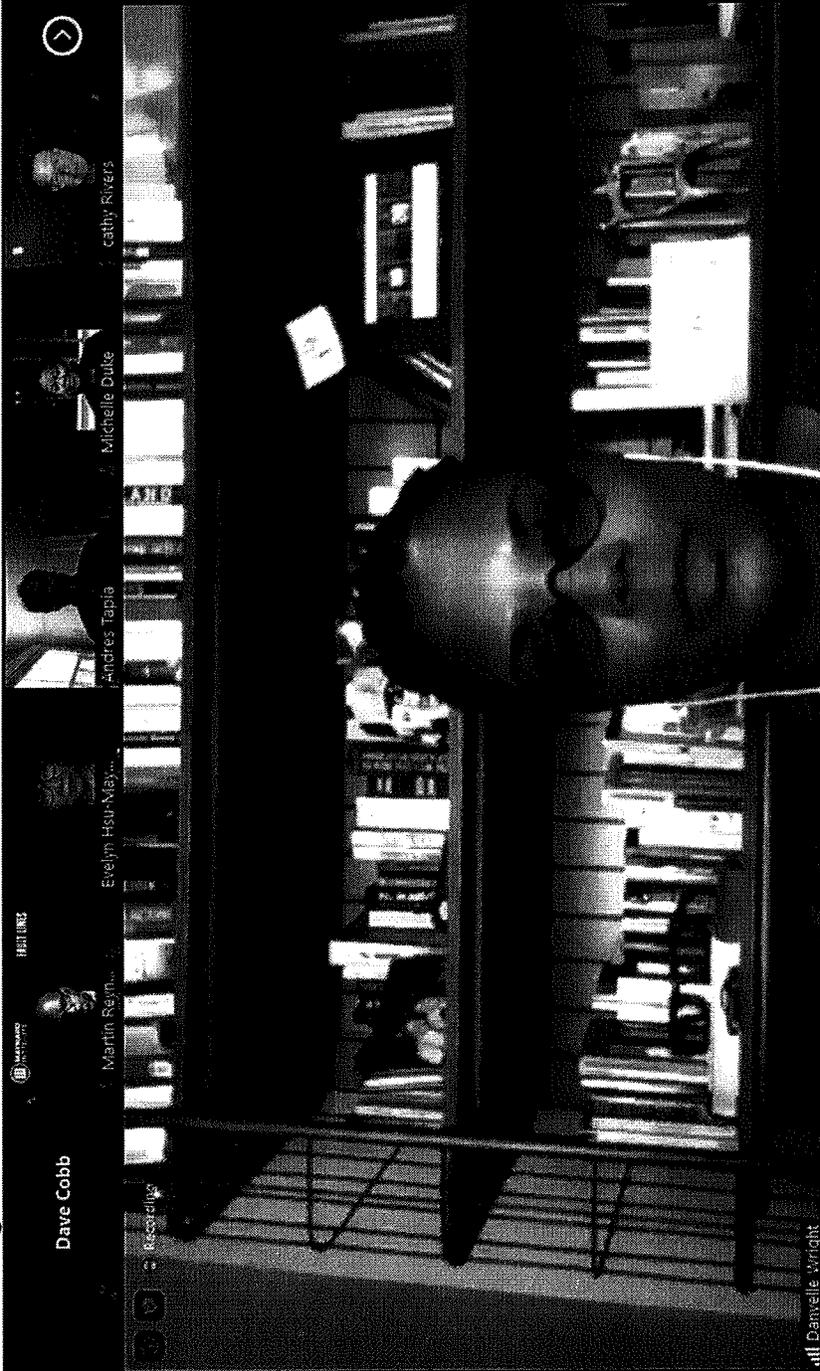
Martin Reyn...

Evelyn Hsu-May...

Andres Tapia

Michelle Duke

cathy-Rivers



Danyelle Wright



Start Video



Unmute

Type here to search

65

Participants



Record

Share Screen

Chat

Reactions

Participants

Share Screen

Record

Reactions

Participants

Share Screen

Record

Reactions

Participants

Share Screen

Leave

1:15 PM

8/6/2020



Dave Cobb

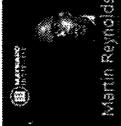
Martin Reynolds

Evelyn Hsu-May...

Danyelle Wri...

Michelle Duke

Ava Macha...



Recording

All Andres Tapia

Unmute
Send Video

0 of 72
Participants

Chat

Share Screen

Record

Reactions

Type here to search

Leave

1:24 PM
8/6/2020



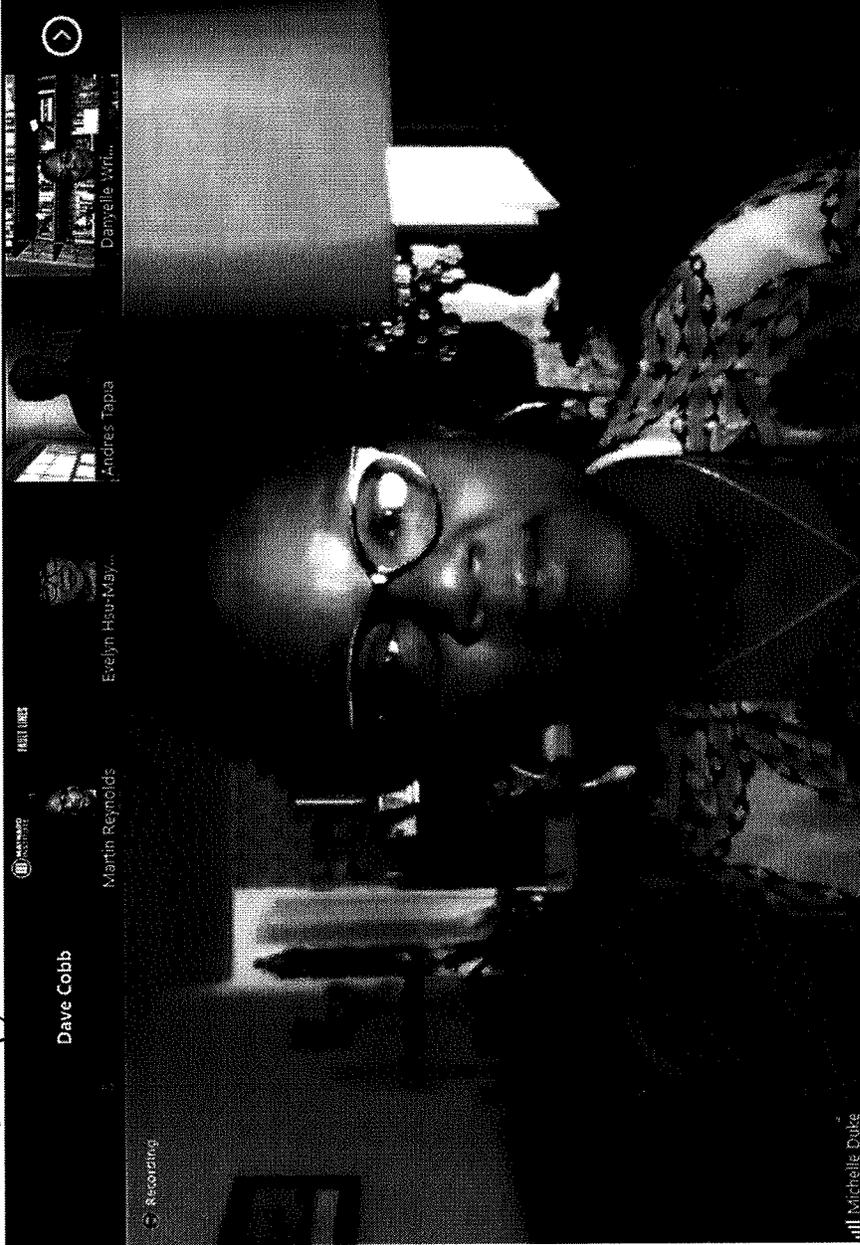
Dave Cobb

Martin Reynolds

Evelyn Hsu-May...

Andres Tapia

Danyelle Wri...



Zoom Group Chat

From Kenneth Freedman to Everyone
kfreedman@wcmh.com
thanks for the great resource
compilation

From Martin Reynolds to Everyone
My pleasure.

From Danyelle Wright to Everyone
Danyelle S.T. Wright
Danyelle.wright@scripps.com
513.263.9564

FROM DANIELA TO EVERYONE
INCLUSION@PADOX.COM LOGO

From Susana Schuler to Everyone
Thank you presenters, Michelle and NAB.
Great conversation, introspection and
action items.

From Alexandra Melendez to Everyone
Thank you so much!

From Jan Wade to Everyone
Thanks to the panelists. They were
excellent.

From Joan Barrett to Everyone
Thank you all, appreciate the insight and
discussion.

To: Everyone

Type message here...



1:59 PM
8/6/2020



From Martin Reynolds to Everyone: 01:46 PM

https://docs.google.com/document/d/1BRIF2_zhNe86SGgHa6-VIBO-QgirlTwCTugSfKie5Fs/mobilebasic

Here is a great list of resources to help elevate your understanding.

From Joan Barrett to Everyone: 01:48 PM

Great resource document - thank you.

From Andres Tapia to Everyone: 01:49 PM:

andres.tapia@kornferry.com

From Martin Reynolds to Everyone: 01:49 PM

Martin G. Reynolds, mreynolds@mije.org, 510-390-1779

From Kenneth Freedman to Everyone: 01:49 PM

kfreedman@wcmh.com

thanks for the great resource compilation

From Martin Reynolds to Everyone: 01:51 PM

My pleasure.

From Danyelle Wright to Everyone: 01:52 PM

Danyelle S.T. Wright, Danyelle.wright@scripps.com, 513.262.9564

From Andres Tapia to Everyone: 01:57 PM

inclusionparadox.com too

8/06/2020 ADVANCING DIVERSITY IN BROADCASTING

KEYS TO A DIVERSITY PROGRAM

- ① Communicate
- ② Commitment
- ③ Understand your organization
- ④ Authentic, tenacious & courageous leadership
- ⑤ If you see something, say something
- ⑥ This is about "change management"

- This initiative has to be owned by CEOs & GMs

How we align over these "social faultlines" in how we view the world. We should aspire to be institutions of belonging.

Things to avoid when creating a diversity program

- ① Fail to define what diversity means
- ② Failure to tie diversity to business goal
- ③ Make it just about race
- ④ Underestimate your efforts
- ⑤ Installing one person in charge & not embracing
- ⑥ Not measuring progress (data driven)
- ⑦ Not being transparent
- ⑧ Only focusing on the diversity piece
- ⑨ Piling extra responsibilities on staff when they already have a full time job
- ⑩ Not being transparent with your engagement surveys.

What can you do?

- Educate yourself on systemic racism
- The "geography faultline" is a huge one today, recognize this as a reality & embrace it.
- Focus on inclusion & equity
- Share your personal story
- How are you going to use your power & privilege

TIPS FOR DIVERSITY STRATEGY

- ① aspire, have a roadmap
- ② assess your readiness to go to #1
- ③ architect - do you have the tools & budget
- ④ act - execute & monitor
- ⑤ advance - make sure you have forward moving momentum.

MARC Radio Gainesville Recruiting Outreach Initiatives

Detail Report

Outreach during the Oct. 1st, 2020-Sept. 30th, 2021 Reporting Period

The Alachua County Library District Job Fair, May 24th, 2021

MARC Radio co-sponsored with The Alachua County Library District and Partnership for Strong Families to present the Re-entry Job & Resource Fair from 10a-1p on May 24th, 2021. The Re-Entry Partnership Conference and the Job & Resource Fair help people with criminal backgrounds, or others struggling to re-enter the workforce, with learning job skills, accessing educational programs, and discovering entrepreneurship opportunities. A total of 34 business and service organizations participated in this event. MARC Radio promoted the event through on-air announcements and two staff members represented MARC Radio during the three-hour job fair.

Station personnel involved in this even included the following—

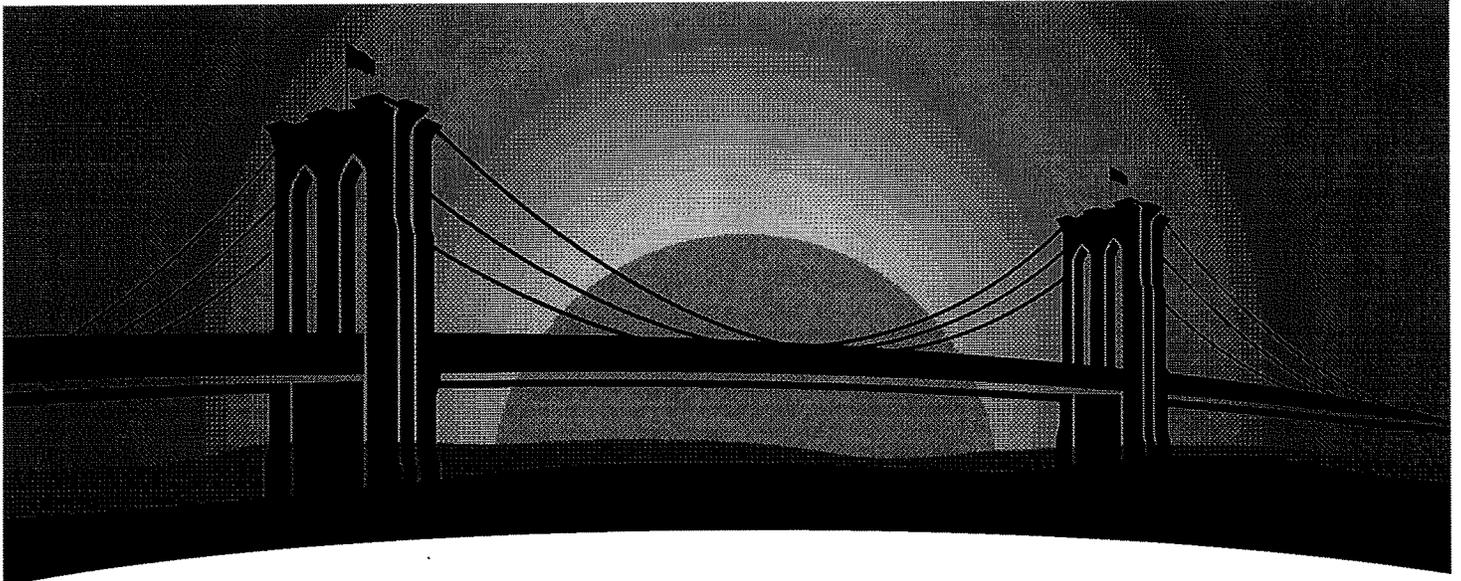
Jerry Butler, Local Sales Manager

Vinny Phu, Program Director for WTMG-FM and WDVH-AM

Cameron Loggins, WTMG-FM night announcer

Braden Blue, Creative Director

The following pages provide additional documentation of this event.



Community Job and Resource Fair

Monday, May 24 • 10 a.m. - 1 p.m.

GNV Commons, 100 SW 1 Ave., downtown Gainesville



Meet meet with local
businesses and organizations
to explore job opportunities
and career resources.

www.aclib.us/reentry



Job Fair

Inbox



Jerry Butler

Mon, May 24, 3:39
PM (9 days ago)

to Charlotte, me

Charlotte and Dave,

Job fair went OK. Larry and I visited with individuals as they came by the tent. Not a huge turnout, but did have 34 businesses or service organizations that set up at the event. I would estimate 25-50 individuals attended the event. Only one resume was handed in from a graduating senior at PK Young High School. One vendor was interested in the Managing Editor position, so I gave her the job description information, my business card. She didn't have a resume with her as she was set up as a vendor. She said she does write on the side. I urged her to reach out with her resume if it is something she is interested in.

Nobody else that talked with us had resumes on hand.

Script for PSAs that ran on all MARC stations May 18th-24th

Event hours—10a-1p

The Alachua County Library District and Partnership for Strong Families, in collaboration with community partner organizations, host the annual **Re-Entry Partnership Conference** each Spring. The Re-Entry Partnership Conference and the Job & Resource Fair help people with criminal backgrounds, or others struggling to re-enter the workforce, with learning job skills, accessing educational programs, and discovering entrepreneurship opportunities.

Sales Order

Stations: WDVH-AM, WHHZ-FM, WPLL-FM, WRZN-AM, WTMG-FM, WXJZ-FM
 Buyer: _____
 Tax Schedule: _____ (None)
 Contract Name: Community Job & Resource Fair
 Agency Commission %: 0
 Contract#: 14234406
 Billing Cycle: Calendar
 Start Date: 5/18/21 End Date: 5/24/21
 Salesperson: 501433jbutl Comm %: 10
 Revenue Type: LOCAL DIRECT Type: Cash
 Makegood Policy: Within Contract Dates
 Advertiser: MARC RADIO GAINESVILLE
 Address: 100 NW 76TH DRIVE
 SUITE 2
 City: GAINESVILLE State: FL Zip: 32607
 Phone: (352) 313-3150
 Product Name: Community Job & Resource
 Competitive Code: PSA

WDVH-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	42	D	0.00	42	0.00	8
Community Job and Resource Fair																			
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8
Community Job and Resource Fair																			
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8
Community Job and Resource Fair																			

TOTAL GROSS \$0.00, NET \$0.00

WHHZ-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	42	D	0.00	42	0.00	8
Community Job and Resource Fair																			
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8
Community Job and Resource Fair																			
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8
Community Job and Resource Fair																			

TOTAL GROSS \$0.00, NET \$0.00

WPLL-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	42	D	0.00	42	0.00	8
Community Job and Resource Fair																			
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8
Community Job and Resource Fair																			
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8
Community Job and Resource Fair																			

TOTAL GROSS \$0.00, NET \$0.00

WRZN-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY			
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$	
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	7	42	D	0.00	42	0.00	8
Community Job and Resource Fair																				
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8	
Community Job and Resource Fair																				
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8	
Community Job and Resource Fair																				

TOTAL GROSS \$0.00, NET \$0.00

WTMG-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY			
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$	
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	42	D	0.00	42	0.00	8	
Community Job and Resource Fair																				
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8	
Community Job and Resource Fair																				
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8	
Community Job and Resource Fair																				

TOTAL GROSS \$0.00, NET \$0.00

WXJZ-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY			
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$	
1	5/18/21	5/23/21		6:00 AM	11:59 PM	30		7	7	7	7	7	7	42	D	0.00	42	0.00	8	
Community Job and Resource Fair																				
2	5/24/21	5/24/21		6:00 AM	10:00 AM	30	4							4	D	0.00	4	0.00	8	
Community Job and Resource Fair																				
3	5/24/21	5/24/21		10:00 AM	1:00 PM	30	3							3	D	0.00	3	0.00	8	
Community Job and Resource Fair																				

TOTAL GROSS \$0.00, NET \$0.00

Billing Projections: By Month

	May 21	
CA	0.00	
ST	0.00	

Additional Notes: Community Job & Resource Fair
.....
.....
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TOTAL SPOTS 294
GROSS TOTAL \$ 0.00
ADJUSTED SPOTS 294
ADJUSTED TOTAL \$ 0.00

- APPROVE DECLINE
- General Manager
 - Sales Manager
 - WRZN Sales Manager
 - 1407ssex, 05/12/21 @8:16AM

MARC Radio Gainesville Recruiting Outreach Initiatives

Detail Report

Outreach during the Oct. 1st, 2020-Sept. 30th, 2021 Reporting Period

MARC Radio Management & Department Head EEO Training, September 22nd, 2021

MARC Radio Human Resource Director Charlotte McDonald and MARC Radio Executive Vice-President Dave Cobb facilitated staff training for MARC Radio Gainesville, LLC managers and department heads. The various components of the FCC required EEO program were reviewed and discussed, along with a “Q&A” period to answer any questions regarding MARC Radio’s EEO program.

MARC Gainesville personnel who participated in this initiative include the following—

Jerry Butler, Local Sales Manager

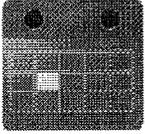
Vinny Phu, Program Director for WTMG-FM, WHHZ-FM, WDVH-AM

Mike Gilland, Operations Manager for The Shepherd Radio Network (WRZN-AM, WTMN-AM)

Charlotte McDonald, MARC Radio Human Resources Director

Dave Cobb, MARC Radio Executive Vice-President

The following pages provide additional documentation of this event.



EEO Training for Radio Managers

Created by: dcobb@marcradio.com · Your response: ✓ Yes, I'm going

Time

1:30pm - 2pm (Eastern Time -
New York)

Guests

- ✓ Charlotte McDonald
- ✓ Dave Cobb
- ✓ Jerry Butler
- ✓ Mike Gilland
- ✓ Vinny Phu

Date

Wed Sep 22, 2021

Where

[https://asnmil.zoom.us/j/81825342839?
pwd=aENTdIIRWIZSRGI6cWk2MGdoSm
tCZz09](https://asnmil.zoom.us/j/81825342839?pwd=aENTdIIRWIZSRGI6cWk2MGdoSm tCZz09)

Description

Dave Cobb is inviting you to a scheduled
Zoom meeting.

Join Zoom Meeting

[https://asnmil.zoom.us/j/81825342839?
pwd=aENTdIIRWIZSRGI6cWk2MGdoSmtCZz09](https://asnmil.zoom.us/j/81825342839?pwd=aENTdIIRWIZSRGI6cWk2MGdoSmtCZz09)

Meeting ID: 818 2534 2839

Passcode: 554182

One tap mobile

+13126266799,,81825342839# US (Chicago)

+16468769923,,81825342839# US (New
York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

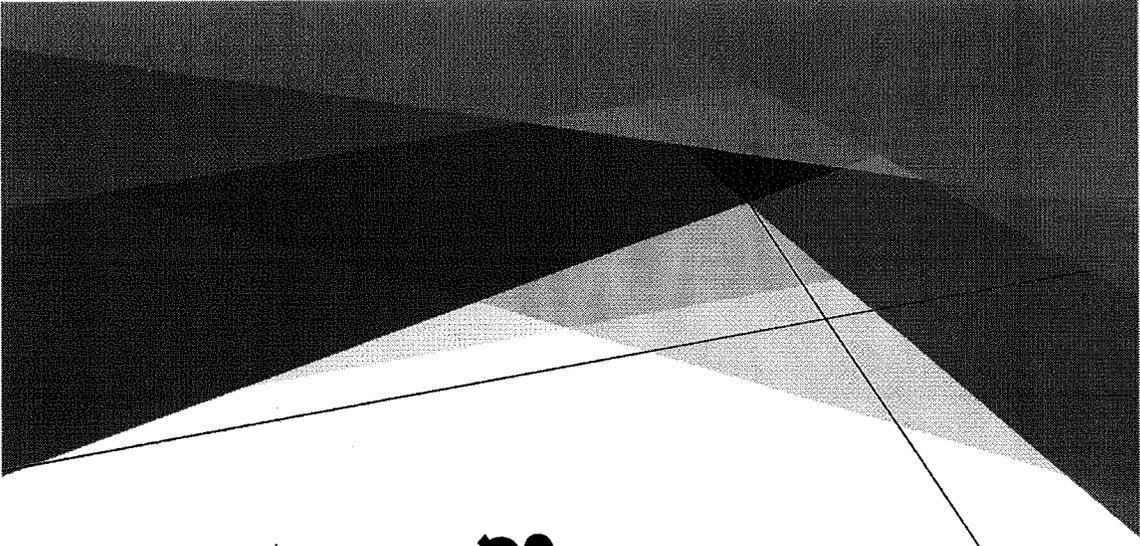
+1 253 215 8782 US (Tacoma)

Meeting ID: 818 2534 2839

Find your local number: <https://asnmail.zoom.us/j/81825342839>

My Notes

MARC Radio
EEO Compliance Meeting
September 22nd, 2021



The Importance of the FCC

- The FCC has had EEO rules in place for 50 years
- Part of the FCC's "Public Interest" standard
- Failure to provide Equal Employment Opportunity is considered to be a failure to be responsive to the community
- EEO failures can demonstrate a lack of character qualifications to be an FCC licensee

Three Types of Requirements

- Non-discrimination
- Formal EEO Program Including Employment Outreach
- Recordkeeping and Reporting
 - Note: Special Provisions Apply to Religious Broadcasters

Universal Non-discrimination & EEO Requirement

- Applies to all AM, FM, TV, Class A, LPTV, LPFM & International Broadcast licensees
- Commercial and Non-commercial
- SEU staff size and market size do not matter
- Covered categories: Race, color, religion, national origin, gender
- Covered activities: Recruiting, hiring, promoting, pay
- All major FCC applications require the licensee to report any adverse discrimination determinations

Formal EEO Program Requirements

- Applies to “Station Employment Units” with 5 or more fulltime employees (“Non-exempt SEU’s)
- An SEU is:
 - One or more commonly-owned or controlled stations
 - At least one shared employee
 - Located in the same market
 - Initially, definition of market is in the discretion of the licensee
 - FCC may look to objective factors, such as station coverage area, Nielson markets
 - Prevents stations from claiming to be exempt by splitting employees among the stations in a cluster

Step One

- ▶ **Objective:** Solicit recruitment sources to contact when we have a vacancy
- ▶ **When:** Broadcast announcements every week during the year; review quarterly
- ▶ **Identify Recruitment Sources**
 - ▶ Local
 - ▶ State and National
 - ▶ Minority
- ▶ **Appoint an EEO Coordinator** for each SEU. This person will be responsible for maintaining EEO record keeping and provide documentation of efforts requested by the FCC
- ▶ **Run on-air announcements** soliciting recruitment sources for future vacancies (See next slide.)

MARC RADIO DOING BUSINESS AS (*name of station here*) IS AN EQUAL OPPORTUNITY EMPLOYER. IN ACCORDANCE WITH THE FEDERAL COMMUNICATION COMMISSION'S EQUAL EMPLOYMENT OPPORTUNITY REGULATIONS, ANY ORGANIZATION THAT DISTRIBUTES INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES TO JOB SEEKERS, OR REFERS JOB SEEKERS TO EMPLOYERS, MAY REQUEST THAT IT BE PROVIDED NOTICE OF WPLL-FM JOB VACANCIES AS THEY OCCUR. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED OF SUCH VACANCIES, OR INFORMATION ABOUT CURRENT VACANCIES, PLEASE CONTACT MARC RADIO AT THREE FIVE TWO, THREE ONE THREE, THIRTY-ONE FIFTY.

Step Two

- ▶ **Objective:** Notify all recruitment sources of the vacancy
- ▶ **When:** Each vacancy for a minimum two week period
 - ▶ Recruit for all full-time job openings
 - ▶ “Exigent circumstances” - an immediate need to replace an employee departing without notice whose duties can’t be accomplished even temporarily by others. Can be invoked on rare occasion
 - ▶ Use a mix of sources reasonably calculated to reach entire community
 - ▶ Internet-only recruiting is now permitted!
 - ▶ Part-time hires are not covered
 - ▶ Cannot use “temporary to permanent” or part-time to full-time hiring to avoid recruitment requirement
 - ▶ If such promotions are likely, use full recruitment when initially hiring the temp/part-time worker

Step Three

- ▶ **Objective:** External outreach initiative
- ▶ **When:** Four different initiatives every two years
 - ▶ Select two initiatives per year to complete
 - ▶ List will be on a later set of slides
 - ▶ Prepare a file on each initiative activity with outreach activity description

Step Four

- ▶ **Objective:** Internal record keeping
- ▶ **When:** Every time a position is filled
 - ▶ Establish a file on each vacancy
 - ▶ Complete “EEO Internal Job Vacancy” form
 - ▶ Retain dated copies of all materials & correspondence used to fill vacancy
 - ▶ Retain all records until new license (every 8 years) is granted

Step Five

- ▶ **Objective:** Public File record keeping
- ▶ **When:** Yearly (due in Public File no later than October 1st)
 - ▶ Complete “EEO Public File Job Vacancy Summary” form for every vacancy over the past year
 - ▶ Compile “EEO Activity Outreach” form for the year
 - ▶ Place in public file and on website
 - ▶ Retain for each license period (every 8 years)

Step Six

- ▶ **Objective:** Mid-term reporting
- ▶ **When:** Once every four years
 - ▶ Complete mid-term report (sample attached at end of slides)
 - ▶ File report with FCC and place a copy in the Public File

Step Seven

- ▶ Objective: EEO Program report completion
- ▶ When: At license renewal (every 8 years)
 - ▶ Prepare form
 - ▶ Assemble copies of “Annual EEO Public File” reports (8 total)
 - ▶ Prepare a narrative describing EEO program, sources used, why used, and any difficulties in outreach

Step Eight

- ▶ Objective: “Model” EEO Program
- ▶ When: Assignment or Transfer of License
 - ▶ Complete “Model EEO Program” form 396-A
 - ▶ File with transfer application to the FCC

Supplemental Recruitment Measures (Option A)

- ▶ ***For broadcasters with more than 10 full time employees, four of the following menu items must be implemented during a two-year period.**
- ▶ ***For broadcasters with 5 to 10 full time employees, two of the following menu items must be implemented during a two-year period.**

Menu of Options

- ▶ Participate in at least four job fairs by personnel who have substantial responsibility in the making of hiring decisions
- ▶ Host at least one job fair
- ▶ Co-sponsor at least one job fair with an organization in the business and professional community whose membership includes a substantial participation of women and minorities
- ▶ Participate in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities

Menu of Options (continued)

- ▶ Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment
- ▶ Participate in general (as opposed to vacancy-specific) outreach efforts by such means as job banks or an Internet program
- ▶ Participate in scholarship programs directed to students desiring to pursue a career in broadcasting
- ▶ Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

Menu of Options (continued)

- ▶ Establish a mentoring program designed to enable station personnel to acquire skills that could qualify them for higher level positions
- ▶ Participate in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions
- ▶ Sponsor at least two events in the community designed to inform the public as to employment opportunities in broadcasting

Menu of Options (continued)

- ▶ List each upper-level opening in a job bank or newsletter of a media trade group whose membership include a substantial participation of women and minorities
- ▶ Participate in activities (other than the twelve options listed above) that the licensee has designed to further the goal of dissemination information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

Alternative Recruitment Program (Option B)

- ▶ Design a broad and inclusive outreach program; and
- ▶ Demonstrate that it is widely disseminating information concerning job vacancies based on the recruitment sources, race, ethnicity, and gender of the applicants attracted by its recruitment efforts.

MARC Radio Gainesville

Market Population and Total Required Outreach Initiatives

Nielsen population estimates for the Gainesville-Ocala Metropolitan Survey Area (MSA) are 619,700. MARC Radio Gainesville is required to perform four points worth of initiative activities within a two-year period.

Population Estimates and In-Tab Diaries by County

Metro

County/Sampling Unit	State	Area	HDA	ABS ¹	Est. P12+ Pop.	Est. Pop. % P12+	In-Tab Sample	Unwted In-Tab %	Pre-Wted In-Tab %	Wted In-Tab %
ALACHUA	FL	MT	B	Y	239,300	38.6	494	37.6	38.1	39.0
GILCHRIST	FL	MT		Y	16,200	2.6	44	3.4	3.2	2.5
LEVY	FL	MT		Y	36,800	5.9	71	5.4	5.3	5.6
MARION	FL	MT	B	Y	327,400	52.8	704	53.6	53.4	52.8
Total Metro					619,700		1,313			

B - Black M - Metro County D - DMA County REM - Remainder portion of geographic split county
H - Hispanic T - TSA County HDA - High-Density Area ABS - Address-Based Sample

For the ABS (Address-Based Sample) column, "Y" indicates the county includes address-based sample. A blank space in this column indicates the county does not include address-based sample.

¹ The Metro Address-Based Sample (ABS) includes households in Metro counties with the following characteristics: (1) households with a cellular telephone but no landline, (2) households with a cellular telephone and landline telephone, but who only answer the landline rarely or never, (3) households with no telephone (cellular or landline), and (4) households with a landline who answer the landline always, often or sometimes and contain hard-to-reach demographics (young adults 18-34, black or Hispanic persons). All households sampled in the Non-metro are from the Address-based frame.

Effective with the Fall 2020 survey, population estimates for this report are based on Claritas, LLC, 1/1/21 whole-county population estimates (Census 2010-based).

For split-county population estimates, the 1/1/21 whole-county populations are allocated to the respective split counties, based on Claritas, LLC, 1/1/20 ZIP Code population estimates (Census 2010-based).

MARC Radio Gainesville

Statement of Complaints

There are no complaints, pending or resolved, filed during the license term covering the time periods of this audit.

MARC Radio Gainesville

EEO Policies Implementation Responsibilities

The following individuals are involved in the implementation of our EEO policies—

Cindi Thompson, EEO Coordinator. Post all full-time vacancies to non-paid recruitment sources and keeps track of documentation for said postings. Schedules all on air announcements for any EEO initiative.

Charlotte McDonald, Human Resources Director. Responsible for co-writing all job descriptions and sending to Cindi Thompson for posting. Co-facilitates any staff training on EEO policies and procedures.

Dave Cobb, Executive Vice-President. Co-writes job postings, communicates with Cindi Thompson on when we're recruiting for full-time positions. Oversees all EEO policies and procedures for MARC Radio Gainesville, LLC and MARC Radio Orlando, LLC. Co-facilitates any staff training on EEO policies and procedures.

Jerry Butler, MARC Radio Gainesville Market Manager. Schedules the EEO "Organization Solicitation" schedule each year for all MARC Radio Gainesville stations. Serves as point-of-contact for all organizations requesting to receive notice of full-time vacancies. Represents MARC Radio Gainesville at recruiting events and organizes additional staff to attend these events.

Braden Blue, Creative Director. Writes all EEO announcements to be broadcast on MARC Radio Gainesville stations. Designs any web based supporting media ads and/or announcements regarding recruiting on station websites. Films and edits all video in conjunction with any outreach initiatives (August 2020 Virtual Job Fair).

Mike Ridaught, MARC Radio Sports Director. In addition to serving as MARC Radio Sports Director, Mike teaches classes in Sports Broadcasting at The University of Florida. As a part of his course, Mike makes students aware of career opportunities in broadcasting and specifically with MARC Radio Gainesville.

Kyle Baldry, Sales Representative. Kyle is an alumni of the University of Florida and serves as a guest lecturer from time to time in the College of Journalism and Communications. During this time with students, Kyle shares opportunities for careers in broadcasting and any specific MARC Radio Gainesville vacancies.

MARC Radio Gainesville

EEO Recruitment Program Review

EEO recruitment involves many MARC Radio personnel. Upon each posting for a full-time position, HR Director Charlotte McDonald, EVP Dave Cobb, and Market Manager Jerry Butler discuss current recruitment sources and adjust as necessary. During this two-year audit cycle, this review brought us to the decision to add paid recruiting sources in the form of orlandojobs.com, Indeed and review of fee-based recruiting expos and events. Past reviews have included adding outreach sources through the Gainesville Chamber of Commerce, NAACP, Gainesville Black Professionals, and Handshake which connects us with hundreds of colleges and universities throughout the country. Additionally, several times each year we address EEO during our weekly MARC Media staff meeting and requests that staff provide us suggestions for additional outreach initiatives as well as recruitment sources.

MARC Radio Gainesville

Compensation, Benefits and Advancement Review

MARC Radio Gainesville has a strong history of providing advancement to existing personnel. During this two-year audit period, one part-time personnel was promoted to full-time, one manager advanced to take over programming duties for a new station, one programming staff member moved to the sales department as a sales rep which added a position we did not have a vacancy for at the time. All full-time vacancies are promoted during our weekly MARC Media staff meeting with staff being encouraged to apply if interested. All full-time personnel are provided the opportunity to participate in a generous benefits program including insurance with medical, dental, vision, short-term disability, a 401K program with company match, and paid time off. During this audit period, MARC Radio Gainesville allowed full-time personnel the opportunity to work a flex schedule with much of their time working from home; mainly due to issues related to COVID-19.