

Annual EEO Public File Report WDCX-FM & WDCZ-AM

The purpose of this EEO Public File 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: WDCX-FM and WDCZ- AM Buffalo, New York 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 February 1, 2020 to and including January 31, 2021 (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 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 73.2080 (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.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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Covering period from: February 1, 2020 to January 31, 2021

Station comprising Station Employment Unit: WDCX-FM and WDCZ

Vacancy Information

<u>Full-time Positions Filled By Job Title</u>	<u>Recruitment Sources Used to Fill Vacancy</u>	<u>Recruitment Source of Hiree</u>	<u>Total Number of Interviewees From All Sources For This Position</u>	<u>Date Vacancy Filled</u>
1. Production/Technology Coordinator (#43 &44 took place after	#1 - #41 (#42 & #43 took place after vacancy was filled).	#10 - WDCX Job Posting	6	3/30/2020

TOTAL NUMBER OF PERSONS INTERVIEWED DURING APPLICABLE PERIOD: 6

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Recruitment Source Information

<u>Recruitment Source</u>	<u>Number of Interviewees Provided</u>	<u>Full-time positions for which source was utilized</u>
*! 1. Erie Community College - City Campus 4041 Southwestern Blvd. Orchard Park, NY 14127 terry@ecc.edu Contact: Colleen Terry 716-851-1683	0	1
2. Roberts Wesleyan On-Line Job Fair March 18 - March 25, 2020	0	1
*! 3. Highland Community Revitalization Committee 2616 Highland Avenue #101 Niagara Falls, NY 14305 highlandcommunityofniagara@gmail.com Contact: Charletta Tyson 716-282-2325	0	1
*! 4. Houghton College One Willard Ave, Houghton, NY 14744 careerservices@houghton.edu Contact: Cindy Hannigan 585-567-9500	0	1
*! 5. Roberts Wesleyan College 2301 Westside Drive, Rochester, NY 14624 flahertym@roberts.edu Contact: Mary Flaherty 585-594-6540	0	1
*! 6. Niagara University P.O. Box 2041 Niagara University, NY 14109 mjs@niagara.edu Contact: Mike Skowronski 716-286-8535	0	1
*! 7. Learning Disabilities Assn. Of Western NY 2555 Elmwood Avenue, Kenmore, NY 14217 jjeffreys@ldaofwny.org Contact: Joelle Jeffreys 716-874-7200	0	1
*! 8. Armor Bible Presbyterian Church 5650 Powers Road, Orchard Park, NY 14127 office@armorpca.org Contact: Sandy Wiencek 716-648-4559	0	1

* Indicates sources that have requested notification of job openings

> Indicates sources that received notification via U.S. mail.

! Indicates sources that received notification via e-mail.

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9. WDCX-FM - On-air Ad 625 Delaware Avenue, Buffalo, NY 14202 Contact: Brett Larson 716-883-3010	0	1
10. WDCX - Posting - on Bulletin Board 625 Delaware Avenue - Suite 308 Buffalo, NY 14202 716-883-3010	1	1
*! 11. Buffalo Urban League 15 East Genesee Street, Buffalo, NY 14203 jking@buffalourbanleague.org Contact: Joan King 716-854-7625	0	1
*! 12. Medaille College 18 Agassiz Circle, Buffalo, NY 14214 Contact: Carol Cullinan 716-884-3281 ccullinan@medaille.edu	0	1
*! 13. SUNY Fredonia Office of Career Development, Fredonia, NY 14063 careers@fredonia.edu Contact: Christopher LaGrow 716-673-3327	0	1
*> 14. Lostainos Senior Citizen Center 333 Trenton Avenue, Buffalo, NY 14201 Contact: Carmen Palma 716-842-0172	0	1
*! 15. Saint Philip's Episcopal Church 18 Sussex Avenue, Buffalo, NY 14215 specbuffalo@adelphia.net Contact: Josie Jackson 716-833-0442	0	1
*! 16. Midtown Bible Church 1722 Main Street Buffalo, NY 14209 Contact: Pastor Brent McCalister 716-884-5203 midtownbiblechurch@gmail.com	0	1
*> 17. Seventh Day Church of God Ministries P.O. Box 63 Buffalo, NY 14213 Contact: Paulette Hales	0	1

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*> 18. Veteran's Service Agency 95 Franklin Street, Rath Building Room 800 Buffalo, NY 14202 716-858-6363	0	1
*> 19. Vietnam Veterans of America, Inc. WNY - CH. 77 57 Main Street, Tonawanda, NY 14150 Contact: Patrick Welch 716-693-4479 pwwusmc@gmail.com	0	1
*! 20. National Religious Broadcasters (NRB) 660 North Capitol Street NW, Suite 210, Washington, DC 20001 news@nrb.org Contact: Kenneth Chan 703-330-7000	0	1
*! 21. Heritage Christian Services 3790 Commerce Court, Suite 800, N. Tonawanda, NY sdemart@heritagechristianservices.org Samantha DeMart 716-743-2020 14120	0	1
*> 22. Cornerstone Manor 150 E. North Street Buffalo, NY 14203 Contact: Aubrey Calhoun 716-852-0761	0	1
*> 23. Christian Central Academy 39 Academy Street Williamsville, NY 14221 cca@christianca.com 716-634-4821	0	1
>! 24. WNY Independent Living 450 Jefferson Avenue, Apt 121 Buffalo, NY 14204 716-836-0822 ljacobs@wnyil.org Contact: Linda Jacobs	0	1
*> 25. Greater Love Fellowship 2205 Genesee Street Buffalo, NY 14202 Contact: Elder Lula Herring 716-597-0360 Native American Community Services of Erie and Niagara	0	1
*! 26. Counties 1005 Grant Street Buffalo, NY 14207 tjamieson@nacswny.org Contact: Tom Jamieson 716-874-2797 ext. 315	0	1

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*! 27. Eastern Hills Church 8445 Greiner Road Williamsville, NY 14221 jcanastraro@easternhillchurch.org Joni Canastraro & Peggy Farrington 716-688-7165	0	1
! 28. NYSBA 1805 Western Avenue Albany, NY 12203 Contact: Carol Jung 518-456-8888 cjung@nysbroadcasters.org	0	1
> 29. Villa Maria College 240 Pine Ridge Road Buffalo, NY 14225 Contact: Heather Harris 716-896-0700	0	1
30. Buffalo Broadcaster Association Anne Marie Franczyk franza@buffalostate.edu	3	1
! 31. WLGZ-FM 2494 Browncroft Blvd, #200, Rochester, NY 14625 Contact: Mark Shuttleworth (585-264-1027)	0	1
! 32. WXJC/WDJC/WYDE 2727 19th Place South, Homewood, AL 35209 Contact: Amanda Cherry 205-879-3324	0	1
! 33. WEXL/WMUZ/WRDT 12300 Radio Place, Detroit, MI 48228 Contact: Linda Martens 313-272-3434	0	1

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! 34. WPWX/WYCA/WSRB/WYRB 6336 Calumet Avenue, Hammond, IN 46324 Contact: Brittany Hamilton 219-933-4455	0	1
! 35. KKPZ-AM 4700 SW Macadam Avenue, #102, Portland, OR 97201 Contact: Jennifer Swanner	0	1
! 36. KBRT-AM 3183D Airway Avenue, Costa Mesa, CA 92626 Contact: Todd Stickler 714-754-4450	0	1
! 37. KLZ/KLTT/KLVZ/KLDC 2821 So. Parker Road Suite #1205 Aurora, CO 80014 Contact: Elizabeth McGuire 303-481-1795	0	1
! 38. KCBC 10948 Cleveland Avenue, Oakdale, CA 95361 Contact: Greg Edwards	0	1
! 39. WDCX-AM 2494 Browncroft Boulevard, Rochester, NY 14625 Contact: Earl Schillinger 585-264-1027	0	1
! 40. WDCX - Website wdcxradio.com 716-883-3010	1	1
41. Referral to WDCX by staff member/listener 716-883-3010	1	1
42. WNYACCC Job Fair Virtual 5/22/20 & 1/13/21	0	0
43. SUNY Fredonia - Job Fair Virtual - 10/16/20	0	0

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Total Number of Persons Interviewed During Applicable Period : 6

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SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION

Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Job Shadow/Career Day

Date of station participation: [On date; From date to date] Wednesday, March 11, 2020

Participating Employees: Executive Writer/Producer, Producer, Host/Program Director, Account Executive, Office Manager, Receptionist, Production Coordinatr, Promotions Coordinator.

Host/Sponsor of Activity: WDCX

Brief Description of Activity and Station Participation: WDCX hosted a student from Kenmore East High School on March 11th who is interested in pursuing a career in communications. He met with the Production Coordinator who detailed the production, tech side of radio. He talked with the Executive Writer/Producer who revieweed the details of writing/production of spots and the Promotions Coordinator to see how Social Media plays a role. The Account Executive talked to him about sales and how WDCX uses Tailored Plan Selling. The host of NBL and producer of NBL had him sit in-studio to see the Live talk show... taking phone call, answering questions, timing, commercial breaks, etc.

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Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] On-Line Job Fair

Date of station participation: [On date; From date to date] May 22, 2020

Participating Employees: Executive Assistant

Host/Sponsor of Activity: WNYACCC

Brief Description of Activity and Station Participation: WDCX participated in a Virtual Career Fair on Friday, May 22, 2020. WDCX was able to chat with several prospects about future employment opportunities at the station and the different positions that are offered. WDCX was able to collect a few resumes for future reference.

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Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Scholarship

Date of station participation: [On date; From date to date] June 2020

Participating Employees: Director of Corporate Christian Programming

Host/Sponsor of Activity: WDCX/Christian Central Academy

Brief Description of Activity and Station Participation: Director of Corporate Christian Programming -
provides a scholarship - on behalf of WDCX - to a graduating Senior who not only exemplifies excellence in
the broadcasting program at CCA, but who plans on continuing their education in the communications field.

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Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Virtual Job fair

Date of station participation: [On date; From date to date] October 16, 2020

Participating Employees: Executive Assistant

Host/Sponsor of Activity: SUNY Fredonia

Brief Description of Activity and Station Participation: SUNY Fredonia hosted a virtual career fair called
Network on the Go, where students could connect with employers seeking part-time and full-time job
opportunities. It gave WDCX free visibility and promotion to students who are seeking career opportunities.

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Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Digital Training - CBC

Date of station participation: [On date; From date to date] Twice/month 2020

Participating Employees: Executive Assistant, Writer Producer, Account Executives, GM's, Promotions
Coordinator, Digital Creative Director

Host/Sponsor of Activity: Crawford Broadcasting Company

Brief Description of Activity and Station Participation: Company Wide Training via Zoom covering
hosting/promoting digital workshops/education sessions for commercial clients, how to read/interpret website
analytics/traffic, the best way to highlight clients in written promotions, and how to interpret the calls and
website clicks that come in to the station and to the client. Through the analytics, stations are able to see how many
people are visiting the website, amount of time they spent on the site and what specific pages they visited. These
numbers can be used to show current and potential advertisers the traffic the site gets.

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SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION

Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Discrimination/Harassment

CBC Policy Review

Date of station participation: [On date; From date to date] January 11, 2021

Participating Employees: WDCX Staff

Host/Sponsor of Activity: WDCX

Brief Description of Activity and Station Participation: The Company Policy Handbook Pages dealing with
Discrimination and Harassment, along with videos from New York State were reviewed and viewed by all
employees. All staff reviewed and signed off that they understood the issues and the seriousness of them. A
meeting was held where the General Manager gave staff members the opportunity to ask questions. Everyone
was directed to station management if they had questions or concerns.

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Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Broadcast Outreach-Mentoring

Date of station participation: [On date; From date to date] January 9, 2021

Participating Employees: Executive Writer/Producer, Promotions Coordinator, Production/Technology Coordinator, Board Operator

Host/Sponsor of Activity: WDCX

Brief Description of Activity and Station Participation: WDCX hosted a class of Seniors enrolled in a Media Broadcasting Class from Christian Central Academy on Saturday, January 9, 2021. The students developed a one-hour program that the station assisted in producing. They used sports, news, and music. WDCX Staff members helped them with the production, music selection and engineering of the program. The program aired from 4-5pm.

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SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION

Station(s) Claiming Credit: WDCX-FM and WDCZ

1. Type of activity under new EEO rule: [Job Fair, Scholarship Program, Etc.] Virtual Career Fair

Date of station participation: [On date; From date to date] January 13, 2021

Participating Employees: Executive Assistant

Host/Sponsor of Activity: WNYACCC

Brief Description of Activity and Station Participation: The Western New York Association of College Career Centers hosted a virtual career fair on January 13, 2021. WDCX was able to reach out to students on college campuses across Western New York with future employment possibilities. Students were able to submit resumes via email and 'chat' with the station representative if they had any questions.