

Annual EEO Public File

WUDE-FM

August 1, 2022-July 31, 2023

Station WUDE-FM licensee is Midlands Media Group, LLC. We are an equal opportunity employer.

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

1. The wide dissemination of full-time openings via our online classified advertising, trade periodicals/websites, and the use of appropriate job sources.
2. The sending of notices to community groups via letters or e-mail that request such notification. Through on-air notices and the development of relationships with organizations we hope to grow this list.
3. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart show 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 |
|--------------------------------------|------------|--------------|
| Multimedia Account Executive | Still Open | 1, 6, 10, 12 |
| Multimedia Journalist (freelance) | Still Open | 1, 2, 6 |
| | | |

SECTION II

Master Recruitment Source List

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

| <u>Number</u> | <u>POSTING SITE</u> | <u>Contact</u> | <u>Phone</u> |
|---------------|-----------------------------------|---|--------------------|
| #1 | SC Broadcasters Assoc. | ONLINE | |
| #2 | AllAccess.com | ONLINE | |
| #3 | RadioOnline.com | ONLINE | |
| #4 | SC Commission of Minority Affairs | ONLINE | |
| #5 | SC Vocational Rehab Dept. | ONLINE | |
| #6 | SC Dept of Workforce | ONLINE | |
| #7 | Dept. of Veterans Affairs | Howard Wilkerson howard.wilkerson@va.gov | 803-776-4000 x6648 |
| #8 | Midlands Technical College | ONLINE | |
| #9 | USC Handshake | ONLINE | |
| #10 | Employee Referral | | |
| #11 | Client Referral | | |
| #12 | LinkedIn | ONLINE | |

| Position | # of Applicants | Source | # of applicants from source | Hired From |
|----------|-----------------|--------|-----------------------------|------------|
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SECTION III

Outreach Initiatives

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

| | <u>Type of Recruitment Initiative</u> | <u>Brief Description of Activity</u> |
|----------|--|---|
| 1 | INTERNSHIP PROGRAM | <p>WUDE Internship</p> <p>WUDE offers an internship program designed to provide experience in all departments. Interns are assigned various projects in Sales, Production/Programming, and Traffic departments. Interns also assist in the execution of various events and promotions. Internship program participant received course credit for Fall 22/Spring 23</p> |
| 2 | PARTICIPATION IN JOB FAIRS | <p>February 2023— University of South Carolina 2023 Career Fair attended by members of the sales, traffic and programming staffs.</p> <p>April 2023 – SCBA Career Fair</p> |

3 EDUCATIONAL INSTITUTION INVOLVEMENT

Operations Manager is an advisory board member of USC's School of Journalism & Mass Communication. Membership includes quarterly meetings, mentoring, and guest speaking in classes.

4 SCHOLARSHIP PROGRAM

Participating & contributing member to the Dean's Circle Society and associated scholarship program.

5 OTHER COMMUNITY INVOLVEMENT

Membership includes:

- Greater Cayce-West Columbia Chamber
- Greater Lexington Chamber
- Chapin SC Chamber
- Executive Association of Greater Columbia
- Building Industry Association of Central SC
- SC Broadcasters' Association
- Congaree Vista Guild
- Irmo SC Chamber
- Greater Blythewood Chamber