



EEO Public File Report

For

WIOZ-FM & WIOZ(AM)

Southern Pines, NC

This EEO Public File Report

Covers the One-Year Period Ending July 31, 2021

200 Short Street

Southern Pines, NC 28387

EEO Public File Report

This EEO Public File Report is filed in the online public inspection file of each of the stations in the Employment Unit, pursuant to Section 73.2080(c)(6) of the Federal Communication Commission's (FCC) rules.

WIOZ FM, WIOZ(AM)

During the one-year period ending on July 31, 2021, the station filled the following full-time vacancies:

Job Title

- **Multimedia Account Manager (2)**

Referral Source

Indeed (for each position)

The station interviewed a total of 7 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered by this report and the cumulative number of interviewees referred by each source:

<u>Recruitment Source</u>	<u>Total Number of Interviewees</u>
The Southern Pines Pilot	0
WIOZ-FM/WIOZ(AM) Radio	0
Star 102.5FM/WIOZ 550AM Web	1
Indeed.com	4
Referral	1
Walk – Ins	1

Attachment A contains the following information for the two vacancies that were filled during the reporting period:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B 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.

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Vacancy: Multimedia Account Rep x2

Recruitment Source that Referred the Hirees: Indeed

Date Vacancy Opened: 06/06/21

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: 8/24/20 & 5/10/21

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred By the Source for the Vacancy	Did the Source Request Notification?
The Southern Pines Pilot - Newspaper	145 West - Penn Ave. Southern Pines, NC 28387	Kathy Desmond	910-692-7271	0	No
WIOZ-FM (Star 102.5 FM) / WIOZ (AM) 550AM Radio	200 Short St., Southern Pines, NC 28387	Tiffany Hewitt	910-692-2107	0	No
Indeed.com	Indeed.com	Client Services	N/A	4	No
Walk – ins	Resume Dropped Off/Emailed			1	No
Referral				1	No
WIOZ-FM (Star 102.5 FM) / WIOZ (AM) 550AM Radio Websites www.WIOZ.com www.star1025fm.com www.sandhillstv3.com	200 Short St., Southern Pines, NC 28387	Tiffany Hewitt	910-692-2107	1	No

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Stations WIOZ-FM and WIOZ(AM) have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
5	Internship Program	<p>Due to COVID-19, in order to ensure the safety of the station employment unit and all interns, the stations were forced to make the difficult decision to temporarily suspend the stations' long-running internship program for students from area high schools and community colleges. The station intends to resume the internship program in Fall of 2021</p>
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>Muirfield Broadcasting sends our Office Manager to attend monthly meetings of the Human Resource Executive Association (HREA). This membership and our Office Manager's attendance at the HREA's monthly meetings allow Muirfield Broadcasting to adapt and evolve so that we can continue to provide equal employment opportunities and prevent discrimination.</p> <p>Our HREA membership began in August 2019 and currently runs annually.</p>
16	Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	<p>Muirfield Broadcasting routinely advertises any open positions on the following websites: www.star1025fm.com and www.wioz.com. Muirfield Broadcasting also routinely advertises any open positions on its radio stations, WIOZ-FM & WIOZ(AM). Both of the foregoing methods are reasonably calculated to reach radio listeners in Southern Pines and Pinehurst, NC, and their surrounding communities that might not otherwise be aware of opportunities for employment in Muirfield Broadcasting's employment group.</p> <p>In addition, Muirfield Broadcasting notifies all groups and organizations who wish to be notified of openings, and Muirfield Broadcasting encourages all groups and organizations to make their request to the stations via any one of multiple methods, including by phone, email or in person.</p>