

## **EEO Annual Report**

*This report reflects ongoing efforts by Byrne Acquisition Group to review and improve upon all efforts ensuring that hiring and employment practices do not discriminate in any manner, and encourage applications and community participating by all people without regard to, race creed, religion, country of origin, sexual preference or gender.*

Byrne Acquisition Group  
WEZF-FM/WGTN-FM/WYEZ-FM

Myrtle Beach, SC

Submitted to Public File and Websites July 27, 2017

Matthew Sedota

**August 1 2016—July 27, 2017 -- 4 Openings**

**POSITION - TRAFFIC DIRECTOR:**

January 2017

4 total applicants

Internal Referred – 3  
SCBA – 1

Interviews:

1 Black Female  
1 White Female

Hired:

1 White Female

**POSITION - SALES/ACCOUNT EXECUTIVE:**

October 2016

23 total applicants

In House referred – 4

Craigslist – 16

Indeed – 1

Linkedin – 1

On Air Recruitment – 1

Interviews:

5 White Male

2 White Female  
1 Black Male  
1 Asian/Pacific Male

Hired:

1 White Female and 1 Asian/Pacific Male

### **POSITION - SALES/ACCOUNT EXECUTIVE:**

June 2017

13 Total applicants

Craigslist – 4

SCBA – 7

Referral – 1

Previous Applicant – 1

Interviews:

4 White Male  
1 Black Male  
2 White Female  
2 Black Female

Hired:

1 White Male (previous applicant – Craigslist)

### **POSITION -- ON-AIR**

June 2017

7 Total Applicants

SCBA – 7

Interviews:

2 White Female

Hired:

1 White Female

## **Initiatives**

### **South Carolina Broadcasters Association**

Stations utilize State Association for all job openings through scba.net.

### **South Carolina Broadcasters – Job/Career Fair**

Stations participated in the annual Career Conference in Columbia – April 2017

#### **On-Air**

Station runs announcements all year long promoting our EEO program and encouraging all people to apply for positions whenever openings occur.

### **Coastal Carolina University/Schools**

Stations participated in CCU Class (Spring and Fall) sharing career opportunities and broadcast employment and practices. Melinda Chappell – Professor.

Stations continue to provide introduction to young students through St. Andrew Catholic School recording numerous students for their special projects. Those recordings are used on air to promote event. (September 2016)

### **Internal Communications**

Stations continue to present a strong consistent message to all employees regarding EEO and encourage all employees to fully embrace the plan. Internal memorandum and policy review new hire, as well as one on one meetings to reinforce the station EEO policy.

### **SC Works – Employment Commission**

Stations provide interview opportunities and public service announcements for SC Works/SC Employment – and other projects they may have.