

EEO PUBLIC FILE REPORT

Dates: August 1, 2018 to July 31, 2019

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
WHKY	65918	Hickory, NC	WHKY-TV	65919	Hickory, NC

No Full Time Vacancies Were Filled During Period

Menu Options			
Date	Menu Number	Total Complete	Description
August 2018	5 Internship Program	4	WHKY Radio & WHKY-TV provide Internship Opportunities for High School and College aged students within the community. The Interns are required to work with various departments of the TV and Radio stations to gather a well rounded knowledge of careers in broadcasting. The program is designed to introduce students and others to broadcasting careers and to assist them with acquiring skills needed for broadcast employment.
Aug-Dec 2018			The stations hosted one intern attending Fred T. Foard High School to work with Radio & TV News, Sports, Production, Traffic, Sales Department staffers and Station Management. (95.5 Hours)
Feb-May 2019			The stations hosted one intern, attending Hickory High School, to work with Radio & TV News, Sports, Production, Traffic, Sales Department staffers and Station Management. (143 Hours).
June 2019			The stations hosted one intern, attending Hickory High School, to work with Radio & TV News, Sports, Production, Traffic, Sales Department staffers and Station Management. (154 Hours).
			The stations hosted one intern, attending Hickory High School, to work with Radio & TV News, Sports, Production, Traffic, Sales Department staffers and Station Management. (30 Hours).
Continuous	6 Participation in Job Banks	1	WHKY Radio & WHKY-TV participate in Internet based Job Banks pages that are designed to promote outreach. These include: North Carolina Association of Broadcasters Job Bank, CareerPage, America's Job Bank, National Association of Broadcasters Job Bank,

			University of North Carolina e-leads and College Central Network. These pages include helpful information like listings of job openings, internships, mentoring and descriptions of Jobs in the broadcast industry and answers to FAQ's like: "How do I get my first job in Broadcasting"?
Continuous	9 Mentoring Program	1	<p>WHKY Radio & WHKY-TV Sports Director worked with a senior at Alexander Central High School on video editing. He visited with the student at the high school to see and discuss the editing programs used by the student for a project, and invited the student to the WHKY studios where they got to see and experiment with the editing software at the station. Discussions ranged on the differences and similarities in editing software programs and on the continued interest of the student in video editing. (4 hours October 2018)</p> <p>A senior at Hickory High School, enrolled in dual enrollment with Lenoir-Rhyne High School College, visited WHKY Radio & WHKY-TV to observe the execution of the WHKY Radio local morning program and general station operations. The student spent time with WHKY's morning show host during show prep, sat in studio during the program and was then interviewed on the air to talk about herself and her present and future education pursuits. The student then met with WHKY Radio & WHKY-TV staff: General Sales Manager, Station Manager, Sports Director and General Manager and gained an abbreviated understanding of the different aspects of the broadcast industry. (5 Hours, November 2018)</p> <p>WHKY Radio & WHKY-TV Sports Director hosted a student from Appalachian State University interested in Sports Broadcasting and discussed broadcasting employment ideas. WHKY staff discussed his background in broadcasting, from college classes to professional experiences and organizations. The student received a hands-on tour of the station and asked questions of station staff. (1 Hour, November 2018)</p> <p>WHKY Radio & WHKY-TV Sports Director hosted a student from Hickory High School on three consecutive days and discussed his job in both radio and television. Employee discussed his background in radio, and what college courses he needed to get into the business. The student received a tour of the station, asked questions of the Sports Director and other station personnel and watched the sports director's duties in radio, television and online. (7</p>

			<p>Hours, January 2019)</p> <p>WHKY Radio & WHKY-TV Sports Director hosted a senior from Alexander Central High School on a shadowing experience of a high school basketball radio broadcast. The student met at the station, was given a tour, saw how TV Sports was produced and introduced to a few employees. The student then met the sports director at the site of the broadcast and watched setup, prep and listened in to the conversation with the producer back at the station. The student then remained for the basketball games broadcast, to follow a format sheet in what the play-by-play and color analysis announcers were doing. (5 Hours, February 2019)</p> <p>WHKY Radio & WHKY-TV News Department hosted a rising senior from Hickory High School on a shadowing experience of the broadcast news operation. The student saw how news stories are developed, researched, written, recorded for airing on Radio and Television, and added to whky.com and social media platforms. The student met with the News Director and General Manager to talk about both their careers in broadcasting and opportunities for students interested in broadcast careers. (3 Hours, June 2019)</p> <p>WHKY Radio & WHKY-TV Sports Director met with a local high school graduate who has expressed an interest in furthering his education in the field of sports broadcasting. They discussed how the Sports Director got into the business, what it takes to get into broadcasting and general questions about college paths and tracks to ensure future success. The student followed the sports director over the course of several days seeing the various duties that is done by the sports director (12 hours, June 2019)</p>
October 2017	10 Participation in Educational Institution Sponsored Career Opportunities in Broadcasting	2/4	<p>WHKY Radio & WHKY-TV Sports Director visited with an Advanced Video Production class at Lenoir-Rhyne University. While asked to participate in a project for the class, the employee ended up discussing topics relevant to today's broadcasting field. Topics included getting started in the industry and sharing resources to further develop in the field. (1.5 hours, March 2019)</p> <p>WHKY Radio & WHKY-TV Sports Director participated in a career day in the Alexander County School system. He talked to 5 classes and a total of 99 students. Discussed his background in broadcasting,</p>

			and what courses he needed and suggested to get into the business. He showed the classes some of the equipment used in the industry and took many questions. (3 hours, April 2019)
Total Menu Options Completed:		6.50	