

## 2018 - Annual EEO Public File Report

The purpose of this EEO Public File Report (Annual EEO Report) is to comply with Section 73.2080(c) (6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules: Call Sign Community FAC WQZY-FM Kite, GA 62474 WDBN-FM Wrightsville, GA 15025 WMCG-FM Milan, GA 64757 WQIL-FM Chauncey, GA 25477 WMLT-AM Dublin, GA 62475 W245BT Dublin, GA 146652 The information contained in this Annual EEO Report covers the time period from January 1st, 2017 to December 31st, 2017 (the Applicable Period). Consistent with the FCC Rules, this Annual EEO Report contains the following information: 1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period; 2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified; 3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period; 4. Data reflecting the total number of persons interviewed for all 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 community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period. The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in each station's public inspection file on January 4th, 2017, and posted on the stations web site, in accordance with the FCC's EEO Rules.

Appendix A ANNUAL EEO PUBLIC FILE REPORT SECTION 1: Full-Time Job Openings Filled During This Period  
Time Period Covered: January 1, 2018 to December 31, 2018  
Stations in Employment Unit: WQZY-FM, WDBN-FM, WMCG-FM, WQIL-FM, WMLT-AM

Full-time Positions Filled By Job Title and Date Filled

Recruitment Source that Referred the Person Hired

1. Sales: Dana Brown 12/16/2018 Indeed.com recruitment ad

Total Number of People Interviewed for All Job Positions:   7  

Appendix A ANNUAL EEO PUBLIC FILE REPORT SECTION 2: Recruitment Sources  
Time Period Covered: January 2, 2018 to December 31, 2018  
Stations in Employment Unit: WQZY-FM, WDBN-FM, WMCG-FM, WQIL-FM, WMLT-AM

Recruitment Source (Name, Address, Telephone Number, Contact Person)

Total Number of Interviewees This Source Has Provided During This Period.

Full-time Positions for Which This Source Was Utilized

1 Company Web Site Postings 1 All Positions.

2 On-Air Recruitment Ads WMLT - WQZY - WDBN - WQIL - WMCG Radio 1 Sales 5 Walk-ins 2

3 Internal Station Postings 1

4. indeed.com - Sales Position.
5. ziprecruiter.com – Sales Position
6. Georgia Association Of Broadcasters 8010 Roswell Rd #150 Atlanta, GA 30350-7021 (770) 395-7200  
www.gab.org
- 7 Georgia Department of Labor Employment Service 910 North Jefferson Street Dublin, GA 31021
8. Allaccess.com the web's largest radio and music industry community. All Access Music Group, 11 Music Circle South, Nashville, TN 37203 (615) 252-6400 Tel (615) 2524838 fax
9. Dublin Courier Herald 115 South Jefferson Street Dublin, GA 31021 0
- 10 South Central Health District 2121-B Bellevue Road, Dublin GA 31021 Phone (478) 275-6545
- 10 Dublin Southern Christian Leadership Conference 117 Pritchett Street Dublin, GA 3102
- 11 Southside Coalition 787 Old Macon Road Dublin, GA 31021 0
- 12 Dublin-Laurens County NAACP Unit 5195 P.O. Box 4827 Dublin, Georgia 31040 478 275-7331
- 13 Middle Georgia State University Student Success Department 1100 Second St. Cochran, GA 31014  
478-934-6221
- 14 Fort Valley State University Career Services 1005 State University Dr. Fort Valley, GA 31030 478-825-6350.
15. LinkedIn.com LinkedIn Corporation 1000 W. Maude Avenue, Sunnyvale, CA 94085 USA Federal Tax ID: 47-0912023
16. Facebook.com: 1 Hacker Way, Menlo Park, CA 94205

Appendix A ANNUAL EEO PUBLIC FILE REPORT SECTION 3: Supplemental (Non-Vacancy Specific)  
Recruitment Activities Undertaken Time Period Covered: January 1st, 2017 to December 31st, 2017  
Stations in Employment Unit: WQZY-FM, WDBN-FM, WMCG-FM, WQIL-FM, WMLT-AM

1. If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for State Broadcasting please provide the name, mailing address, email address, if applicable, telephone number, fax number and contact person and identify the category of categories of vacancies for which you would like information specified above to the following person at State Broadcasting: Human Resources State Broadcasting PO Box 130 Dublin, GA 31040 478-272-4422

2. The stations of State Broadcasting Corp.(WQZY, WMLT,WDBN,WQIL AND WMCG) aggressively recruit for all open positions. Our most successful means of recruiting is advertising on our five radio stations and their websites. This advertising goes on the air when the decision is made to hire a new employee. The ads run at least 6 times a day on all five radio stations for two weeks or more and cover all of Middle Georgia.

3. State Broadcasting provides all contest winners, and any visitors of the stations the opportunity to tour the radio stations and talk with the staff. During this time, careers in broadcasting are discussed

and visitors are educated about the broadcasting industry. The tour includes information about how the broadcasting industry strives to serve its local community. Visitors are asked to give their opinions as to what the hottest topics in the local community are. As a result of these tours a number of open positions later are listed as walk-in filled jobs.

4. EEO Training. During the 2018 period the State Broadcasting General Manager Kristopher Bjorkman is provided daily training and tips from <http://hrdailyadvisor.blr.com/> HR DAILY ADVISOR practical human resource tips, news and advise updated daily including interviewing techniques to ensure equal opportunity in the hiring process. This is a recap of all the great content published on HRDailyAdvisor.com

5. EEO Training:. During 2018 the State Broadcasting General Manager on a monthly basis is provided EEO training by regional Manager Scott Bebout. These training issues include proper Interviewing techniques, awareness of potential sexual harassment issues or concerns and how to avoid and prevent them, how to be inclusive in reaching out for potential employees, preventing a hostile work place, drug free workspace, non-discrimination as to race, color, creed, religion, gender, or sexual identity.

6. Georgia College Career Expo, General Manager Kris Bjorkman and Operations Manager Chan Tolbert attended the 2018 Career Fair as exhibitors for State Broadcasting on March 7th 2018 interacting with College students about the opportunities in the Broadcasting industry and State Broadcasting in Central Georgia.

7. Job Fair Middle Georgia State University, General Manager Kris Bjorkman and Operations Manager Chan Tolbert attended the 2018 Career Fair as exhibitors for State Broadcasting on March 20th 2018 interacting with College students about the opportunities in the Broadcasting industry and State Broadcasting in Central Georgia.

8. LinkedIn.com: State Broadcasting posted recruitment ads with this outlet seeking Marketing Specialist Order ID 3284054294 November 6th through December 20th .

8. Facebook ads: Marketing Specialist ads run on Facebook campaign November 6th through December 20th .

9. Indeed.com : Marketing Specialist ads run on campaign November 6th through December 20th .

10. ziprecruiter.com : Marketing Specialist ads run on campaign November 6th through December 20th .

Warning: Google prevented a suspicious attempt to sign in to your account using your password. [Review activity now](#)



Georgia College



## Spring Career & Internship Expo at Georgia College - March 7

Inbox × Work/kris.bjorkman@statebroadcasting.com ×

**josey cameron** <josey.cameron@gcsu.edu>  
to josey, kendra, mary

Wed, Feb 28, 2018, 1

Good morning,

We look forward to seeing everyone next week, March 7, for the Spring Career & Internship Expo at Georgia College. I've attached your information packet, which include general parking information. I've also attached your parking pass to print and place on the dash of your car.

If you are using a GPS device, the following address will take you directly to the Irwin Street Parking Lot where you'll be parking for the event:

Irwin Street Parking Lot  
130 North Irwin Street Milledgeville, GA 31061

I'll be sending out another email early next week as a reminder for the event. If you need anything or have questions in the meantime, don't hesitate to contact myself ([josey.cameron@gcsu.edu](#)) or [Kendra Evans \(kendra.evans@gcsu.edu\)](#)

Thanks!

Josey



**Josey Cameron, M.Ed.**  
Assistant Director



Career Center

**Spring Career & Internship Expo**  
**March 7, 2018**  
**11:00 a.m. – 2:00 p.m.**  
**Magnolia Ballroom - Milledgeville Campus**

**AGENDA**

- 9:00 a.m.**                      **Shuttle pick-up at parking lot and registration begins.** Recruiters will park at Irwin Street Lot and be shuttled to Magnolia Ballroom from 9:00 – 10:45 so that all recruiters can check-in before 11 a.m.
- 9:00 – 11:00 a.m.**            **Registration, set-up, and lunch/refreshments**  
Refreshments and lunches will be available for recruiters to pick-up and take to their tables.
- 11:00 a.m.**                      **Event opens to students.**  
Since students will attend the event throughout the afternoon, we ask that you stay until the fair ends at 2 p.m. Lunch will be provided during the event for recruiters.
- 2:00 p.m.**                        **Career Expo ends.** Shuttle service to the Irwin Street lot will be available from 2 – 2:30 p.m.



# RECEIPT

Career Services  
Middle Georgia State University

DATE: 3/6/2018

**Bill To:**

Kris Bjorkman  
State Broadcasting  
807 Bellevue Ave  
Dublin, GA 31021

**Invoice #:**216

**Invoice Generated:**1/22/2018

**Registration Date:** 1/22/2018

**PO Number:**

**Event:**Spring 2018 All Majors Career Fair

**Event Date:** 3/20/2018 - 3/20/2018

DESCRIPTION	AMOUNT	QUANTITY	TOTAL
Spring 2018 career fair fee	\$100.00	1	\$100.00
<b>Total</b>			<b>\$100.00</b>
<b>Amount Paid</b>			<b>\$100.00</b>
<b>Balance</b>			<b>\$0.00</b>

**Thank you for participating in this event.**

If you have questions or need additional information,  
please call Career Services at Middle Georgia State University at (478) 471-2714.



### Good news, fresher data is now being served!

We've been working hard to bring you the right campaign data -- as fast as possible. Instead of waiting days to get campaign performance, you can now check multiple times per day.

Got It!

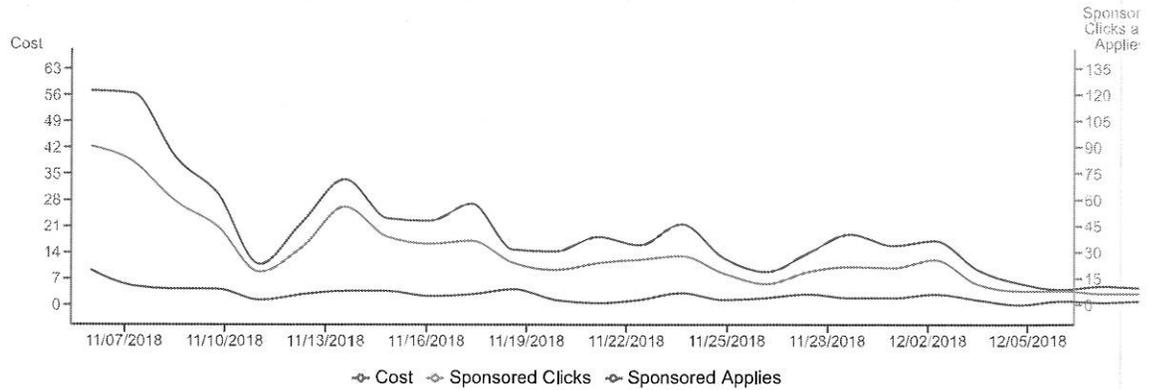


11/01/2018

12/21/2018

Update

Total			Conversion Rate ⓘ		Cost Performance ⓘ	
Sponsored Clicks	Sponsored Applies	Cost	Sponsored Click Rate	Sponsored Apply Rate	Avg. CPC	Avg. CPA
<b>797</b>	<b>147</b>	<b>\$539.55</b>	<b>1.69%</b>	<b>18.44%</b>	<b>\$0.68</b>	<b>\$3.67</b>
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#### 5 Highest Performing Jobs

Job Title	Location	Sponsored Clicks	Sponsored Applies
Sales and Marketing Specialist	Macon, GA US	210	43
Sales and Marketing Specialist	Vidalia, GA US	164	32
Sales and Marketing Specialist	Dublin, GA US	208	39
Sales and Marketing Specialist	Milledgeville, GA US	161	27
Sales and Marketing Specialist	Dublin, GA US	54	6

#### 5 Lowest Performing Jobs

Job Title	Location	Sponsored Clicks	Sponsored Applies
Sales and Marketing Specialist	Dublin, GA US	54	6
Sales and Marketing Specialist	Milledgeville, GA US	161	27
Sales and Marketing Specialist	Dublin, GA US	208	39
Sales and Marketing Specialist	Vidalia, GA US	164	32
Sales and Marketing Specialist	Macon, GA US	210	43

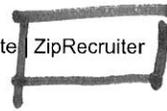
#### Organic vs. Sponsored Clicks

Your jobs are receiving **235.1% more clicks with Sponsored Jobs**

#### Mobile vs. Desktop

Based on available date from 2018-11-01 - 2018-12-21

All Sponsored Organic



< Back to Jobs

### Marketing Consultant

Dublin, GA

● CLOSED

40 visitors 4 candidates (14 hidden)

[↑ Re-Post Job](#)

[Manage ▾](#)

- [📈 Job Insights](#)
- [✎ Edit Job](#)
- [☰ Edit Screening Questions](#)
- [👁 Preview](#)
- [✉ Email Candidates](#)

Job Performance Overview	
Days Posted	29
Visitors	40
Candidates	18
Great Matches	0
<a href="#">View recommended next steps</a>	

- [📈 Visitors](#)
- [📈 Candidates](#)
- [📈 Great Matches](#)

To Whom it my concern,  
RE: Employment Opportunities

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for State Broadcasting please provide the name, mailing address, email address, if applicable, telephone number, fax number and contact person and identify the category of categories of vacancies for which you would like information specified above to the following person at State Broadcasting:

Human Resources  
State Broadcasting  
807 Bellevue Ave  
Dublin, GA 31021  
478-272-4422

Sincerely,

Kristopher Bjorkman  
General Manager