

During the 2021-2022 year (February 1, 2021 – January 31, 2022) there were no hires made at WDCX (WDCZ) or WDCX-AM. Between February 1, 2020 – January 31, 2022 - WDCX-FM/WDCZ-AM/WDCX-AM participated in supplemental recruitment initiatives to recruit for future opportunities and to network with other organizations throughout the Western New York-area community. Many of the scheduled Job Fairs were cancelled due to Covid-19, but WDCX/WDCZ/WDCX-AM was able to participate in many virtual job fair events that made up for the in-person events.

Over the 2 years, to obtain new recruitment sources, on-air announcements ran daily to solicit organizations that desire to be informed of job vacancies. Information regarding this is also available at wdcxradio.com. The sources that are on the recruitment list reach widely throughout the various areas of the community - with organizations ranging from churches and ministries to inner-city organizations that help minorities and disadvantaged individuals secure economic self-reliance. WDCX/WDCZ/WDCX-AM has included churches of different affiliations, and colleges – some Christian, and others that are private and State colleges. Also included on the list are organizations that reach out to Senior Citizens, Veterans, Women, and those with disabilities. All recruitment sources were contacted in April of 2021 to update the recruitment source list and to verify that they wanted to receive notification of employment opportunities. The list reflects all changes.

On Wednesday, March 11, 2020 – WDCX/WDCZ/WDCX-AM hosted a student from a local high school for a Job Shadow Day. He was able to shadow several employees who were able to share what each job entailed – including – the Production Coordinator, The Executive Writer/Producer, the Promotions Coordinator, Account Executive and the Host and Producer of NBL.

In May 2020 and January 2021 – the Western New York Association of College Career Centers held a virtual career fair. WDCX/WDCZ/WDCX-AM participated in both virtual fairs. Students were able to submit resumes and 'chat' with the station representative with any specific questions.

In September 2020 SUNY Fredonia hosted a virtual job fair for their students. It gave WDCX/WDCZ/WDCX-AM free visibility, promotion and the opportunity to let students know about the job opportunities that are available at the station.

In June of 2020 and June 2021 – the Director of Corporate Christian Programming – provided a scholarship on behalf of WDCX/WDCZ/WDCX-AM to a graduating senior who not only exemplifies excellence in the broadcasting program, but who plans on furthering their education in the communications field.

On October 16, 2020 – WDCX-FM/WDCZ/ and WDCX-AM participated in a virtual career fair at SUNY Fredonia called Network on the Go – where students could connect with employers and seek part-time and full-time job opportunities. It gave the stations visibility and promotion to students who are seeking career opportunities.

Throughout the year of 2020 – Crawford Broadcasting Company held company-wide training via Zoom covering hosting/promoting digital workshops/education sessions for commercial clients, how to read/interpret website analytics/traffic the best way to highlight clients in written promotion, and how to interpret calls and website clicks that come in to the station and to the client. Through analytics, stations were able to see how many people visit websites, amount of time spent, and what specific pages were visited. These numbers can be used to show current and potential advertisers the traffic the site gets.

WDCX/WDCZ/WDCX-AM also participated in a 'Broadcast-Outreach-Mentoring' program with students from Christian Central Academy's Media and Broadcasting Class. The students developed an hour-long program. Employees of WDCX assisted in the production of the program. The WDCX staff worked with the class in the different areas of work – including production, writing, and engineering. This broadcast aired on WDCX on January 9, 2021 from 4-5pm. And was able to do this mentorship program again on January 8, 2022.

WDCX/WDCZ/WDCX-AM was able to reach out and spend time with the students involved, so they could be informed of the positions that are available at the station.

On January 11, 2021 and January 10, 2022 – WDCX/WDCZ/WDCX-AM had its Annual Discrimination and Harassment CBC Policy review. All staff reviewed the policy with the General Manager and signed off that they understood the seriousness of the policy.

On January 13, 2021 – WDCX/WDCZ/WDCX-AM participated in the Western New York Association of College Career Centers virtual career fair. College students on campuses from all over Western New York were able to connect with the stations for future employment possibilities. Students were able to submit resumes via email and chat with the station representative with any questions.

In March of 2021 - General Manager and Executive Assistant of WDCX/WDCZ/WDCX-AM – both read and reviewed all frequently asked questions on the FCC website to familiarize themselves with FCC policies.

On March 2, 2021 – Executive Assistant at WDCX/WDCZ/WDCX-AM also participated in a CBA Webinar – that covered FCC Rules and Regulations. It was an hour-long – with time at the end for participants to ask questions.

On March 23, 2021 – Executive Assistant at WDCX/WDCZ/WDCX-AM participated on a panel for a job fair – hosted by the Buffalo Broadcasters Association. It was a virtual event, where they discussed jobs/internships in the current market. She was able to discuss Crawford Broadcasting Company and future job opportunities that may become available at WDCX/WDCZ/WDCX-AM. She was able to field questions from participants. Resume information was saved for future use.

On March 24, 2021 – WDCX/WDCZ/WDCX-AM also participated in the NYSBA FCC/EEO Webinar. Rules were reviewed so that stations could be sure that compliance is being met.

On June 22, 2021 – Director of Corporate Christian Programming and General Manager of WDCX/WDCZ/WDCX-AM were featured panelists at National Religious Broadcasters' Convention. They discussed succession planning and how to make successful transitions in the business of radio. They talked about their many years of experience - with different roles in radio – covering many job descriptions– from sales, to programming, to HR... allowing one generation to pass the torch to the next. They discussed how the roles have changed over the years... and moving forward how they can positively impact the future of radio.

On October 21, 2021 – WDCX/WDCZ/WDCX-AM hosted 3 home-school groups for tours. Each group consisted of 20-25 people. Members of the staff discussed their different jobs and responsibilities at the station. Students were given time for questions and answers at the end of each tour.

On January 4, 2022 – Executive Assistant at WDCX Radio participated in a Student Interview Assessment/Mentorship with 2 students from SUNY Brockport's CMC-317 – Interviewing Class. Students were given job descriptions of the position they were interviewing for. Interviews were conducted via phone and lasted 15-20 minutes. WDCX/WDCZ/WDCX-AM was given an evaluation form to fill out upon completion of the interview. This gave the students practical experience and opened the door for future opportunities with the Communications Department at SUNY Brockport.

The goal of WDCX/WDCZ/WDCX-AM is to inform the community and to educate them on the various positions. By contacting the recruitment sources when a position becomes available, and by participating in the various Supplemental Recruitment Initiatives that have targeted those who are looking for job opportunities now and in the future, WDCX/WDCZ/WDCX-AM has been able to properly inform people of Western New York.