

## **Narrative Statement**

Powell Broadcasting Company, L.L.C. WASJ, WKNK, WPFM, WRBA attends job and career fairs, accommodated interns and job shadows, speak to students ranging between elementary and college age and are involved in community service functions, all in an attempt to disseminate specific and general information in regards to job openings and careers in broadcasting at Powell Broadcasting Panama City. When we do have job openings we air advertising on 4 radio stations over every day part announcing the opening. We also send notice to all of those on current recruitment list. We also list all our openings on our company website. Powell Broadcasting Company, L.L.C. is an EEO employer. For additional information contact Jeff Storey, Market Manager Powell Broadcasting Company, L.L.C.

## **EEO PUBLIC FILE REPORT** **For October 1, 2015 to September 30, 2016**

The purpose of this EEO Public File Report (“**Report**”) is to comply with Subsection (c)(6) of the FCC’s EEO rule set forth in 47 CFR Section 73.2080 (the “**FCC’s EEO Rule**”). This Report has been prepared on behalf of the Station Employment Unit (“**SEU**”) which is comprised of the following radio stations (the “**Stations**”):

<b>STATION</b>	<b>COMMUNITY OF LICENSE</b>	<b>FACILITY ID</b>
<b>WASJ</b>	<b>Panama City Beach, FL;</b>	<b>42372</b>
<b>WKNK</b>	<b>Callaway, FL;</b>	<b>42341</b>
<b>WPFM</b>	<b>Panama City Beach, FL;</b>	<b>35055</b>
<b>WRBA</b>	<b>Panama City Beach, FL;</b>	<b>63584</b>

Powell Broadcasting Company, L.L.C. (“**Powell Broadcasting**”) is the licensee of FM radio station WASJ, WKNK, WPFM and WRBA and are wholly-owned subsidiaries of Powell Broadcasting. The Stations operate in the same market and share one or more of the same employees.

The information contained in this Report covers the time period beginning on October 1, 2015 and ending on September 30, 2016 the “**Reporting Period**”.

The FCC’s EEO Rule requires this Report to contain the following information:

1. A list of all full-time vacancies filled by the SEU at the Stations during the Reporting Period;
2. For each such vacancy, the recruitment sources used to fill the vacancy identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy filled during the Reporting Period;
4. Data reflecting the total number of people interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source used in connection with those vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Subsection (c)(2) of the FCC’s EEO Rule during the Reporting Period.

Sections I, II and III which follow provide that required information. A number listed in Section II under the column entitled “Full-Time Positions for which RS was Used in Reporting Period” refers to the full-time job listed by that number in Section 1.

For purposes of this Report, a vacancy was deemed “filled” when the hiree accepted the job offer, rather than when the offer was extended.

**Section I: Vacancy Information  
For October 1, 2015 to September 30, 2016**

Full-time Positions filled during the Reporting Period by Job Title, Recruitment Source (“RS”) of Hiree:

<b>Job Title</b>	<b>RS Used to Fill Vacancy</b>	<b>RS of Hiree</b>
1 Traffic Manager-Stoddard	1-8,15,26	26
2 Account Executive-Hilbert	1-8,12,15,21,26	15
3 Account Executive-Tibbitts	1-8,12,15,21,26	6
4 Announcer-Streeter	1-8,21,23,26	21
5 Account Executive-Edwards	1-8,12,15,21,26	15
6 Account Executive-Fleming	1-8,12,15,21,26	12
7 Account Executive-Thompson	1-8,12,15,21,26	12
8 Account Executive-Isabell	1-8,12,15,21,26	26

**Total Number of Persons Interviewed for Full-Time Position-25**

**Total Number of Persons Hired for Full-Time Position-8**

**Section II: Master Recruitment Source List  
For October 1, 2015 to September 30, 2016**

	<b>Recruitment Sources</b> (by name, address, contact person, full mailing address and telephone number)	<b>Total Number of Interviewees Referred by RS in Reporting Period (if any)</b>	<b>Full-Time Positions for which RS was Used in Reporting Period (if any)</b>
1	WPFM ON AIR 107.9 FM, Jeff Storey, 118 Gwyn Dr., Panama City Beach, Florida 32408, 850-234-8858		8
2	WRBA ON AIR 107.9 FM, Jeff Storey, 118 Gwyn Dr., Panama City Beach, Florida 32408, 850		8
3	WASJ ON AIR 107.9 FM, Jeff Storey, 118 Gwyn Dr., Panama City Beach, Florida 32408, 850		8

4	WKNK ON AIR 107.9 FM, Jeff Storey, 118 Gwyn Dr., Panama City Beach, Florida 32408, 850	4	8
5	WPFM Website, www.hot1079pc.com		8
6	WRBA Website, www.959online.com	4	8
7	WASJ Website, www.bobatthebeach.com		8
8	WKNK Website, www.kickn1035.com		
9	Haney Technical Center, Alexandra Murphy, 3016 Hwy 77, Panama City, FL 32405, 850-767-5500, murphar@bay.k12.fl.us		
10	Bay County Branch NAACP, Rev, Rufus Wood Jr., 3131 E. Bus. Hwy 98, Springfield, FL 32401, 850-763-5381		
11	Gulf Coast Community College Workforce Center, Jennifer Gray, 625 Hwy 231, Panama City, FL 32401, 850-872-4340 ext 177, grayj@workforcecenter.org		
12	Indeed.com	6	6
13	Florida State University, Student Affairs, Lisa Jemison, ljemison@pc.fsu.edu, 4750 Collegiate Dr., Panama City, FL 32405, 850-770-2178		
14	The News Herald, Amber Shuller, 501 W. 11 <sup>th</sup> Street, Panama City, FL 32401, 850-747-5044, ashuller@pcnh.com		
15	Non Employee Referrals/Walk-Ins	3	3
16	Kelly Services, Inc., Jackie Gay, 2408 Lisenby Ave., Panama City, FL 32405, 850-785-1556		
17	Allied Employment, Louise Peter, 428 Venetian Way, Panama City, FL 32405, 850-769-2128		
18	Addeco, 625 N Hwy 231 #A, Panama City, FL 32405, 850-747-1211, Nancy Luther		
19	Panama City Beach Chamber, Kristopher McLane, 850-235-2301, kristopher@pcbeach.org		
20	Florida Association Of Broadcasters, 201 S. Monroe St. Suite #201, Tallahassee, FL 32301, Lindsay Vern, Director, 850-681-6444, Lvarn@fab.org		
21	All Access, Website, www.allaccess.com	6	5
22	RAB Website, www.rab.com		
23	Inside Radio, Gene, Emailads@insideradio.com 800-640-8852		
24	NAB Website, www.nab.org		
25	Radio World Magazine, email ads www.sbe.org		
26	Word of Mouth	1	3

\* Indicates sources that have requested notification of job openings.

**Section III: Recruitment Initiatives**  
**For October 1, 2015 to September 30, 2016**

**Powell Broadcasting**

ANNUAL EEO PUBLIC FILE REPORT – Appendix A

**Section 3:** Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken. Our staff at Powell Broadcasting attends and speaks at meetings, community events and service groups in an attempt to promote our stations, our employment opportunities, and to educate our listeners.

Time Period Covered: **October 1, 2015-September 30, 2016**

Stations in Employment Unit: **WASJ-FM, WKNK-FM, WPFM-FM, WRBA-FM**

**1. Activity:** Established an Internship Program

**Date of Station Participation:** May 2016 thru Aug 2016

**Participating Employees:** Operations Manager WPFM PD Chris Allan

**Host/Sponsors of Activity:** Powell Broadcasting of Panama City and FSU Panama City

**Brief Description of activity and Station Participation:** Powell Broadcasting of Panama City implemented an internship program under the direction of WPFM PD Chris Allan, by which Sarina DiCalogeno a Mass Communications major at FSU Panama City was selected and participated as an intern at the stations on the dates started above, which assisted him in acquiring skills needed for broadcast employment. Need and Achieved over 100 hours of internship duties.

**2. Activity:** Established an Internship Program

**Date of Station Participation:** June 2016 thru August 2016

**Participating Employees:** Operations Manager WPFM PD Chris Allan, and Tiffany Dunning WKNK Air Talent

**Host/Sponsors of Activity:** Powell Broadcasting of Panama City and Kennasaw State University

**Brief Description of activity and Station Participation:** Powell Broadcasting of Panama City implemented an internship program under the direction of WPFM PD Chris Allan, by which Gina Misener, A Mass Communications major at Coastal Collegiate HS was selected and participated as an intern at the stations on the dates started above, which assisted her in acquiring skills needed for broadcast employment.

**3. Activity:** Participated in Program Hosting Bay County Leadership

**Date of Station Participation:** November 3 2015

**Participating Employees:** Market Manager Jeff Storey, Chris Alan OM PD and On air Staff

**Host/Sponsors of Activity:** Powell Broadcasting of Panama City

**Brief Description of activity and Station Participation:** Powell Broadcasting of Panama City held a on-site at our offices where we conducted tours and held a seminar about broadcasting and digital opportunities within our company. Attendees were provided information about the radio stations and current job opportunities with them.

- 4. Activity:** Internship Program  
**Date of Station Participation:** March 2016-June 2016  
**Participating Employees:** Operations Manager WPFM PD Chris Allan, Tiffany Dunning WKNK Air Talent, Melissa Miller WPFM Air talent, and Jordan Zeh WPFM Air Talent  
**Host/Sponsors of Activity:** Powell Broadcasting of Panama City and Gulf Coast State College  
**Brief Description of activity and Station Participation:** Powell Broadcasting of Panama City hosted Shelia Azevendo Gulf Coast State College and showed her several different area of broadcast radio.
- 5. Activity:** Established an Internship Program  
**Date of Station Participation:** October 2015 thru Dec 2015  
**Participating Employees:** Operations Manager WPFM PD Chris Allan  
**Host/Sponsors of Activity:** Powell Broadcasting of Panama City and FSU Panama City  
**Brief Description of activity and Station Participation:** Powell Broadcasting of Panama City implemented an internship program under the direction of WPFM PD Chris Allan, by which Calvin Barner a Mass Communications major at FSU Panama City was selected and participated as an intern at the stations on the dates started above, which assisted him in acquiring skills needed for broadcast employment.
- 6. Activity:** Attended Gulf Coast College Student Showcase  
**Date of Station Participation:** **February 25 2016**  
**Participating Employees:** Melissa Miller Personality and Larry Gordon 22 year veteran AE  
**Host/Sponsors of Activity:** Gulf Coast College  
**Brief Description of activity and Station Participation:** Event was an open meeting opportunity for students to meet and discuss broadcast careers.