

EEO Narrative for WDJQ-FM/WDPN-AM – May 30, 2012

Since 2009 and until February 2012, the broadcast radio stations WDJQ-FM and WDPN-AM have been very fortunate to have experienced an extraordinarily low turnover rate. During that time period, there were no full-time employees that left either station. In the era of broadcast facility consolidation and economic instability and recognizing that each of these factors have lead to an unprecedented loss in radio broadcast jobs during that time frame, I consider that retention rate a remarkable feat.

In April of 2011, the station did post for a new Account Executive to increase our full-time staff by one member. The Public File report for that hire is attached. That employee subsequently left 5 weeks after starting and has not been replaced.

In February 2012, we did experience a loss of two full-time announcers on that represented the morning show on WDJQ due to a contract renewal dispute. They had been with the station nearly 10 years and nearly 7 years respectively. Due to the specific and narrow scope of the job offered, we posted the available position(s) on industry web sites rather than going through the normal posting channels. We received over 200 applicants and after interviewing many qualified candidates, elected to hire from within for one of the positions and from outside for the other. The position that was vacated internally was also filled from within. The Public File report for those hires is attached.

On April 22, 2012 we had another employee resign. The position resigned was the Promotion Director position. As of today, May 30, 2012, the position has yet to be filled. We are currently in the process of interviewing candidates and once we have hired for the position, we will post the appropriate Public File report for that hire.

We have had a very difficult time identifying minority candidates to even interview for positions that have been offered. Part of the challenge is the extremely low turn-over we have had in the recent (3-4 year) past. The other challenge is the uncertainty of whether the candidate is a minority or not from the information we receive. The process we use is we identify the most qualified applicant and invite that individual in for an interview. In the case of the most recent openings at the station, we have not interviewed a “minority” candidate based on ethnicity. We have, however, interviewed many women for multiple positions.

I have a hard time considering women a “minority”. I believe (probably incorrectly) that the intent of the EEO tracking is based more on race ethnicity rather than gender. However, using the FCC definition of “minority”, women would fall into that minority description using the Minority Ownership rules as an example. In fact, the person promoted from within to host mornings was indeed a woman.

Other station outreach includes attending and in some cases sponsoring job fairs in the area. Most recently we co-sponsored a Job Fair hosted by the Alliance Area Chamber of Commerce on Wednesday, May 9, 2012. We also routinely give station tours to students (grade school, High School and College) interested in learning more about radio station operations and in the case of college students, career opportunities in the industry.

We also work closely with the Ohio Center for Broadcasting and area Colleges and Universities to secure interns to expose those individuals to the operating structure inside radio broadcast facilities.

Respectfully submitted,

Don Peterson, III
VP Operation/General Manager
WDJQ/WDPN Radio