

# **GSB Media, LLC 2018 ANNUAL EEO PUBLIC FILE REPORT**

WOWZ 99.3 – Snow Hill, MD

WICO 101.1 – Salisbury, MD

WCTG 96.5 – Chincoteague, VA

WVES 101.5 – Princess Ann, MD

Employment Unit: 1147 Ocean Hwy, Pocomoke City,  
MD 21851

This EEO Public File Report For June 1, 2017 – May 31,  
2018

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The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rules. The information contained in this Report covers the time period beginning June 1, 2017 to and including May 31, 2018.

During the twelve-month period ending on May 31, 2018, the stations filled the following full-time vacancies:

Sales Account Executive: 3

## **Activity to Report This Period**

The station interviewed a total of 0 people for all full-time vacancies during the period covered in this report.

## **Recruitment Sources Used**

Attachment A contains the following information for the full-time vacancies:

- The recruitment source(s) used to fill each vacancy;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and

- The total number of interviewees referred by each recruitment source used in connection with the vacancies.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC’s EEO rules during the time period covered by this report.

Employment Unit Address: 1147 Ocean Hwy, Pocomoke City, MD 21851

If your organization would like to be contacted regarding future vacancies, please contact the General Manager:

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GSB Media, LLC

1147 Ocean Hwy, Pocomoke City, MD 21851

Attn: Greg Bojko

Email: gregb@965ctg.com or by calling 410-957-1798

## ATTACHMENT A

*The below-mentioned chart outlines our recruitment sources; however, it is not applicable during the time period in question as we had no job vacancies nor did we actively recruit any candidates*

Recruitment Source	Job Title	Number of Applicants	Date Position Filled
GSB Media Websites CTGVariety.com WOWThatsCountry.com 1015TheMix.com			
Internal Posting - GSB Media - WCTG, WOWZ, WICO, WVES - Posted in the break room			
On-AIR radio ads: 96.5 WCTG, 99.3 WOWZ, 101.1 WICO, 101.5 WVES			

Personal Referral			
Facebook Pages: WCTG, WOWZ, WICO, WVES			
<b>Total Responses</b>		<b>0</b>	

## FULL-TIME VACANCY EEO INFORMATION

GSB Media, LLC is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. The attachment exemplifies those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

### Recruitment Sources Used to Fill the Vacancy

## ATTACHMENT B

*The below-mentioned chart outlines our recruitment sources; however, it is not applicable during the time period in question as we had no job vacancies nor did we actively recruit any candidates*

Recruitment Source	Job Title	Number of Applicants	Date Position Filled
GSB Media Website 965ctg.com - WCTG, WOWZ, WICO, WVES			

Internal Posting - GSB Media - WCTG, WOWZ, WICO, WVES - Posted in the break room			
On-AIR. GSB Media - WCTG, WOWZ, WICO, WVES			
Personal Referral			
Linked-In Account GSB Media - WCTG, WOWZ, WICO, WVES			
<b>Total Responses</b>		<b>0</b>	

## **OUTREACH ACTIVITIES**

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC’s EEO rules during the time period covered by this report.

Stations WCTG, WOWZ, WICO & WVES have engaged in the following outreach activities during the year covered by this report:

- **RADIO ANNOUNCEMENT** – Since June 1, 2017, a radio announcement has aired Ten Times per week on each station asking for recruitment sources wishing to receive notice of the station(s) job openings be sent to the General Manager.

- **JOB BANK**
  - We have posted the Outside Sales Account Executive position opening on the job bank maintained by the State of Maryland Department of Labor, Licensing and Regulation. This is a state-wide system that disseminates information as to employment opportunities, specifically the job posted, to job candidates who might otherwise be unaware of such opportunities.
  
- **STATION TOURS**

GSB Media, LLC continues to offer and conduct on-site tours, which often include discussions about needed career skills in radio, audio production, station management and developments in broadcast media.

During these tours, GSB Media, LLC General Manager and/or other station personnel discuss employment in broadcasting, as well as internship or employment opportunities at GSB Media, LLC. GSB Media, LLC General Manager conducted two such tours this past year.

## ⑩ ESTABLISHMENT OF TRAINING PROGRAMS FOR STATION PERSONNEL

- The station's general sales manager and account executives have been routinely training on-line with the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio.
  
- Upon each new hire, every GSB Media, LLC employee is mandated to review policies and procedures for unlawful harassment, including sexual harassment. After attending training sessions, each employee signs off indicating their understanding of what encompasses harassment and the appropriate action to take in the event of an occurrence.
  
- GSB Media, LLC General Sales Manager and Sales Account Executives are provided with continuous training on Natural Log8, a sales management software that allows AE's keep track of their sales activities, client information, and budget forecasting. Natural Log8 also provides the General Sales Manager with the ability to track the sales activity of Account Executives, a daily update of booked revenue,

and the ability to construct monthly and annual revenue goals, as well as run reports in regards to a variety of sales activities.

- GSB Media, LLC also provides ongoing training for the Traffic person and Business Manager in Natural Log 8. Natural Log 8 is the system which books inventory on both of our radio stations, schedules program logs, and provide the platform for accounts receivable. The training program provides both Traffic and our Business Manager with the ability to maximize the efficiency of the system and provide accurate details of advertising schedules and invoices to our clients.
- The General Sales Manager and Sales Account Executives are trained to input their established client advertising contracts directly into Natural Log8 system for approval by the General Sales Manager and the Business Manager. This enables the Account Executives to manage their time in outside sales more effectively, allowing them to book advertising contracts from wherever they may be while out of the office.
- GSB Media, LLC subscribes to the Radio Advertising Bureau which offers training for new Account Executives, as well as continued training classes for Account Executives and Management. GSB Media, LLC encourages all employees to take training classes to further their knowledge of the radio industry and to help each succeed in their career.
- GSB Media, LLC General Sales Manager (Greg Bojko) schedules weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career.

## **GSB Media, LLC Employment Opportunities**

Currently there are no full-time employment opportunities available. However, community organizations may be placed on a list to be notified if they so choose.

GSB Media, LLC provides notice of full-time employment openings as they occur to organizations within the community requesting them. If your organization wishes to be placed on our list of community groups to be notified, you may make your request by e-mail to [gregb@965ctg.com](mailto:gregb@965ctg.com) or through a written request mailed to:

GSB Media, LLC  
Employment Opportunities  
PO Box 665  
Chincoteague, VA 23336

## **GSB Media, LLC as an Equal Employment Opportunity Employer**

GSB Media, LLC is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment.