

WEJZ WGNE-FM
EEO PUBLIC FILE REPORT
October 1, 2023 – September 30, 2024¹

<u>Employment Unit:</u> Renda Broadcasting Jacksonville	<u>Address:</u> 6440 Atlantic Boulevard Jacksonville, FL 32211	<u>Contact:</u> EEO Report Contact
<u>Unit Members / City Of License:</u> WEJZ Jacksonville, FL WGNE-FM Middleburg, FL	<u>Telephone:</u> (904) 727-9696	<u>Email Address:</u> EEOreports@RendaMedia.com

I. FULL TIME VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Program Director	1, 2, 3, 4, 5, 6, 8, 10, 12	3

¹ This Report provides recruitment data collected from October 1, 2023 through September 30, 2024.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<u>Radio Station Websites</u> www.WEJZ.com www.999GatorCountry.com	N	0
2	<u>Corporate Owner Website</u> www.RendaBroadcasting.com www.RendaMedia.com	N	0
3	Internal Referrals 6440 Atlantic Boulevard Jacksonville, FL 32211 Bill Berry, General Manager (904) 727-9696	N	1
4	On Air Advertisements WEJZ 6440 Atlantic Boulevard Jacksonville, FL 32211 Bill Berry, General Manager (904) 727-9696	N	0
5	On Air Advertisements WGNE-FM 6440 Atlantic Boulevard Jacksonville, FL 32211 Bill Berry, General Manager (904) 727-9696	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Walk in / Call In Renda Broadcasting Jacksonville 6440 Atlantic Boulevard Jacksonville, FL 32211 Suzanne Levy, Business Manager (904) 727-9696	N	0
7	Indeed.com	N	0
8	Country Air Check	N	2
9	InsideRadio.com	N	0
10	All Access.com	N	3
11	FLORIDA ASSOCIATION OF BROADCASTERS 201 S. Monroe Street, #201 Tallahassee, FL 32301	N	0
12	Facebook.com Job Posting	N	0
(etc.)			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			6

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Job Fairs / Recruitment Opportunities	<p>WEJZ/WGNE-FM participates in area job fairs for recruitment.</p> <p>Station personnel attended the following Job Fairs seeking applicants and providing outreach activities.</p> <p>Representing both WEJZ & WGNE, Todd Shannon, Matt Basford and Amadeus visited the University of North Florida on 11/13/23 to speak to, and Q&A with, UNF's Communication Students Multimedia Club.</p>
2	Job Listings on Radio Station Websites	<p>WEJZ/WGNE-FM job openings are offered on our radio station websites. These offerings list the various career opportunities and how to apply for each position.</p> <p>www.WEJZ.com</p> <p>www.999GatorCountry.com</p>
3	On-Air Advertisements of Job Openings	<p>WEJZ/WGNE-FM advertises its job openings over a variety of dayparts on both stations to reach different listeners. WEJZ/WGNE-FM also runs on air schedules of spots (ten thirty second commercials per week) Monday through Sunday, Midnight to Midnight, inviting any organization wishing to receive notification of open positions or any</p>

		entity wishing to be added to our recruitment list to contact us. The updated list is then used for any new job vacancy within the radio stations. Both of these types of announcements remind all listeners of the variety of job opportunities at broadcast stations such as WEJZ/WGNE-FM, even if a particular listener is not interested in the specific job opening or is not part of a group desiring notifications of openings.
4	Job Shadowing	WEJZ/WGNE-FM hosted a student from Florida State University seeking a communications degree. While this student was in a job shadowing environment, they observed and assisted multiple departments and roles of the broadcast facility including Morning Show staff, production and sales personnel. The student was hosted from June to July.
4	Internship Program	<p>WEJZ/WGNE-FM offers Internships during college semesters to students who are typically juniors or seniors so that they may receive college credit as well as experience for their internships. Colleges and Universities are notified of this available resource and directed to our website for more information.</p> <p>WEJZ/WGNE-FM had no students apply during this reporting period.</p>
5	Focus on Excellence Program	WGNE-FM and WEJZ perform a months-long program every year titled "Focus on Excellence". All area High School Students within the market were encouraged to participate in this program. Students who received all A's and B's on their issued report cards were qualified to win a new car through the event each year, with additional entries for those who also had perfect attendance. After the school year was completed, the radio stations pull 50 random names for the program entries. These students, along with their parents, station personnel and others meet at a local establishment for the event.

	<p>Throughout the school year, staff would visit several local schools in the area to engage with students. This consisted of promoting the details of this program and performing outreach questions and answer sessions with the students. These sessions are used to further our outreach potential and increase awareness of the different departments and staff opportunities within the broadcasting industry.</p> <p>While at the final event of this program, station General Manager Bill Berry talked to several students in groups and one-on-one personal conversations about broadcasting careers. Additionally, several sponsors utilized this event in an attempt to share information about their companies for recruitment potential within their industries in a job fair capacity sponsored by the stations.</p> <p>These outreach and recruitment efforts during this event had the added benefit of a job fair style of recruitment event sponsored directly by the stations.</p> <p>Program details can be found at www.focusjacksonville.com</p>
<p>6 Area Fairs</p>	<p>As a sponsor of the Clay County Fair, we gain exposure to tens of thousands of local people who attend the fair. This fair lasts for a week and both WGNE-FM and WEJZ participate daily at this event. During our daily interactions with attendees, radio station signage solicits job inquiries, and staff on site answers questions about current openings and recruitment efforts. Such interactions also demonstrate in a fun atmosphere what some radio station employees do and stimulate interest in broadcast employment.</p> <p>Our staff was present and utilized this time for recruitment activities on the following dates: April 4 – April 14</p>

7	Area Sporting Events	<p>WGNE/WEJZ attends station days/nights at local NFL football and minor league baseball games, as well as outdoor movie nights. Rotating on-air personnel and members of the Promotions Department attend and interact with spectators. Radio station signage solicits job inquiries, and staff on site answers questions about current openings and recruitment efforts.</p> <p>Such interactions show enjoyable duties of broadcasting jobs and thus place such jobs in a positive light.</p> <p>The stations attends all Jacksonville Jaguars home games in order to display signage and perform recruitment activities during this time period.</p>