



**WEBY-AM  
EEO PUBLIC FILE REPORT  
October 1<sup>st</sup>, 2023 – September 30<sup>th</sup>, 2024**

**2.) MASTER RECRUITMENT SOURCE LIST**

	<b>Recruitment Source</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred Over Reporting Period</b>
1	Florida A&M University Division of Journalism, 510 Orr Drive Tallahassee, Florida 32307 850-599-3379	Y	
2	Pensacola State College Student Job Services 1000 College Blvd. Pensacola, FL 32504 850-484-1654	Y	
3	University of Florida College of Journalism 1885 Stadium Road Gainesville, FL 32611 352-392-0500	Y	
4	University of West Florida Office of Human Resources 11000 University Parkway Bldg. 20E Pensacola, FL 32514 850-474-2694	Y	
5	Facebook.com www.facebook.com	Y	
6	George Stone Vo-Tech Center 2400 Longleaf Drive Pensacola, FL 32526 2850-941-6200	Y	
7	Pensacola Christian College 250 Brent Lane Pensacola, FL 32503 850-478-8496	Y	
8	Station Memo	Y	

	7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778		
9	WYCT – FM Website <a href="http://www.catcountry987.com">www.catcountry987.com</a> 7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778	Y	
10	Pensacola News Journal 2 N Palafox Street Pensacola, FL 32502 850-435-8585	Y	
11	Alabama Broadcasters Association 2180 Parkway Lake Drive Hoover, AL 35244 205-982-5001	Y	
12	Pensacola Chamber of Commerce 418 W Garden Street 4 <sup>th</sup> Floor Pensacola, FL 32502 850-475-4999	Y	
13	Gulf Breeze Chamber of Commerce 3044 Gulf Breeze Parkway Gulf Breeze, FL 32563 850-932-7888	Y	
14	Santa Rosa Chamber of Commerce 4315 Avalon Boulevard Milton, FL 32583 850-623-2339	Y	
15	On-Air Announcements WYCT-FM 7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778	Y	
16	Word Of Mouth	Y	
17	Kenny Jay Media & Productions 819 Highland Ave Glen Ellyn, IL 60137		

	612-704-9780		
18	Employee Referral WYCT-FM 7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778	Y	
19	NAB Human Resources Development 1 M Street SE Washington, D.C. 20003 202-429-5300 <a href="http://www.nab.com">www.nab.com</a> (career center)	Y	
20	Escarosa Career Center 6913 N 9 <sup>th</sup> Avenue Pensacola, FL 32504 850-607-8700	Y	
21	WNRP - AM Website <a href="http://www.am1620radio.com">www.am1620radio.com</a> 7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778	Y	
22	On-Air Announcements WNRP-AM 7251 Plantation Road Pensacola, FL 32504 850-262-6000 f. 850-494-0778	Y	
24	Countryairchecktoday.com All done on-line	Y	
25	Florida Association of Broadcasters 201 South Monroe, Suite 201 Tallahassee, FL 32301 850-681-6444		
26	Gulf Coast Minority Chamber of Commerce 321 N DeVilliers Street Suite 104 Pensacola, FL 32501 850-438-3993	Y	
	<b>Total Interviews</b>		
	<b>10/1/23 – 9/30/24</b>		0

## **EEO RECRUITMENT FOR ADX Communications (WNRP-AM/WYCT-FM/WEBY-AM)**

**October 1, 2023 – September 30, 2024**

### **Recruitment Job Fairs:**

#### **CareerSource EscaRosa New Year, New Career Job Fair January 25, 2024**

This job fair was from 11a-3pm on January 25<sup>th</sup> at the Pensacola Interstate fair Grounds. Taska King (Marketing Consultant) and Morgan Sasser (Promotions Coordinator) attended this job fair representing WNRP-AM/WYCT-FM/WEBY-AM recruiting for Brand Ambassadors for the upcoming Pensacola Interstate Fair that will be held in October 2024. Taska and Morgan spoke to student about opportunities at ADX in all departments but primarily focused on part time help for the Interstate Fair. We had a tent set up for people to come and receive job applications and job descriptions and station SWAG. Kevin Willis was the on Site Contact.

#### **University of West Florida Department of Communications Internship Job Fair March 19, 2024**

Mel McCrae (Promotions Director and On-air host) and Sara Akerman (ADX Internship Coordinator) attended this Intern Job Fair representing WNRP-AM/WYCT-FM/WEBY-AM. UWF set a record for the number of student attendees. Laura Kirby UWF's Communication Internship Coordinator was the organizer of this Internship Job Fair. Sara Akerman and Mel McCrae spoke to many prospects about the opportunities at ADX Communications for both Internships and Part Time and Full time paid positions. We had a tent set up in the Communications Department for people to come and receive job applications and job descriptions and station SWAG.

#### **University of West Florida Part-Time Job Fair August 28, 2024**

University of West Florida Part Time Job Fair – August 28, 2024, from 10a-12n at UWF Commons Auditorium Building 22. Sara Akerman (ADX Executive Coordinator) representing WNRP-AM/WYCT-FM/WEBY-AM attended this job fair recruiting for Brand Ambassadors and Part Time Producers and Board Operators for various open positions at ADX Communications. We had a tent set up in the Commons for people to come and receive job applications and job descriptions and station SWAG.

### **Additional Recruitment Initiatives:**

In addition to being at job fairs Brent Lane and Mel McCrae (Morning Show Hosts) have gone to UWF Radio Production classes each semester representing WNRP-AM/WYCT-FM/WEBY-AM to speak to the students about coming to work with us in radio. They speak about the different departments in a radio broadcasting company including News, On-Air Hosts, Production, Promotions, Business Office, Sales, and Engineering. The focus of these classroom lectures and questions and answers is to encourage students to come to work at ADX Communications. They provide job descriptions and job applications to any students interested in a career in radio.

The dates of these class visits discussing careers in Radio Broadcasting were:

- November 2, 2023
- November 30, 2023

### **Additional Recruitment Initiatives:**

In June of 2022 Mary and Dave Hoxeng (Station Owners) donated a \$25,000 endowment to Pensacola State College to provide scholarships to Journalism Students with an emphasis on working at ADX Communications during their school years or upon graduation. Each year a Journalism student is selected to receive a scholarship from this endowment.

Nathan Smith, our Chief Engineer teaches a class each semester at University of West Florida in Radio Broadcasting and actively recruits his class students to come work at ADX Communications. He has done this for more than 15 years.

Dave Hoxeng has been an Executive Mentor at the University of West Florida for more than 11 years working with mentees explaining all the diverse options for a career in radio and specifically at our radio stations. Dave continues working with the mentees in 2024 as well.

Each year we invite the Leadership Santa Rosa class to come to the radio station studios for a day to learn about careers in radio. The date for this year was August 15, 2024. This is on-going each year.

At the National Association of Broadcasters Conference (NAB) each year in April in Las Vegas both Dave and Mary Hoxeng actively look for people searching conference goers looking to get a new job or to get their first job in Radio Broadcasting.

At the Florida Association of Broadcasters Conference (FAB) each year in June in Florida both Dave and Mary Hoxeng actively look for people searching conference goers looking to get a new job or to get their first job in Radio Broadcasting.

We continually run Recruitment Ads on each of our radio stations looking for both part time and full time prospects.

We continually run Recruitment Ads on each of our radio stations' websites and Facebook Pages looking for both part time and full time prospects.

At all of the events that WYCT-FM is at we always have job descriptions and job applications for people who come up and talk to us about working in radio. We have actually found some part timers at these various events to hire.

Most of our on-air jocks are on various community boards where they continually talk about opportunities at ADX Communications.



| On-Air | Online | Mobile | Social | Live & Local |

## INTERNSHIP RECAP

10/1/23 – 9/30/2024

March 2024 – Sara Akerman, Executive Company Coordinator, Kevin King, Operations Directors, and Dave Hoxeng, Owner, initiated discussions about creating an internship program. They began developing the guidelines and framework and decided to collaborate with the University of West Florida Communications Department Internship Program. They reached out to Laura Kirby, the advisor for the UWF Communications Department Internship Program, and were accepted as a participant in the program. Students who wish to participate must enroll in the course COM4940 Internship in Communications. Through this program, students will work with ADX Communications and receive college credit. Sara Akerman oversees the internship program directly, with the assistance of Kevin King.

April 2024 – Laura Kirby began referring students to Sara Akerman and Kevin King for consideration for ADX Communications internship for the 2024 Summer Semester. On April 24, 2024, Nadia Palag emailed the staff expressing interest in participating in the ADX Communications program.

May 8<sup>th</sup>, 2024 – Sara Akerman, Kevin King, and Brent Lane, Cat Country Brand Director, interviewed Nadia Palag and hired her to be the ADX Communications summer intern. The schedule for the summer intern was designed so that she would shadow a different department of the radio station each week, allowing her to develop a comprehensive understanding of everything that goes into the business.

Nadia Palag's first day was May 20<sup>th</sup>, 2024. Her internship was 12 weeks and ended on August 2<sup>nd</sup>, 2024. Below was her schedule breakdown.

**Week 1 (5/13-5/17)** Book Week – Read the Purple Cow

**Week 2 (5/20-5/24)** Orientation

**Week 3 (5/27-5/31)** Programming 101 - Music Format - Cat Country

**Week 4 (6/3-6/7)** Programming 102 - Talk Format – NewsRadio

**Week 5 (6/10-6/14)** Sales - Digital Ads

**Week 6 (6/17-6/21)** Programming 103 – News Coverage

**Week 7 (6/24-6/28)** Sales Ride Along

**Week 8 (7/1-7/5)** Production - How the Ads Come Together

**Week 9 (7/8-7/12)** Promotions – Events (*Blues Weekend July 12-13*)

**Week 10 (7/15-7/29)** Radio Stunting - Cat Pak Intern (Concert Tickets / Production)

**Week 11 (7/22-7/26)** Radio Coverage - Segment for NewsRadio – Research, Collect, Create

**Week 12 (7/29-8/2)** Music Programming & Wrap-Up



During their wrap-up session, Sara Akerman offered Nadia Palag a part-time position as a Brand Ambassador with the company, which Nadia accepted.

July 16<sup>th</sup>, 2024 – For the Fall Semester of 2024, Sara Akerman, Kevin King, and Dave Hoxeng convened to revamp the internship program. They established two intern positions: Sales Intern and Newsroom Intern. The Sales Intern will predominantly focus on the Radio and Digital Sales department. Here's a list of the assigned responsibilities:

- Prospect potential clients
- Set up appointments for prospect clients with AE's
- Ride along meetings with AE's
- Create digital spec spots for potential clients
- Write thank you notes to prospect clients after meetings
- Write and voice commercial scripts
- Work promotional remotes at client businesses

The Newsroom Intern would primarily work in the NewsRadio 92.3 | 1620 newsroom and have the listed responsibilities:

- Research and write compelling and informative stories
- Interview community members on local events and incidents to develop stories
- Record and produce stories in 15-30 second spots
- Assist On-Air Talent when needed
- Research stories and leads
- Other relevant tasks as assigned

Upon successfully completing the internship program, students receive college credit. Additionally, ADX Communications has committed to reimbursing students for the course fee for enrolling in the COM4940 Internship in Communications at the end of the semester.

July 16<sup>th</sup>, 2024 – Sara Akerman contacted Dr. Adam Blood, Professor of Speech & Communications, and Dr. Willie Tubbs, Professor of Journalism, at the University of West Florida to schedule meetings and discuss student recommendations for the Fall Semester Intern positions.

July 18<sup>th</sup>, 2024 – Sara Akerman reached out to Theresa Cserep, Associate Director of the Aylstock, Witkin, Kreis & Overholtz Center for Leadership at the University of West Florida, to arrange a meeting. The purpose of the meeting was to gather information about the College of Business Internship Program and to talk about potential student candidates for the Sales Internship. The original idea was that the Sales internship would be through the College of Business.

July 19<sup>th</sup>, 2024 – Sara Akerman met with Dr. Willie Tubbs and received four student recommendations for the Newsroom internship.

July 23<sup>rd</sup>, 2024 – Sara Akerman contacted three students recommended by Dr. Willie Tubbs to schedule a phone call between July 25<sup>th</sup> and July 29<sup>th</sup>, 2024. Two out of the three candidates

were qualified to participate in the Newsroom internship, so after speaking with the students, Sara Akerman arranged interviews for them to come into the station.

July 23<sup>rd</sup>, 2024 – Sara Akerman received a Sales Internship candidate, Katie Harris, referred by Robin Dezarn, General Manager of Stonebrook Golf Club, a current client.

July 24<sup>th</sup>, 2024 – Sara Akerman had a Zoom call with Theresa Cserep. During the call, Theresa Cserep expressed her desire to be the main point of contact for the UWF College of Business. In the following week, Theresa Cserep reached out to Dr. James Mead for student recommendations, but he did not offer any. Additionally, she contacted the UWF Career Service Department and posted the position on Handshake, a university job search app. No applicants were receive from the Handshake job posting.

July 31<sup>st</sup>, 2024 – Sara Akerman sent Katie Harris, a candidate for the Sales Internship, the internship guidelines. Following her expressed interest, Sara Akerman scheduled an interview for August 7<sup>th</sup>, 2024.

August 6<sup>th</sup>, 2024 – Sara Akerman and Kevin King interviewed Abby Simmons for the Newsroom Internship. Both employees felt that Abby Simmons did not have the skill set necessary to excel in this position. Abby Simmons was informed that she would not be receiving the position on August 15<sup>th</sup>, 2024.

August 7<sup>th</sup>, 2024 – Sara Akerman and Kevin King interviewed Liam Bennett for the Newsroom Internship. Both employees were impressed by his interview and his writing portfolio, and decided to extend him an offer. The offer was extended on August 15<sup>th</sup>, 2024, and Liam Bennett accepted it on the same day.

August 7<sup>th</sup>, 2024 – Sara Akerman, Kevin King, and Lexi Mendoza, ADX Communications Digital Sales Coordinator, conducted an interview with Katie Harris for the Sales internship position. All three employees were impressed by Katie Harris. Sara Akerman arranged for the company's Sales Manager, Jeff Wayne, to meet with Katie Harris.

August 9<sup>th</sup>, 2024 – Jeff Wayne met with Katie Harris. After the meeting, Jeff Wayne informed Sara Akerman he thought she would be a good fit for the Sales Internship.

August 15<sup>th</sup>, 2024 – Sara Akerman offered Katie Harris the position of 2024 Fall Semester Sales Intern. Katie Harris accepted the offer on August 15, 2024. She came to the office on August 19, 2024, and signed the ADX Communications internship company contract, which outlines the rules and regulations for the internship.

University of West Florida College of Business offered no applicants or recommendations. Katie Harris is currently a student in the Communications Department, and as a result, conducted the Sales Internship through the Communications Department.

August 15<sup>th</sup>, 2024 – Sara Akerman offered Liam Bennett the position of 2024 Fall Semester Newsroom Intern. Liam Bennett accepted the offer on August 15, 2024. He came to the office on August 19, 2024 and signed ADX Communications internship company contract, which outlines the rules and regulations for this internship.

August 26<sup>th</sup>, 2024 – Katie Harris had her first day as the Sales Intern. Katie Harris is actively participating in the internship, and her end date will be December 2<sup>nd</sup>, 2024.

August 26<sup>th</sup>, 2024 – Liam Bennett was scheduled for his first day as the Newsroom Intern. However, he did not arrive on time, so Sara Akerman reached out to him. Liam Bennett informed Sara Akerman that he had told Laura Kirby that he had decided to drop the internship. Because he informed Sara Akerman when he did, it was too late in the academic semester to search for and hire a different intern.

September 9<sup>th</sup>, 2024 – Sara Akerman contacted Dr. Willie Tubbs to schedule a meeting for her and Kevin King to speak with the Voyager, UWF's Newspaper. They are set to visit the Voyager on October 9th, 2024.

September 9<sup>th</sup>, 2024 – Sara Akerman contacted Laura Kirby to RSVP attendance for the UWF Communications Department Internship Fair on October 14th, 2024.