

Dowdy & Dowdy Partnership

WZKX, WZNF, WGCM-FM, WROA, WGCM
DBA Coast Radio Group
Gulfport, Mississippi

2021

Reporting period: 2/1/2020 through 2/1/2021

2019 EEO Vacancy Information

Position Vacant	Responses	# Interviews	Hire Source	Recruitment Resources*
Sales	Four	Two	One	One

Dowdy & Dowdy Partnership Narrative Statement

The Dowdy and Dowdy family of stations continually strives to recruit for all positions with a purposeful efforts to reach a diverse applicant base. We do this through a constant determined effort to reach a wide range of recruitment resources. Through our efforts at Dowdy and Dowdy we attempt to insure a wide selection of applicants regardless of vacancy, through annual, on-going and when positions become available notification outreach efforts to partnership entities, i.e. The Mississippi Association of Broadcasters, and partnering with Job Fairs. We continually search for and accept applications of applicants for future openings through our social media efforts on the websites of WZKX, WZNF, WGCM-FM and Job Fairs. We make every effort to reach into every corner of the communities we serve through traditional, social media, on-line efforts and partnering with third parties. When a position becomes available, our normal process is to place an invitation for any and all applicants to mail, e-mail or hand deliver an application. We also ensure that current employees are encouraged to advance their positions within our company.

INITIATIVE 1: Ongoing Online Outreach

Each of our station's websites prominently displays requests for applications. This is done on a continuous basis year round on each of our web pages at the following locations:

<http://kicker108.com/jobs.php>

<http://coast102.com/jobs.php>

<http://953gorilla.com/jobs.php>

Online resources for Coast Radio Group are used during hiring and non-hiring periods as a means of continuously communicating the opportunity to apply and be considered for employment opportunities.

INITIATIVE 2: On October 15th, 2020 we participated in the Mississippi Association of Broadcasters WebEx to discuss career opportunities in the broadcast industry. Sales Manager Dennis Warren took part in WebEx event with numerous students, The event lasted for over two hours until all questions were answered. We covered all areas from on-air, engineering, sales, computer/digital support, accounting to general office positions. From this we encouraged applications for employment.

INITIATIVE 3: On-air Announcement of Position Vacancies

As a normal process and an effort to reach all possible applicants we utilize each of our stations to broadcast an open request for applications and encourage anyone with an interest or questions pertaining to the process or position to contact us. Interviews are conducted without regard to of race, color, religion, national origin, sex, age disability or genetic information.

INITIATIVE 4: On July 15th, 2020 Coast Radio Group co-sponsored a job fair in Biloxi, Mississippi. We partnered with Unemployment Eliminators and co-sponsored a regional job fair open to any and everyone, with a focus on Veterans from all branches of the military. We aired outreach announcements spanning from New Orleans, Mobile and Laurel encouraging anyone interested to attend the job fair.
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INITIATIVE 5: On January 21st, 2021 there was a meeting with each hiring manager for Dowdy & Dowdy partnership to insure their complete understanding of FCC and corporate internal policies for non-discrimination and cover step by step company expectations for each and every hire. General Manager, Lisa Stiglets, Operations Manager Bryan Rhodes, Program Director Ryan Swiger and Sales Manager Dennis Warren participated.

As a company, our standard is to meet or exceed each of the FCC's requirements for non-discrimination. Discrimination in any form will not be tolerated. In essence Dowdy & Dowdy corporate expectations mirror the Commission's goal to expand the hiring pool by giving the public additional notice of broadcast job openings as well as additional information regarding the duties and requirements for broadcast positions. Major topics discussed in detail are as follow:

Prong 1 – Wide Dissemination

Prong 2 – Notice to Community Groups

Prong 3 – Supplemental Efforts

The document discussed in detail was our corporate “EEO Basics” internal expectations document.

Recruitment Resources

1. WZKX, WGCM, WGCM-FM, WZNF, WROA
Phone: 228-896-5500

Contact: Lisa Stiglets Phone:

Coast Radio Group
10250 Lorraine Road
Gulfport, MS 39503

2. Walk in
Coast Radio Group
10250 Lorraine Road
Gulfport, MS 39503
3. Internet web presence for Coast Radio Group
<http://kicker108.com/jobs.php>
<http://coast102.com/jobs.php>
<http://953gorilla.com/jobs.php>
4. On-Air presence for WZKX, WGCM, WGCM-FM, WZNF, WROA
5. Applications received from Non-Vacancy periods
6. Career Builder
7. Word of Mouth
8. Partnering with Unemployment Eliminator on Job Fairs.
9. All access
10. Consultant talent search
11. Internal Advancement
12. Indeed On-line