

2023 ANNUAL EEO PUBLIC FILE REPORT

CLARK ATLANTA UNIVERISTY

Station:	WCLK, Atlanta, GA
Reporting Period:	November 21, 2022-November 20, 2023
No. of Full-time Employees:	WCLK has 11 full time employees
Small Market Exemption:	No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Hosted at least one **job fair**.

Several of the station's department heads fielded questions and disseminated job descriptions to interested CAU mass media students at the start of fall 2023 semester.

WCLK hired 1 student assistant for summer 2023.

WCLK provided internships and training for 3 students from February 1 to April 30, 2023

WCLK provided training opportunities for 5 students for the fall semester September to November 2023.

WCLK continually trains members of the community who are interested in voice over training for broadcast opportunities. Two to three candidates are trained per year.

*Participated in **job banks, internet programs,** and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

WCLK created job vacancy announcements for sales account and office and budget managers. The graphic was posted to the station's website for a week beginning May 5, 2023.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

General Manager – PMDMC, Atlanta GA

July 14-16, 2023, Attended opening session.

Lead panel on marketing on diverse Community Issues

Development Director

February 2023 – **'Budget for Better Net'** Webinar
Discussion: How to maximize cost savings with direct mail

March 2023 – **'Qualified IRA Charitable Contributions'** Webinar
Discussion: Understanding the advantages and benefits of IRA charitable contributions

March 2023 – **'Conversational Texting'** Webinar
Discussion: Engage donors with texting as an option

Corporate Sales Director

July 13-16, 2023, PMDMC conference in July in Atlanta at the Marriott Marquis, Sessions attended:

- Corporate Support Basics
- Community Engagement thru Events
- How to Make a Winning Presentation
- Managing Sponsor Messaging
- Sponsorship Allies: Attracting BIPOC Sponsors
- Digital Sponsorship: A station-wide effort
- Creating successful fundraising and underwriting campaigns in the streaming universe
- It's all the Buzz! 5 ways corporate support can use ChatGPT AI
- Best New Corporate support ideas

Operations Manager

November 23, /2023 Cybersecurity Awareness Training online/CAU

November 8, 2023, ADA Compliance Seminar/CAU

September 28, 2023, FCC Copy Guidelines Webinar/Greater Public

Program Director

Nov. 15-17, 2023, Jazz Week Virtual Seminar- hosted by the Jazz Trade Organization focusing on Mainstream Jazz.

July 12, 2023, Attended the Program Media Development and Marketing Conference (PMDMC). Lead a session focused on "Jazz Radio in the Streaming Era

July 11th, 2023, Radio Research Consortium- radio stations can get the most out of the Nielsen PPM technology. Public radio stations must expand their reach via outside marketing vs. preaching to the choir (on air marketing).

Oct 31st – Public Radio Program Directors (PRPD)- Online Webinar- this seminar focused on Technology be used for the current job vacancy for Director of Marketing and Communications.

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

In 2023 WCLK employees, all levels, participated in the EVERIFI training for preventing Harassment and Workplace Discrimination. The online course was provided from July through September 30, 2023.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
March 1, 2023	Director of Marketing and Communications	cau.edu
July 3, 2023	Sales Representative	Indeed.com
August 8, 2023	Office and Budget Manager	wclk.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: __13__

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	9
CAU website	3
Wclk.com	1

RECRUITING SOURCES USED

Job Title of Position: Director of Marketing and Communications__Date of Hire: March 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cau.edu		223 James P. Brawley Drive SW Atlanta 30314	Bianca Colon	404-880-8402

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

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RECRUITING SOURCES USED

Job Title of Position: Corporate Sales Representative Date of Hire: July 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com				

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: Office and Budget Manager Date of Hire: July 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Wclk.com		223 James P. Brawley Drive SW Atlanta 30314	Ray Cobb	404-880-8017 rcobb@cau.edu

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.