

WCKA-AM

EEO REPORT

DECEMBER 1, 2016 THROUGH NOVEMBER 30, 2017

OPEN JOBS

POSITION	HIRING SOURCE
Account Executive	WOM
Traffic Manager/Business Manager	WOM
Account Executive	Internship

RECRUITMENT INITIATIVES

JSA Department of Communications

Internship Program

During the Spring Semester / Jacksonville State University
January 2017 – May 2017

PR Major: She was supervised by Kathy Boggs, Manager and was exposed to PR, Marketing, Digital Content and Sales

During the Fall Semester / Jacksonville State University
August 2017 – December 2017

Communications Major: She was supervised by Brian Lane, Program Director. She participated in commercial production, copy writing and voice work.

RECRUITMENT ANNOUNCEMENTS ON AIR

50 :60 commercials were aired on WCKA, 810, 94.3 & 97.1.

STATION WEB SITE

Ala810.com

The site explains current opening that are available and how one should apply for a position.

#1: BUSINESS MANAGER

December 28, 2016

WCKA Recruitment included...

Radio Schedule: Nov – Dec 28, 2017

Responses: 4

Alabama Broadcast Association Job Bank:

Responses: 1

Jacksonville State University Job posting

Responses: 0

Facebook/Word of Mouth: Feb 2017

Responses: 4

Total of Responses: 9

Interviews: 4

Recruitment Hiring Source: Word of Mouth

#2: ACCOUNT EXECUTIVE POSTION

April 14th, 2017

WCKA Recruitment included...

Radio Schedule: Feb 1, 2017 – March 15, 2017

Responses: 2

Alabama Broadcast Association Job Bank: Feb 2017 – March 2017

Responses: 3

Jacksonville State University Job posting

Responses: 0

Facebook/Word of Mouth: Feb 2017

Responses: 2

Total of Responses: 7

Interviews: 4

Recruitment Hiring Source: Word of Mouth

#3: ACCOUNT EXECUTIVE POSTION

July 7, 2017

WCKA: An Account Executive left without notice. An intern was hired full time due to our ongoing recruitment efforts.

Total of Responses: 1

Interviews: 1

Recruitment Hiring Source: Internship

Total full time Position Responses: 17

Total Full Time Positions that were filled: 3

Total Full Time Interviews: 9