

## Appendix 3 to

### Annual EEO Public File Report Form

Covering the Period from 4/1/21 to 3/31/22

Stations Comprising SEU: WBDC FM, WAXL FM, WJTS-TV

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by stations (description of activities):

#### COVID-19 PANDEMIC STATEMENT

CORONAVIRUS COVID-19 PANDEMIC-RESTRICTIONS AND CANCELLATIONS CONTINUED TO AFFECTED SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY DUBOIS COUNTY BROADCASTING.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC-FM and WJTS-TV

**Type of Activity Under EEO Rule:** (Menu Option(xvi))

Participation in other activities calculated to further the goal of disseminated information as to employment opportunities in the broadcast industry.

**Date(s) Of Station Participation:** April 2021 to March 2022

**Participating Employees:** William C. Potter, DCBi General Manager

**Host/Sponsor Of Activity:** Dubois County College Success Coalition

**Brief Description Of Activity And Station Participation:**

WBDC and WJTS-TV are members of the Indiana College Success Coalition of Dubois County. General Manager William Potter participates in College Success Coalition and sits on the advisory board for the Jasper High School Media Advisory Committee guiding the Radio and TV Programs at Jasper High School. Through the coalition, WBDC and WJTS offer internships, job shadow activities and promotion of CSC events.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WJTS-TV, WBDC-FM and WAXL-FM Radio

**Type of Activity Under EEO Rule:** (Menu Option(x))

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

**Date(s) Of Station Participation:** 1st Semester September-December 2021

**Participating Employees:** William C. Potter, General Manager / Kyle Kerstiens, April Jones, Kim Aull, and Kenny Speed, Account Executives-WBDC, WAXL and WJTS TV

**Host/Sponsor Of Activity:** Jasper High School

**Brief Description Of Activity And Station Participation:**

WBDC-FM/WAXL-FM/WJTS-TV hosted a student-trainee from Jasper High School. The student WBDC-FM/WAXL-FM/WJTS-TV hosted two student-trainees from Jasper High School. The students were interns with the Dubois County Work Based Learning Program at JHS and Vincennes University-Jasper. The students were at the Radio Station studios for WBDC, WAXL, and WJTS TV for one hour on Thursdays and Fridays in the 1st

Semester. The students internships were focused on sales, marketing and management and some commercial production and news writing. Training included workplace skills and broadcast career opportunities and the education needed with a hands-on approach. The students were given a chance to see how skills learned in school relate to the workplace with emphasis placed on broadcast. Those involved adhered strictly COVID 19 restrictions and protocols.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC-FM, WAXL-FM, WJTS-TV

**Type of Activity Under EEO Rule:** (Menu Option(x))

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

**Date(s) Of Station Participation:** May 3, 2021, 2021

**Participating Employees:** William C. Potter VP/GM

**Host/Sponsor Of Activity:** University Of Indianapolis

**Brief Description Of Activity And Station Participation:**

WBDC-FM/WAXL-FM/WJTS-TV General Manager William Potter participated in a University Of Indianapolis Zoom Presentation to broadcast students for the final exam of COMM-110 Applied Radio. This University Of Indianapolis session provided a connection between broadcasters and college broadcast students. Our group was assigned 6 students to interact with. The purpose of the session was to share knowledge of the various career positions at radio and TV stations; Career interviews with our company; upcoming trends in broadcast; what our company looks for in a graduate; our application process; etc.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC-FM, WAXL-FM, WJTS-TV

**Type of Activity Under New EEO Rule:** (Menu Option (xiv))  
provision of training to management level personnel as to  
methods of ensuring equal employment opportunity and  
preventing discrimination

**Date(s) Of Station Participation:** January 26, 2022 “Rising  
Above-Management Training”

**Participating Employees:** William C. Potter, VP/General  
Manager and Brian Schwenk, Program Director

**Host/Sponsor Of Activity:** Indiana Broadcasters Association in  
cooperation with other state broadcast associations

**Brief Description Of Activity And Station Participation:** DCBi  
VP/GM Bill Potter and Program Director Brian Schwenk attended  
“Rising Above Summit” Management Training Session. “Rising  
Above” was a two day event = Day 1 for managers = Day 2 for  
sales and programming staff. Day One which was attended by  
Mr. Potter and Mr. Schwenk involved management training  
including hiring and retention practices along with anti-  
discrimination discussions and best practices training.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WJTS-TV, WBDC-FM and WAXL-  
FM Radio

**Type of Activity Under New EEO Rule:** (Menu Option(x))

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

**Date(s) Of Station Participation:** 2nd Semester January-May 2022

**Participating Employees:** William C. Potter, General Manager / April Jones, Kim Aull, and Kenny Speed, Account Executives-WBDC, WAXL and WJTS TV, Logan Troesch, News Reporter, Brian Schwenk, Program Director and Amanda Tempel, On-Air Talent

**Host/Sponsor Of Activity:** Jasper High School

**Brief Description Of Activity And Station Participation:**

WBDC-FM/WAXL-FM/WJTS-TV hosted three student-trainees from Jasper High School. The students were interns with the Dubois County Work Based Learning Program at JHS and Vincennes University-Jasper. The students were at the Radio Station studios for WBDC, WAXL, and WJTS TV for one hour on Thursdays and Fridays in the 2nd Semester. The students internships were focused on sales, marketing and management and some commercial production and news writing for two of the students and management, news and marketing for one of the students. Training included workplace skills and broadcast career opportunities and the education needed with a hands-on approach. The students were given a chance to see how skills learned in school relate to the workplace with emphasis placed on broadcast.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC FM, WAXL FM, WJTS-TV

**Type of Activity Under New EEO Rule:** (Menu Option(xvi))

Participation in other activities calculated to further the goal of disseminated information as to employment opportunities in the broadcast industry

**Date(s) Of Station Participation:** April 14, 2021

**Participating Employees:** Kurt Gutgsell, Sports Director  
DCBroadcasting, Inc

**Host/Sponsor Of Activity:** Indiana Broadcasters Association

**Brief Description Of Activity And Station Participation:** DCBi VP/GM Bill Potter, Account Executive/Sales Manager Kyle Kerstiens and Program Director Brian Schwenk aWBDC FM and WJTS-TV Sports Director Kurt Gutgsell participated in the awarding of scholarships to the students via Zoom. Employment opportunities and career goals were discussed with the recipients. WBDC/WAXL and WJTS also participated in the last EEO reporting period with PSA's encouraging applications.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC FM, WAXL FM, WJTS-TV

**Type of Activity Under New EEO Rule:** (Menu Option(xvi))  
Participation in other activities calculated to further the goal of disseminated information as to employment opportunities in the broadcast industry.

**Date(s) Of Station Participation:** April 13, 2021 and September 29, 2021

**Participating Employees:** William C. Potter, GM/VP  
DCBroadcasting, Inc

**Host/Sponsor Of Activity:** Leadership Spencer County and  
Leadership Dubois County

**Brief Description Of Activity And Station Participation:**

WBDC FM, WAXL FM, WJTS-TV General Manager, William C. Potter participated in the “Leadership” training programs for each Spencer and Dubois Counties. The Leadership Academy is a program of local chambers, universities and business to create leadership skills of local residents who commit to 12 sessions. Mr. Potter participates in the Communication session with the goals of education attendees on the use of local media and the opportunities of radio, tv, and print along with social media. We take the opportunity to also discuss careers in broadcasting and how to get involved in broadcast for the attendees or those they lead.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WJTS-TV, WBDC-FM and WAXL-FM Radio

**Type of Activity Under New EEO Rule:** (Menu Option(x))  
Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

**Date(s) Of Station Participation:** October 13, 2021

**Participating Employees:** Brian Schwenk, Program Director-WBDC, WAXL; Ty Hunter, WBDC Morning DJ; and Amanda Tempel, Afternoon DJ –WJTS-TV

**Host/Sponsor Of Activity:** Jasper High School

**Brief Description Of Activity And Station Participation:**

WBDC-FM/WAXL-FM/WJTS-TV hosted one student from Jasper High School. The student was a part of the JHS Job Shadow Program. The student was at the Radio Station studios for WBDC, WAXL, and WJTS TV with Brian Schwenk WBDC/WAXL,

Ty Hunter, and Amanda Tempel of WBDC. He was taught workplace skills and broadcast career opportunities and the education needed. The student was given a chance to see how skills learned in school relate to the workplace with emphasis placed on broadcast. He recorded a commercial and weathers.

***SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies***

**Station(s) Claiming Credit:** WBDC FM, WAXL FM, WJTS-TV

**Type of Activity Under EEO Rule:** (Menu Option (i)) participation in at least 4 job fairs by station personnel who have substantial responsibility in making of hiring decisions

**Date(s) Of Station Participation:** October 26, 2021

**Participating Employees:** William C. Potter/VP/GM  
DCBroadcasting, Inc

**Host/Sponsor Of Activity:** Indiana Broadcasters Association

**Brief Description Of Activity And Station Participation:**

DCBroadcasting Companies (including WBDC, WAXL, and WJTS-TV) General Manager., William C. Potter attended the IBA Job Fair Tuesday October 26, 2021 in Carmel, Indiana. Mr. Potter has the say in the hiring of all employees of DCBroadcasting, Inc. including WBDC, WAXL, and WJTS-TV. In addition to having a booth at the job fair, many applications were accepted and on-site interviews were held. WBDC and WAXL each aired 36 thirty-second announcements and WJTS-TV aired 36 thirty-second announcements promoting the job fair and encouraging participation by job seekers and those interested in broadcast careers.

***SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN***



*BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC FM, WAXL FM, WJTS-TV

**Type of Activity Under New EEO Rule:** (Menu Option (i)) participation in at least 4 job fairs by station personnel who have substantial responsibility in making of hiring decisions

**Date(s) Of Station Participation:** November 30, 2021

**Participating Employees:** William C. Potter, DCBi VP/General Manager and Kenny Speed, Account Executive

**Host/Sponsor Of Activity:** WorkOne Southwest and Spencer County Regional Chamber Of Commerce

**Brief Description Of Activity And Station Participation:**

DCBroadcasting Companies (including WBDC, WAXL, and WJTS-TV) General Manager, William C. Potter attended the Spencer County Job Fair Tuesday November 30, 2021 in Dale, Indiana. Mr. Potter has the say in the hiring of all employees of DCBroadcasting, Inc. including WBDC, WAXL, and WJTS-TV. Mr. Speed was there to discuss opportunities for attendees in the sales department.

*SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN  
BY DCBroadcasting, Inc Companies*

**Station(s) Claiming Credit:** WBDC FM, WAXL FM, WJTS-TV

**Type of Activity Under New EEO Rule:** (Menu Option (i)) participation in at least 4 job fairs by station personnel who have substantial responsibility in making of hiring decisions

**Date(s) Of Station Participation:** March 26, 2022

**Participating Employees:** William C. Potter – General Manager DCBi

**Host/Sponsor Of Activity:** Indiana Broadcasters Association

**Brief Description Of Activity And Station Participation:**

DCBroadcasting Companies (including WBDC, WAXL, and WJTS-TV) General Manager., William C. PDCBroadcasting Companies (including WBDC, WAXL, and WJTS-TV) General Manager., William C. Potter attended the IBA Job Fair Saturday March 26, 2022 in Carmel, Indiana. Mr. Potter has the say in the hiring of all employees of DCBroadcasting, Inc. including WBDC, WAXL, and WJTS-TV. In addition to having a booth at the job fair, many applications were accepted and on-site interviews were held. WBDC and WAXL each aired 30 thirty-second announcements and WJTS-TV aired 30 thirty-second announcements promoting the job fair and encouraging participation by job seekers and those interested in broadcast careers.