

**COXSWAIN MEDIA LLC  
WPXC-FM WHYA-FM WFRQ-FM WKFY-FM  
EQUAL OPPORTUNITY REPORT  
December 1, 2022**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's rules. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WPXC, WHYA, WFRQ, WKFY

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for Coxswain Media LLC, please provide Coxswain Media LLC with the name, mailing address, email address, if applicable, telephone number, fax number and contact person and identify the category of categories of vacancies for which you would like information specified above to the following:

Human Resources  
Coxswain Media LLC  
243 South Street  
Hyannis, MA 02601  
(508)778-6000 x 321

The information in this report covers the time period beginning December 1, 2021 to and including November 30, 2022. The FCC's EEO rules require that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the applicable period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
4. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

It is the policy of Coxswain Media LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other protected category or class, in all personnel actions. As required by Section 73.2080 of the Commission's rules, the stations have participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section III.

Coxswain Media LLC  
**WHYA, WPXC, WFRQ, WKFY**

**EEO PUBLIC FILE REPORT**  
**December 1, 2021 – November 30, 2022**

**I. VACANCY LIST**

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive (12/6/21)	1,2,3,4,7	7
Sales Account Executive (11/14/22)	1,2,3,4,7	7
Sales Account Executive (11/28/22)	1,2,3,4,7	7

**II. MASTER RECRUITMENT SOURCE LIST**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12 month-period
1.	Station Employment Area Positions posted in an area where all employees can see them 243 South Street Hyannis, MA 02601	No	0
2.	Station Website <a href="http://CapeCodRadio.com">http://CapeCodRadio.com</a>	No	0
3.	Massachusetts Broadcasters Association Attn: Merrill Leferman <a href="http://massbroadcasters.org">http://massbroadcasters.org</a>	No	0
4.	Indeed.com website Indeed for Employers <a href="http://www.indeed.com/hire/contact">http://www.indeed.com/hire/contact</a>	No	9
5.	Mass Hire Cape And Islands Career Center 372 North Street Hyannis, MA 02601 T 508.862-6128 Contact: Cathie LeBlanc	Yes	0

6.	CareerPage.org website Contact: <a href="mailto:careeorg@host.sprhdns.com">careeorg@host.sprhdns.com</a>	No	0
7.	LinkedIn.com Contact: Jill Blanchard jbb1372@gmail.com	No	4
8.	Facebook <ul style="list-style-type: none"> <li>a. Cape Cod USA Business Networking Group Platform</li> <li>b. Cape Cod Heap Wanted</li> <li>c. Dennis Local Services/jobs</li> <li>d. Mid Cape Community Page</li> <li>e. Now Hiring- South Shore</li> <li>f. Now Hiring in the 508</li> <li>g. Job Postings- Plymouth, MA USA and Surrounding Towns</li> </ul>	No	0
9.	Handshake- Community College/College Job Portal <ul style="list-style-type: none"> <li>a. CCCC (also posted on Bulletin Boards)</li> <li>b. Massasoit CC</li> <li>c. Bridgewater State</li> <li>d. Fisher College</li> <li>e. Curry College</li> </ul>	No	0
10.	Bay Shore Staffing in Plymouth (Networking with recruiter)	No	0
11.	Local Chambers of Commerce:  Mashpee Chamber- posting in	No	0

	Newsletter Yarmouth Chamber- a. posted on website b. posted in Nov. Newsletter Hyannis Chamber posted on website		
12.	Referral from station employee		1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			14

### III. RECRUITMENT INITIATIVES: Menu Option Initiatives

- 1) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions
- 2) Hosting of at least one job fair.
- 3) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
- 4) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.
- 5) Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment
- 6) Participation in job banks, internet programs, and other programs designed to promote outreach generally
- 7) Participation in scholarship programs designed to assist students interest in pursuing a career in broadcasting
- 8) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions
- 9) Establishment of a mentoring program for station personnel
- 10) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting
- 11) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting
- 12) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities
- 13) Provision of assistance to unaffiliated non-profit entities in the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination
- 15) Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions
- 16) Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

	<b>Recruitment Initiative (Menu Option)</b>	<b>Brief Description of Activity</b>
1.	16	Coxswain Media LLC provides all contest winners and visitors to the stations the opportunity to tour the radio stations and talk with the staff. Careers in broadcasting are discussed and visitors are educated about the broadcasting industry. The tours include information about how the broadcasting industry strives to serve its local community. Visitors are asked to give their opinions about the most important topics in the local community. During this reporting period, the stations provided tours to approximately 17 individuals. Station personnel involved: Operations Manager, Production Director, and On-Air Announcer
2.	16	Broadcasted announcements on WFRQ, WHYA, WKFY and WPXC to disseminate EEO information to potential recruitment sources, and to be notified when full time openings occur at Coxswain Media LLC. These announcements were also published on the Coxswain Media LLC website: <a href="http://capecodradio.com">http://capecodradio.com</a> . Personnel involved: Operations Manager, CFO, Production Director
3.	7	Participated and sponsored a student in the 2022 Massachusetts Broadcasters Association Student Broadcaster Scholarship program. This program encouraged students who are interested in careers in broadcasting to apply for a \$2,000 scholarship toward degrees at colleges and universities offering degrees in radio and television broadcasting. The “winning” applicant was chosen after reviewing 25 qualified students. Personnel involved: Operations Manager, CFO
4.	15, 16	Coxswain Media LLC has an ongoing affiliation agreement with the Project Forward Program at Cape Cod Community College ( <a href="https://www.capecod.edu/projectforward/">https://www.capecod.edu/projectforward/</a> ). In 2022, a Coxswain Media LLC on-air announcer has instructed in the program and been involved in providing vocational training for students with intellectual disabilities. One graduate is currently employed at Coxswain Media LLC and has a vital role in the

		production of weather reports and the morning show. Tours, guides and tutoring are ongoing in association with this project. Personnel involved: Operations Manager and Public Service Producer, On-Air Announcer, Morning Show Producer
5.	5	Coxswain Media LLC was proud to bring back the 2022 student internship program after a break for two years due to the Covid 19 Pandemic. In conjunction with the Massachusetts Broadcasters Association, Coxswain Media LLC was a participant in the MBA's paid internship program, and was fortunate to be funded for the total salary of one of our 4 students which was underwritten by the MBA. In all there were 5 paid interns in 2022 that spent up to 12 weeks learning radio skills and applying these skills to their work for Coxswain Media LLC. Personnel involved: Interns, promotions assistants
6.	4	A tour was given to the students in the Bourne Public School system on November 10, 2022 during the "Career and College Exploration Day." Personnel involved: Operations Manager, Promotions Director, Production Director, On-Air Announcer