

**EEO PUBLIC FILE REPORT  
FOR STATION WRR-FM  
DALLAS, TEXAS**

This EEO Public File Report is filed in Station WRR-FM public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the period from April 1, 2004 to April 1, 2005, the station filled the following full-time vacancies:

*Radio Announcer  
Local Sales Manager  
Sales Representative*

The station interviewed a total of 13 people for all full-time vacancies during April 1, 2004 to April 1, 2005, the period covered in this report.

**SECTION I** contains the following information for each full-time vacancy:

- Job titles of all full-time vacancies
- Recruiting source references used to fill the vacancies
- Recruiting source referring the hiree

**SECTION II** list the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each.

**SECTION III** contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact Laura Chadwick at:

WRR Classical 101.1 FM  
P. O. Box 159001  
Dallas, Texas 75315-9001  
Telephone: (214) 670-8888  
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WRR-FM  
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April 1, 2004 – April 1, 2005**

**II. RECRUITMENT SOURCE LIST**

<b>RS NUMBER</b>	<b>RS INFORMATION</b>	<b>SOURCE REQUIRES NOTIFICATION? Y/N</b>	<b>INTERVIEWEES REFERRED BY RS</b>
1.	City of Dallas/Civil Service Dept 1500 Marilla St., Rm. 1/C/S Dallas, TX 75201 214-670-5908 214-670-5855 fax	Y	0
2.	Dallas Morning News via City of Dallas/Civil Service 1500 Marilla St., Rm. 1/C/S Dallas, TX 75201 214-670-5908 214-670-5855 fax	Y	2
3.	Texas Association of Broadcasters 502 E. 11 <sup>th</sup> St. Ste., 200 Austin, TX 78701 www.tab.org 512-322-9944 512-322-0522 fax	N	2
4.	National Association of Broadcasters 1771 N Street N.W. Washington, DC 20036 <a href="http://www.nab.org">www.nab.org</a> 202-429-5300 202-429-4199 fax	N	1
5.	dfwemployment.com via City of Dallas/Civil Service 1500 Marilla St., Rm. 1/C/S Dallas, TX 75201 214-670-5908 214-670-5855 fax	Y	0
6.	WRR-FM Website 1516 1 <sup>st</sup> Ave. Dallas, TX 75210 www.wrr101.com 214-670-8888 214-670-8394 fax	Y	1

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**II. RECRUITMENT SOURCE LIST** (continued)

<b>RS NUMBER</b>	<b>RS INFORMATION</b>	<b>SOURCE REQUIRES NOTIFICATION? Y/N</b>	<b>INTERVIEWEES REFERRED BY RS</b>
7.	Radio Advertising Bureau 1320 Greenway Dr. Ste. 500 Irving, TX 75038 903-640-5857 903-640-5859	Y	0
8.	Dallas Post Tribune Newspaper 2726 S. Beckley Dallas, TX 75224 214-946-7678	N	0
9.	Dallas Weekly Newspaper 3101 Martin Luther King Jr. Blvd. Dallas, TX 75215 214-428-8958	N	0
10.	El Sol/El Hispano 2102 Empire Central Dallas, TX 75 214-357-2186	N	0
11.	Texas Workforce Commission 1050 N. Westmoreland Rd. Dallas, TX 75211 214-330-5183	Y	0
12.	Self/Other	N	3
13.	Employee Referral	N	4
14.	Internal Promotion	N	
15.	Internal Referral	N	
<b>TOTAL INTERVIEWEES OVER PERIOD 4/1/04 – 4/1/05</b>			<b>13</b>

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**III. RECRUITMENT INITIATIVES**

	<b>STATION EMPLOYMENT UNIT RECRUITMENT INITIATIVES</b>	<b>ACTIVITY DESCRIPTION</b>
<b>1.</b>	Mentoring Program	2/23/05 WRR participated in the World Affairs Council of Greater Dallas in hosting and sponsoring through Communities Connection, training and mentoring for business professionals from Russia. Introduced to all areas of radio broadcasting
<b>2.</b>	Management Training	2/27/05 WRR general manager attended training sponsored by Texas Association of Broadcasters regarding equal employment opportunity methods and prevention of discrimination

## **SUMMARY OF OUTREACH ACTIVITIES**

In the Spring of 2003, WRR participated in the World Affairs Council of Greater Dallas by hosting and sponsoring training and mentoring for a Russian radio executive, who participated in all the divisions of operations at the Radio Station WRR for a full month.

During the Summer of 2003, the WRR Summer Teen Program selected a high school student who rotated through each of the divisions of the Station; i.e. programming, sales, etc., gaining experience and insight into the various aspects of radio broadcasting. The volunteer also contributed two articles for the August and September issues of the WRR Program Guide.

On August 13, 2003, Radio Station WRR participated in the Dallas-Fort Worth Radio Job Fair, in which the station solicited new employees and provided information about Radio Station WRR and the radio broadcasting profession, to prospective applicants.

In September 2003, Radio Station WRR participated in the International Visitors Program in which American embassies selected visitors from around the world to meet and confer with their professional counterparts. This program allowed WRR to provide an intensive one-day power point presentation regarding the station's operation to seven Korean journalists.

In February, March, April, and May 2004 all WRR Sales Staff personnel attended seminars held by Arbitron to further train the staff in qualitative and quantitative media research principles and objectives.

In July 2004, the WRR Sales Staff attended a similar seminar held by Media Audit.

In January, 2005, Greg Davis, General Manager of WRR (FM), attended the Texas Association of Broadcasters EEO workshop.

In February 2005, the station once again participated in the World Affairs Council of Greater Dallas whereby WRR station staff provided training and insight into the United States radio broadcasting industry to twelve newspaper and television journalists from Russia.