

## EEO PUBLIC FILE REPORT

Byrne Acquisition Group, LLC.

Stations Included in  
Employment Unit: WCCP - Clemson, SC  
WAHT, Clemson, SC

Reporting Period: August 1, 2024– August 1, 2025  
Full-Time Vacancies Filled  
During This Reporting Period: 1

Total Number of Interviewees for all Full-time Vacancies Filled:

Job Title	Date Filled	Positions
On-Air Personality	8/2024	1

### Recruitment and Referral Sources

Job Title	Date Filled	Recruitment Source	Hire Source
On-Air Personality	08/2024	Employee Referral	Employee Referral

### Recruitment Source Summary: 9

Recruitment Source	Number of Interviewees Referred
Employee Referral	1
Internet/Web Site	10
Walk-In – Self Referral	0
Newspaper	0
Trade Publication	0
Radio	0
TV/Cable	0

### **August 1, 2024 – August 1, 2025**

During this period, Byrne Acquisition Group, LLC, ("Byrne") had one open position at its stations. The position was filled through in-house promotion. The vacated position, left from the in house promotion, was not filled. Byrne did publish the job vacancy on thearfm.com and received ten resumes.

Byrne has set up a comprehensive outreach and recruitment program designed to widely disseminate information regarding full-time job opportunities at its stations.

At least every six months, Byrne airs a Public Notice Press Release inviting community groups, minority organizations and interested civic organizations to notify station management if its group would like to be notified regarding each new, full-time job opening. Byrne, every six months, also sends the same press release to local groups as part of the licensee's recruitment efforts. The licensee plans to continue its advertising efforts with the hope that local groups might soon be interested in receiving such information.

### **Summary Description of Supplemental Outreach Initiatives**

The unit has selected the following outreach initiatives:

- Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

- Provide an Internship Program that trains students in a skill that enables them to apply for a broadcast-related job.

- Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting.

The Unit has an internship program which is detailed on the station's web site. Three people are currently involved in the internship program which draws students from several universities. The current interns are enrolled at the Clemson University. The program also draws students from University of South Carolina, Winthrop University and from Southern Wesleyan University. The program is comprehensive and exposes interns to all areas of day to day radio station operations.

The Unit was involved in EEO Training through Patrick Cross of Brooks and Pierce, Attorney at Law, who trains station personnel on EEO matters. It was half day instructive session which discussed the do's and don'ts of EEO compliance. This was attended by all company executives and took place on May 28, 2025. Ben Milstead, the Director of Operations and John Henis, the General Sales Manager, were among the participants in this course. The course was titled "FCC EEO Rules" Updates, Refresher, and Practical Considerations." A lengthy question and answer period concluded the session.

Company President, John Byrne, and Chief Operating Officer, Wayne Morris taught a class at the University of South Carolina on February 1, 2025. The class was the USC school of journalism with Parks Rogers as the Instructor.

## **Press Releases**

## Public Notice

The ROAR FM is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, national origin, age, disability, or any other protected characteristic."

"If your community group or organization would like to receive notifications of job openings at The ROAR FM, please reach out to our General Manager, John Henis."

"You can email John directly at: H. E. N. I. S. at The ROAR FM dot com. That's H-E-N-I-S at T-H-E-R-O-A-R-F-M dot com

## All Regular Spots

Clemson-NET, WCCP-FM  
From 07/30/25 To 07/30/25  
As of Tuesday, Jul 29 2025

Station	Advertiser	Air Time	Air Date	Len	Spot	Spot Price	Primary Competitiv	SalesPerson	Product	ISCI
WCCP-FM	WCCP - The Roar	3:46:15AM	05/30/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:00:30PM	05/30/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	10:25:33PM	05/30/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	1:45:53AM	05/31/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	2:28:14PM	05/31/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:58:02PM	05/31/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:16:20AM	06/01/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	10:28:46AM	06/01/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:17:01PM	06/01/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	8:43:01AM	06/02/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:42:50PM	06/02/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	5:43:11PM	06/02/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	1:17:29AM	06/03/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	6:24:54AM	06/03/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:24:24PM	06/03/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:18:06AM	06/04/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	2:44:02PM	06/04/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:28:46AM	06/05/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:47:18AM	06/05/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	10:15:04PM	06/05/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	6:45:11AM	06/06/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:03:13PM	06/06/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	1:13:00AM	06/07/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	6:48:38AM	06/07/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	8:15:20PM	06/07/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:58:50AM	06/08/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	7:49:05PM	06/08/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	11:58:04PM	06/08/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:42:40AM	06/09/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:02:58AM	06/09/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:59:32PM	06/09/2025	30	1	0	Station	John Henis	ROAR EEO 2025	

## All Regular Spots

Clemson-NET, WCCP-FM  
From 07/30/25 To 07/30/25  
As of Tuesday, Jul 29 2025

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WCCP-FM	WCCP - The Roar	2:23:58PM	06/10/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:25:28PM	06/10/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	2:16:19AM	06/11/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	2:00:30PM	06/11/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	6:02:59PM	06/11/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:58:04AM	06/12/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	5:23:54PM	06/12/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	10:45:42PM	06/12/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	7:43:20AM	06/13/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
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WCCP-FM	WCCP - The Roar	8:44:57AM	06/16/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	11:02:39AM	06/16/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:47:04AM	06/17/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:03:29PM	06/17/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:22:34PM	06/17/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:49:45AM	06/18/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:02:59AM	06/18/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:45:34PM	06/18/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	4:17:47AM	06/19/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	9:03:29AM	06/19/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
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WCCP-FM	WCCP - The Roar	12:23:12PM	06/23/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	11:59:20PM	06/23/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	3:28:16AM	06/24/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:02:44PM	06/24/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	2:44:00PM	06/24/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
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WCCP-FM	WCCP - The Roar	10:02:59AM	06/25/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
WCCP-FM	WCCP - The Roar	12:45:21PM	06/25/2025	30	1	0	Station	John Henis	ROAR EEO 2025	
Grand Total					78	0				



May 20, 2025

For Immediate Release

To Whom It May Concern:

WCCP-FM and WAHT-AM announced today that, in keeping with the rules and regulations of the Federal Communications Commission, they are seeking to involve qualified community groups in the dissemination of all job vacancy information for WCCP and WAHT. The ROAR FM is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, national origin, age, disability, or any other protected characteristic. If your community group or organization would like to receive notifications of job openings at The ROAR FM, please reach out to our General Manager, John Henis. You can email John directly at: [HENIS@theroarfm.com](mailto:HENIS@theroarfm.com).

Sincerely,

Ben Milstead

Director of Operations, WCCP/WAHT



**WCCP-FM and WAHT-AM Community Group Notification List 2024-25**

Anderson Area YMCA  
201 E Reed Road  
Anderson, SC 29621

City of Easley  
111 Walkers Way  
Easley, SC 29642

Southern Wesleyan University  
1 Wesleyan Drive  
Central, SC 29630

City of Clemson  
365 College Avenue  
Clemson, SC 29631

Trinity Wesleyan Church  
700 Issaqueena Trail  
Central, SC 29630

Clemson Community Care  
105 Anderson Highway  
Clemson, SC 29631

Clemson University  
398 College Avenue  
Clemson, SC 29631

City of Anderson  
403 Jefferson Avenue  
Anderson, SC 29621

Tri County Technical College  
7900 Highway 76  
Pendleton, SC 29670

City of Seneca  
612 North Townville Street  
Seneca, SC 29678

Better Business Bureau  
408 North Church Street  
Greenville, SC 29601

*mailed 5/20/25*  
*mailed 10/15/24*

## **Initiatives**

## **WCCP/WAHT Intern Program**

### **UNPAID**

#### Website Contributors

- *Summer 2025* - Justin Gray (incoming Clemson Univ. grad student)

#### Marketing/Events/Broadcast

- *Fall 2024* - Taylor Erdman (Clemson Univ. undergrad)
- *Spring & Summer 2025* - Allie Zaffuto (Clemson Univ. undergrad)
- *Summer 2025* - Ashby Mixon (Clemson Univ. undergrad)

### **How did they find us**

Some of them found us via our website posting, some applied from a Clemson Communication Department email blast with our position posting.

### **What they did**

Our Website Contributor wrote articles for [theroarfm.com](http://theroarfm.com) regarding previous athletic events, upcoming matchups as well as writing opinion pieces.

Marketing/Events/Broadcast interns shadowed on-air hosts, edited audio content for air, updated our website, made social media posts, and assisted at live events by engaging with listeners. For our charity effort, our intern Taylor assisted by selling merchandise, packing online orders, folding t-shirts, and by photographing auction items and posting them on social media.

## **Recruitment**

radioINSIGHT

HEADLINES RATINGS JOBS SEAN ROSS SUBSCRIPTIONS CONTACT US

Postings are permitted for any position in broadcast radio or ancillary industries, such as television, podcasting, companies that service the industry, or any that values the skills and talents of those currently, formerly, or seeking to work in our industry. Postings for volunteer labor or unpaid positions are currently not permitted.

If you need assistance publishing a position or need a blind box posting, please contact us directly.

Job Listings | Submit A Job | Manage Your Submissions

Preview

EDIT LISTING SUBMIT LISTING

On Air Host - Sports Talk

Full Time Greenville, SC 2019-2022

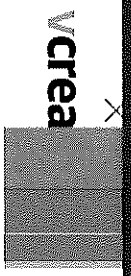
The ROAR FM/Bryne Media  
Flagship Station For Clemson University

The Upstate of South Carolina leader in sports talk. The ROAR FM, is always scouting for new on air talent. Like to talk sports and want to be a part of the team that does it live and local 13 hours per day? Send your resume and airchecks to henns@theroarfm. Bryne Media is an equal opportunity employer.

Share This:

- LinkedIn Facebook X Threads Reddit Print Email More

Newest Jobs



CHR PD/PM DRIVE  
STAR 106.9 WQXC  
Muncie/Variety, IN

OPERATIONS MANAGER  
Latitude Media  
MC Pleasant, MI

ROCK N ROLL NIGHT SHOW @ KULO  
COLORADO SPRINGS  
Colorado Springs Radio Broadcasters  
Colorado Springs, CO

GENERAL MANAGER  
Great Plains Media  
Bloomington, IL

DIRECTOR OF CONTENT  
Terraquare Media  
Victoria, TX

PROMOTIONS ASSISTANT - STREET TEAM  
(PART-TIME)  
Beasley Media Group/Tamara  
St. Petersburg, FL



Raw 7/24/24 - 8/28/24

## **TRAINING**



## **FCC EEO Rules: UPDATES, REFRESHER, AND PRACTICAL CONSIDERATIONS**

Patrick Cross  
[pcross@brookspierce.com](mailto:pcross@brookspierce.com)

**Byrne Acquisition Group**  
May 27, 2025

## ***PART I / FRAMING:***

### BACKGROUND AND "CORE" STATION OBLIGATIONS

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#### ■ **Background:**

- Since 1969: Rules Prohibit Discrimination & Require Stations to Provide Equal Employment Opportunities
- Current Rules Adopted in 2002, Apply Broadly to Station Policies, Hiring Processes, and Outreach

#### ■ **Core Station Obligations**

- Recordkeeping (compliance documentation for hires, outreach, and stations' general EEO Program)
- Filings (annual EEO public file reports; Schedule 396 at license renewal; *audit response?*)



## ***PART I / FRAMING:***

### **HIGH-LEVEL OVERVIEW**

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#### ■ **Five Main Requirements:**

1. Nondiscrimination
2. General EEO Program
3. Wide Dissemination—Vacancy-Specific Outreach
4. "Menu Option" Outreach Activities—Non-Vacancy Specific Outreach
5. Paperwork—Recordkeeping and Reporting

#### ■ **FCC's EEO FAQs (Currently) Available at:**

<https://www.fcc.gov/enforcement/areas/eeo-broadcasters-satellite-radio-cable-tv>

## ***PART I / FRAMING:***

### **"BREAKING" NEWS / CURRENT FCC POSITION ON EEO**

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#### ■ **EEO Form 395-B**

- Historic annual filing; now likely gone for good in light of recent 5th Circuit court decision

#### ■ **Current FCC Position on EEO**

- Current FCC Chair focused on unlawful, "invidious" discrimination, but:
  - EEO rules technically distinct from "DEI" initiatives.
  - EEO rules arguably have congressional, statutory basis
  - Regardless, rules still currently on the books!

## ***PART I / FRAMING:***

### **EEO ENFORCEMENT ACTIVITY**

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- **FCC Reviews EEO Compliance at License Renewal, Mid-term, and with Audits**
- **FCC Enforces Rules Primarily Through EEO Audits**
- **Generally 2 Audit Cycles per Year (5% of Stations) \*\*\***
  - February/March
  - Summer
- **Typical Violations Cited**
  - Failure to Provide Notification of Vacancies
  - Failure to Notify Sources That Requested Vacancies
  - Failure to Maintain Records
  - Penalties Range from Admonishments to \$20,000+ Fines & Imposition of Additional Compliance Procedures & Reporting Requirements
    - License Revocation?
  - Last Enforcement Action Was in 2024 (\$25,000 proposed fine)

## ***PART II / REFRESHER ON FCC EEO RULES:***

### **NONDISCRIMINATION**

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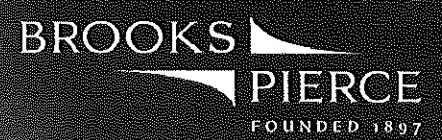
- **Nondiscrimination:** Stations Must Not Make Discriminatory Employment Decisions—Intentional or Unintentional—on the Basis of Race, Color, Religion, National Origin, or Sex
  - In Addition to Other Federal & State Nondiscrimination Laws
  - FCC Generally Will Defer Action Pending a Court or EEOC Decision
  - Stations Required to Report Any Formal Complaints at License Renewal
    - **Radio:** Virginia and North and South Carolina in 2027!
  - Stations Annually Must Report Any Adverse Findings or Final Actions to the FCC
  - FCC Has Noted that a Finding that a Broadcaster Has Engaged in Employment Discrimination Would Raise a Serious Question as to Its Character Qualifications to Be an FCC Licensee

## **PART II / REFRESHER ON FCC EEO RULES:**

### **GENERAL EEO PROGRAM**

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- **EEO Program:** Stations Must Have a Continuing Program of Specific Practices Designed to Ensure Equal Opportunity & Nondiscrimination
- **General EEO Program Requirements:** Station Program Must:
  - Define the responsibility of each level of management to ensure vigorous enforcement of station EEO policy and establish a procedure to review and control managerial and supervisory performance;
  - Inform employees and employee organizations of the EEO policy and program and enlist their cooperation in adhering to the policy and program;
  - Communicate EEO policy and program and employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis;
  - Conduct a continuing program to exclude all unlawful forms of prejudice or discrimination from its personnel policies and practices and working conditions;
  - Conduct a continuing review of job structure and employment practices and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility.



## QUESTIONS?

Patrick Cross  
(919) 573-6256  
[pcross@brookspierce.com](mailto:pcross@brookspierce.com)

Thanks for your attention!