

**EEO PUBLIC FILE REPORT**

**Reporting Period:** April 1, 2019 - March 31, 2020

**Stations Included in Report:** WCYQ(FM), WKHT(FM), WNOX(FM), WWST(FM)

**I. List of Recruitment Sources**

(including the number of interviewees referred during the reporting period)

\* An asterisk next to the name of the source indicates that this source sought to receive notice of vacancies.

Code	Recruitment Source	Address	Contact Person	Phone	Number of Interviewees Referred
<b>Common Sources</b>					
C1	Employee Referral				15
C2	Internal Candidate				2
C3	Summitmediacorp.com	2700 Corporate Drive, Ste 115 Birmingham, AL 35242			2
C4	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	
C5	Indeed.com	Indeed, Inc. 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750	Indeed.com	800-475-4361	21
C6	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com	855-655-5653	7
C7	In Person Networking				
C8	Outside Referral				4
C9	Unsolicited Walk In				3
<b>Local Sources</b>					
L01	Tennessee Association of Broadcasters	Two International Plaza Drive, #902 Nashville, TN 37217	Tabtn.org	615-365-1840	
L02	Carson Newman College	1646 Russell Avenue Jefferson City, TN 37760	Handshake – Sandra Yarnell syarnell@cn.edu	865-471-3567	
L03	Knoxville CAC Private Industry	PO Box 51650 Knoxville, TN 37950	Terry Reed terr.v.reed@knoxcac.org	865-546-3500	

L04	Knoxville Urban League	PO Box 1911 Knoxville, TN 37901	Jackie Robinson jrobinson@thekaul.org	865-524-5511	
L05	Pellissippi State Placement Office	PO Box 22990 Knoxville, TN 37933	Cynthia Atchley catchley@pstcc.edu pstcc.edu	865-694-6554	
L06	Roane State	276 Paton Lane Harriman, TN 37748	Matt Waters watersmh@roanestate.edu	865-354-3000 x4429	
L07	University of Tennessee Knoxville	915 Volunteer Blvd., 100 Dunford Hall Knoxville, TN 37996	Handshake - Joann Jeter jjeter@utk.edu utk.edu	865-974-5435	1
L08	University of Tennessee Chattanooga	615 McCallie Avenue Chattanooga, TN 37403	Handshake	423-425-4111	
L09	Tennessee Technological University	1 William L Jones Drive Cookeville, TN 38505	Handshake	931-372-3101	
L10	Tennessee State University	2500 John A. Merritt Blvd. Nashville, TN 37209	Handshake	615-963-5000	
L11	Maryville College	E. Lamar Alexander Pkwy, Maryville, TN 37804	Handshake	800-597-2687	
L12	Belmont University	1900 Belmont Blvd. Nashville, TN 37212	Handshake	615-460-6000	
L13	E TN State Univ. Career & Placement Internships	PO Box 70718 Johnson City, TN 37614	Handshake - Teresa Blair blairt@mail.tsdbc.org	423-439-8505	
L14	Middle Tennessee State University	1301 East Main Street Murfreesboro, TN 37132-0001	Myinterfase.com/mtsu/employer	615-898-2300	
L15	All Access	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Allaccess.com	310-457-6616	9
L16	Country Aircheck	914 18 <sup>th</sup> Avenue, South, 2 <sup>nd</sup> floor Nashville, TN 37212	news@countryaircheck.com	615-320-1450	
L17	National Alliance of State Broadcasters Associations	2333 Wisconsin Street, NE Albuquerque, NM 87110	<a href="http://www.careerpage.org">www.careerpage.org</a>	800-622-2414	
L18	State of Tennessee Jobs4tn	7175 Strawberry Plains Pike, #209 Knoxville, TN 37914	Jobs4tn.gov	844-224-5818	
L19	University of Tennessee – Martin	554 University Street Martin, TN 38237	Handshake	731-881-7000	
L20	Trevecca Nazarene University	333 Murfreesboro Pike Nashville, TN 37210	Handshake	615-248-1200	
L21	Ramp 24/7	24307 Magic Mountain Pkwy #65 Valencia, CA 91355	Ramp247.com	661-294-9408	
L22	Black Women in Radio		Blackwomeninradio@gmail.com		1

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**Full-Time Vacancies Filled During the Reporting Period**

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
Radio On-Air Talent WCYQ PD	C1, C2, C3, L1, L2, L3, L4, L5, L6, L13, L15, L16, L17, L21	Code Number: C1 Start Date: 4/15/19
Radio On Air Talent WKHT	C3, C8, L1, L7, L8, L2, L10, L11, L12, L13, L15, L19, L21, L22	Code Number: C8 Start Date 11/18/19
Radio On Air Talent WWST	C1, C2, C3, L01, L15, L21,	Code Number: L15 Start Date: 12/9/19
Radio Account Executive WWST	C1, C3, C5, C6, C8, C9, L1, L7, L8, L9, L10, L11, L12, L13,	Code Number: C3 Start Date: 5/6/19
Radio Account Executive WCYQ	C1, C3, C5, C6, C7, C8, C9, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15	Code Number: C5 Start Date: 5/13/19
Radio Account Executive – WNOX	C1, C3, C5, C6, C8, L1, L7, L8, L9, L10, L11, L12, L13	Code Number: C5 Start Date: 12/4/19

**III. Non-Vacancy Specific Recruitment Efforts During Reporting: 4/1/19 – 3/31/20**

Participation in job fair by station personnel who have substantial responsibility in the making of hiring decisions	<b>4/11/19:</b> Local Sales Manager and Business Manager participated in a Senior Networking Event at Maryville College. The event is designed for station personnel to meet Maryville College graduating seniors and recent alumni and introduce them to SummitMedia, broadcasting and job opportunities available.
Participation in job fair by station personnel who have substantial responsibility in the making of hiring decisions	<b>8/28/19:</b> Promotions and Marketing Director participated in a Part Time Job Fair at the University of Tennessee. The event is designed for students of the University to learn more about the part-time positions available at SummitMedia and submit applications and resumes.
Hosting of Job Fair	<b>2/19/2020:</b> SummitMedia Knoxville hosted an Open House Job Fair for the Knoxville community to learn more about the broadcasting industry and job opportunities available. Hiring personnel included President/General Manager, General Sales Manager, Operations Manager, Marketing Director. The public was invited via Facebook social media posts and on-air announcements of the event. Current job openings were detailed, and information provided regarding broadcasting.

Establishment of a mentoring program for station personnel	<b>March 2019 – October 2019:</b> Our WKHT-FM Program Director and Operations Manager developed a mentoring program designed to teach our Promotions Assistant(s) the skills necessary to become an on-air personality after they expressed an interest in this position. They met for training sessions three-to-four times a month, during which all aspects of this position were discussed in depth. The training also required the Promotions Assistant to “job shadow” the WKHT on-air staff. As a result, our Promotions Assistant began handling some live and voice-tracked shifts after midnight.
Participate in events/programs sponsored by educational institutions relating to career opportunities in broadcasting (6)	<b>5/23/2019 – 2/27/20:</b> WCYQ Personalities Opie and Carina visited five (5) area schools, each nominated by listeners for the School of the Month Program, to talk with the students about how radio stations operate and the opportunities available for a future career in broadcasting. Eagleton Elementary School/Maryville, TN on 5/23/19 at 1:30pm, Christenberry Elementary School/Knoxville on 10/22 at 7:30am, Lenoir City Elementary School/Lenoir City on 11/21/19 at 9:00am, West High School/Knoxville on 2/13/20 at 9:30am and Pond Gap Elementary School/Knoxville on 2/27/20 at 7:30am.
Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	<b>9/17/19:</b> General Manager and Operations Manager spoke to students in Dr. Marie Fontenot’s “Announcing and Creating a Podcast” class at the University of Tennessee. They presented elements of good podcasting and developing compelling content. Announcing cadence and delivery style.
Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	<b>9/4/19:</b> General Manager and Marketing Director spoke to students in Dr. Sam Swan’s “Radio Business Today” class at the University of Tennessee. They discussed the current status of the radio business today, and specifically the role of Marketing and Promotions department managers.
Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	<b>6/18/19:</b> General Manager and General Sales Manager participated in a ten-day Summer Session sponsored by the Tennessee Association of Broadcaster’s “Radio Talent Institute”. Wherein experts from the radio broadcast industry lecture to about 25 senior/upper class students who are interested in broadcasting as a career. Everything from reporting, music programming, sales, management and administration is featured.
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