

WQNU-FM | WVEZ-FM | WSFR-FM | WRKA-FM
EEO PUBLIC FILE REPORT
April 1, 2020 – March 31, 2021

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multi-Media Account Executive	1-11, 14-20	3
Multi-Media Account Executive	1-11, 14-20	11

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled ¹ to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Word-of-Mouth Referral	N	0
2	Walk-In/Self-Referral	N	0
3	Client Referral	N	1
4	Employee Referral	N	0
5	On-Air Announcements (<i>all stations</i>)	N	0
6	Station Website Postings (<i>all stations</i>) / Summit Media Website	N	1
7	Internal Posting (Bulletin Board)	N	0
8	Indeed.com	N	2
9	LinkedIn.com	N	1
11	Handshake.com	N	3
12	Advertising Federation of Louisville, Lauren Beckley <i>lauren@aafloouisville.org</i>	N	0
13	Kentucky Broadcasters Association, Karen Mucci <i>karen@kba.org</i>	N	0
14	Bellarmine University, Career Development Center <i>careerdev@bellarmine.edu</i>	N	0
15	Campbellsville University, Career Services <i>tmelmore@campbellsville.edu</i>	N	0
16	Indiana University Southeast, Career Development Center <i>webjob@ius.edu</i>	N	0
17	Sullivan University, Career Services <i>smannino@sullivan.edu</i>	N	0
18	University of Kentucky, James W Stickert Career Center <i>hireblue@uky.edu</i>	N	0
19	University of Louisville, Career Development Center <i>cclinku@louisville.edu</i>	N	0
20	Centre College, Center for Career & Development <i>careers@centre.edu</i>	N	0
21	Allaccess.com	N	0
22	RAMP, Kevin Carter <i>kevin@ramp247.com</i>	N	0
23	Country Aircheck, Monta Vaden <i>monta@countryaircheck.com</i>	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			8

¹ This Market has no entitled sources.

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Weekly Digital Training Program (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Weekly digital training program for sales staff and management to promote continued learning and development of digital advertising products and processes. The 1-hour Live Wednesday Webinars are hosted by a Vici trainer, not only covering digital products, but digital sales processes and best practices as well. Each webinar ends with a Q&A session where sales personnel can direct the training toward specific areas of growth requiring additional focus and further development.
2	Webinar: "Staying on Top of Your Broadcast FCC EEO Obligations" (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity	On March 24, 2021, the Business Manager attended a webinar presented by David Oxenford of the Washington DC law firm Wilkinson Barker Knauer, who reviewed all the FCC's obligations and how those obligations can be fulfilled even while social distancing. Central topics include enforcing EEO rules, compliance in connection with license renewal, wide dissemination of job openings, engagement in specified outreach activities designed to educate the community about broadcast employment, and training employees for advancement in their broadcast careers.
3	Webinar: "Closing the Appointment and Closing More Deals" (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	On February 24, 2021, sales staff and management attended a webinar presented by Futuri Media. The webinar hosted a discussion with some top-performing account executives from around the country, who shared their strategies, tips, and tricks used to set themselves apart, get prospects leaning in, and close more deals.
4	CSS Sales Play (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Kurt Sima, a consultant for The Center for Sales Strategy, conducted several Sales Play trainings with sales personnel, aimed at developing new approaches to business in the "COVID world". Each Sales Play training required sales staff to utilize different strategic approaches to identify specific industry insights, better connect with prospects, and enhance or adapt previously implemented sales techniques necessary to closing business in a rapidly changing market.
5	Webinar: LeadG2 by The Center for Sales Strategy (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	On February 11, 2021, the Director of Sales attended a live webinar focusing on a successful lead generation path to help identify where lead generation efforts currently are and learn how to increase results and improve revenue performance at different stages.