

WQNU-FM | WVEZ-FM | WSFR-FM | WRKA-FM
EEO PUBLIC FILE REPORT
April 1, 2021 – March 31, 2022

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
General Manager	1-13	1
Multi-Media Account Executive	1-12	4
Promotions Director	1-12, 15-16	8
WSFR Afternoon On-Air Personality	1-12, 15-16	15
Director of Sales	1-12, 15, 18-20	19

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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	1
2	Walk-In/Self-Referral	N	0
3	Client Referral	N	1
4	Employee Referral	N	3
5	On-Air Announcements (<i>all stations</i>)	N	0
6	Station Website Postings (<i>all stations</i>) / Summit Media Website	N	0
7	Internal Posting (Bulletin Board)	N	1
8	Indeed.com	N	2
9	LinkedIn.com	N	4
11	Handshake	N	0
12	Kentucky Broadcasters Association, Karen Mucci <i>karen@kba.org</i>	N	0
13	Radiolnk.com	N	0
14	Advertising Federation of Louisville, Lauren Beckley <i>lauren@aafloouisville.org</i>	N	0
15	Allaccess.com	N	3
16	RAMP, Kevin Carter <i>kevin@ramp247.com</i>	N	0
18	InsideRadio.com	N	1
19	Recruiter – Media Staffing Network	N	12
20	Jooble.com	N	0
21	Bellarmine University, Career Development Center <i>careerdev@bellarmine.edu</i>	N	0
22	Campbellsville University, Career Services <i>tmelmore@campbellsville.edu</i>	N	0
23	Indiana University Southeast, Career Development Center <i>webjob@ius.edu</i>	N	0
24	Sullivan University, Career Services <i>smannino@sullivan.edu</i>	N	0
25	University of Kentucky, James W Stickert Career Center <i>hireblue@uky.edu</i>	N	0
26	University of Louisville, Career Development Center <i>cclinku@louisville.edu</i>	N	0

¹ This Market has no entitled sources.

RS Number	RS Information	Source Entitled ¹ to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Centre College, Center for Career & Development <i>careers@centre.edu</i>	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			28

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Training Program – Promotions Assistant (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	In July 2021, a Part-Time Promotions Assistant was provided digital training with Vici Media and the Director of Sales to develop an understanding of digital products and learn how to handle Digital RFP's and IO's for SummitMedia Louisville. This employee worked closely with the Director of Sales and Account Executives throughout the digital sales process and execution of each campaign. With an increase in weekly responsibilities as the Digital Campaign Manager, this employee gained professional experience and acquired skills to further her career.
2	Seminar: "Next FEI: The Great Resignation" (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity	On November 16, 2021, the Director of Sales attended a seminar hosted by Financial Executives International. An expert panel discussed talent challenges of "The Great Resignation" and how to prepare going forward. With a focus on radio/TV/print media, Speakers from 4 large recruitment firms explored methods to improve recruitment efforts while considering EEO and the lasting effects of the pandemic.
3	University of Kentucky College of Communication and Information Internship and Career Fair – In Person (i) Participation in at least four job fairs by station personnel	On March 2, 2022, the Promotions Director attended a career fair at the University of Kentucky to meet with qualified applicants for communication, information, journalism, and media-oriented career and internship positions. Informed interested students about SummitMedia Louisville and collected resumes.
4	2022 University of Louisville Spring Communication Internship and Career Fair – In Person (i) Participation in at least four job fairs by station personnel	On March 3, 2022, the Promotions Director attended a career fair at the University of Louisville to meet Communication students and Young Communication Professionals organization members who are actively seeking professional internships and employment opportunities in media organizations. Informed interested students about SummitMedia Louisville and collected resumes.
5	Seminar: Media Career Summit (xvi) Participation in other activities designed by the station employment unit 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	On March 25, 2022, SummitMedia Louisville held a Media Career Summit featuring current and former radio professionals, including SummitMedia personnel, who discussed their road to a career in broadcasting. Following an educational tour of the station, personnel explored current opportunities in the broadcasting industry and at SummitMedia Louisville. The Media Career Summit was designed to educate, inform, and recruit future employees. The Media Career Summit was promoted on our four radio stations, social media, and through outreach to local university communication programs.