

WKHK(FM,) WKLR(FM), WJSR(FM), WURV(FM)
EEO PUBLIC FILE REPORT
June 1, 2025 – May 31, 2026

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
Account Executive/Marketing Strategy Lead	1-3, 5-11	1
Brand Manager/On-Air Talent	1*	1
Account Executive/Marketing Strategy Lead	1-3, 5-12	2
WKHK On-Air Talent/Promotion Manager	1-3, 5-11, 13-14	1

**Exigent Circumstances*

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Word-of-Mouth Referral	No	4
2	SummitMedia Direct Recruited/Cold-Called <i>812 Moorefield Park Dr, Suite 300, Richmond, VA 23236</i>	No	1
3	SummitMedia Employee Referral <i>812 Moorefield Park Dr, Suite 300, Richmond, VA 23236</i>	No	1
4	On-Air Announcements (all stations) <i>812 Moorefield Park Dr, Suite 300, Richmond, VA 23236</i>	No	0
5	Station Website Postings (all) / SummitMedia Website <i>800 Shades Creek Pkwy, Suite 725, Birmingham, AL 35209</i>	No	7
6	Indeed.com <i>6433 Champion Grandview Way, Bldg 1, Austin, TX 78750</i> <i>Indeed.com, 800-475-4361</i>	No	0
7	LinkedIn <i>2029 Stirling Court, Mountain View, CA 94043</i> <i>LinkedIn.com, 855-655-5653</i>	No	0
8	Handshake <i>225 Bush Street, 12th Fl, San Francisco, CA 94043</i> <i>Joinhandshake.com, 248-255-7341</i>	No	0
9	ZipRecruiter, Inc. <i>604 Arizona Ave, Santa Monica, CA 90401</i> <i>Ziprecruiter.com, 877-252-1062</i>	No	1
10	Virginia Association of Broadcasters <i>250 W Main St, Suite 100, Charlottesville, VA 22902</i> <i>Vabonline.com, 434-977-3716</i>	No	0
11	Virginia Workforce Connection <i>PO Box 1475, Richmond, VA 23218</i> <i>Virginia.gov, 804-786-2211</i>	No	0
12	Career Fair – University of Virginia <i>UVA Sales and Business Development Career Night</i> <i>October 21, 2025 6-7:30pm</i> <i>David A. Lapkinski: dal8d@virginia.edu, 434-924-4865</i>	No	1
13	Barrett Media <i>Barrettmedia.com, Jason Barrett: jason@barrettmedia.com</i>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Media Jobs Report <i>Mediajobsreport.com, 352-727-0084</i>	No	0
15	National Alliance of State Broadcasters (NASBA) <i>2333 Wisconsin Street NE, Albuquerque, NM 87110</i> <i>Careerpage.org, 800-622-2414</i>	No	0
16	Internal Applicant/Internal Posting <i>812 Moorefield Park Dr, Suite 300, Richmond, VA 23236</i>	No	0
17	Radio Ink <i>2263 NW 2nd Ave, Suite 27, Boca Raton, FL 33431</i> <i>Radioink.com, 561-655-8778</i>	No	0
18	RAMP <i>24307 Magic Mountain Pkwy #65, Valencia, CA 91355</i> <i>Ramp247.com, Kevin Carter: kevin@ramp247.com</i>	No	0
19	Inside Radio <i>1635 Old Hwy 41, Ste 112-338, Atlanta, GA 30152</i> <i>Insideradio.com, 800-248-4242</i>	No	0
20	Radio Online <i>Radio-online.com</i>	No	0
21	VCU Career Center <i>907 Floyd Ave, Suite 143, Richmond, VA 23284</i> <i>Careers.vcu.edu, careers@vcu.edu, 804-828-1645</i>	No	0
22	University of Richmond <i>410 Westhampton Way, University of Richmond, VA 23173</i> <i>Richmond.edu, careerservices@richmond.edu, 804-289-8547</i>	No	0
23	Virginia State University <i>1 Hayden Dr, Virginia State University, VA 23806</i> <i>Vsu.edu, careerservices@vsu.edu, 804-524-5211</i>	No	0
24	Northern Virginia Community College <i>Nvcc.edu, novacareerservices@nvcc.edu</i>	No	0
25	Hampton University <i>100 E. Queen Street, Hampton, VA 23668</i> <i>Home.hamptonu.edu, careercenter@hamptonu.edu, 757-727-5331</i>	No	0
26	George Mason University <i>4400 University Drive, Fairfax, VA 22030</i> <i>Gmu.edu, careers@gmu.edu, 703-993-2370</i>	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			15

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Establishment of an internship program	The SEU participated in the Virginia Association of Broadcasters Summer Internship Program, which is an 8-week paid program beginning June 2, 2025, and ending July 25, 2025. This program is offered to students entering either their Junior or Senior year at a college or university that offers undergraduate classes in business, electronic media, engineering, graphic design, and mass communications including advertising, journalism (print or broadcast), marketing, and public relations. An intern attending Virginia Commonwealth University reported to our Program Director and assisted various station personnel to gain knowledge and experience in programming/on-air, promotions/events, sales/media-advertising, production, engineering, and business/administration.
2	Sponsor event for or on behalf of an educational institution related to careers in broadcasting	On October 9, 2025, our SEU hosted students from Virginia Commonwealth University’s Richard T. Robertson School of Communications for an educational tour of the station. Participating employees include the General Manager, Chief Engineer, On-Air Talent, and Senior Account Manager. The students toured the engineering room, studios, and sales office, learned about daily operations & various careers in Broadcast Radio, and discussed their interest in media/radio. Employees answered questions and discussed an internship opportunity available for college students with an interest in careers in radio broadcasting. The students found the event very interesting and informative.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participation in a Job Fair	<p>On October 21, 2025, our SEU’s Senior Account Manager attended a career fair at the University of Virginia to meet with qualified applicants for careers relating to sales and business development. During the career night, our SEU provided a 3–5-minute company introduction describing the radio business and sales roles at SummitMedia Richmond. Following the introductions, a networking reception was held where the SEU discussed career opportunities with interested students, collected resumes, and directed students to submit applications through the SummitMedia website for current and future job openings. The SEU was very pleased with the response and participation in the event. In the weeks following the career night, a student applied for a job opening in Sales and was interviewed by the General Manager.</p>
4	Management-level Training	<p>On 10/14/25, 10/30/25, 11/4/25, and 11/11/25, our SEU’s General Manager participated in the “Recruitment to Retention” training series hosted by the Center for Sales Strategy. This four-session program is designed to help the SEU improve its recruitment and selection process and create best practices for developing and retaining the employees hired.</p>
5	Participation in a Job Fair	<p>On March 25, 2026, our SEU’s General Manager attended an internship fair at Virginia Commonwealth University to meet with qualified applicants for communications, marketing, sales/advertising, and media-oriented career and internship positions. The General Manager informed interested students about SummitMedia Richmond & summer internships, collected resumes, and directed students to submit applications through the SummitMedia website for current and future job openings. The SEU was very pleased with the response and participation in this event.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Mentoring program	<p>In April 2026, our SEU’s General Manager registered as a virtual mentor with Virginia Commonwealth University’s Robertson School of Communication for their Spring 2026 Mentorship Program. Students were able to sign up for 30-minute one-on-one sessions with our General Manager to discuss account management & marketing, sales strategy/planning/research, and general information related to the radio industry and careers in broadcasting and media sales. The General Manager held a mentorship session on April 15, 2026, and informed interested students about SummitMedia Richmond, discussed a summer internship opportunity, and directed students to submit applications through the SummitMedia website for current and future job openings. The SEU was very pleased with the response from its involvement in this mentoring program and will continue to seek out these opportunities.</p>