

ANNUAL EEO PUBLIC FILE REPORT

FOR "OPTION A" BROADCAST STATIONS

The purpose of this Annual EEO Public File Report for "Option A" Broadcast Stations (this "Report") is to comply with Section 73.2080(c)(6) of the Commission's EEO Rules.

This report has been prepared on behalf of the station employment unit (the "Station Employment Unit") which is comprised of the following broadcast stations: WSJM, Inc. Mishawaka IN (the "Reporting Station") and is intended to be placed in the public inspection files, and on the web site, if any, of the Reporting Station by the applicable Commission deadline.

The information contained in this Report covers the time period from April 1, 2020 to, and including, April 1, 2021 (the "Reporting Period").

Under the Commission's EEO Rules, the Station Employment Unit has elected Option A, "Supplemental Recruitment Measures" for the Reporting Station for the duration of the Reporting Period.

The Commission's EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(ii) of the

Commission's EEO rules, which should be separately identified), identified by name, address, contact person, and telephone number;

3. The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source utilized in connection such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the Commission's EEO Rules during the Reporting Period.

For the purposes of this Report, a vacancy was deemed "filled" not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or on the phone.

This report was prepared on April 1, 2021.

WNSN, WQLQ, WSBT-AM, WZOC
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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
Integrated Marketing Specialist	1-6, 8-25	8
Integrated Marketing Specialist	1-6, 8-25	2
Integrated Marketing Specialist	1-6, 8-25	8
Integrated Marketing Specialist	1-6, 8-25	8
Commercial Traffic Assistant/ Administrative Assis	2-5, 7, 9-12, 17, 19-25	7

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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	Bethel College 1001 Bethel Circle Room 316 Mishawaka, Indiana 46545 Phone : 574-807-7096 Matthew Stecowicz Manual Posting	N	0
2	Employee Referral	N	5
3	Indeed Indeed.com Indeed.com, Indiana 46545 Phone : jobs@midwestfamilysouthbend.com Patricia Morris Manual Posting	N	10
4	Indeed.com	N	10
5	Indiana Broadcasters Association PO Box 902 Carmel, Indiana 46082 Phone : 317-770-0970 Sam Klemet Manual Posting	N	0
6	Job Fair	N	2
7	Job posting on internet	N	1
8	Linked In	N	6
9	LIVE 99.9 WQLQ Facebook 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
10	LIVE 99.9 WQLQ website 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Mid-West Family Broadcasting website 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-273-1000 Url : http://midwestfamilybroadcasting.com/ Email : rj.brachman@midwestfamilybroadcasting.com RJ Brachman	N	1
12	MWF South Bend WNSN-WSBTAM-WZOC-WQLQ Website 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
13	Non-Employee Referral	N	1
14	Radio Recruitment Ad	N	2
15	Self Referral	N	1
16	Station On-Air Advertisement	N	1
17	Sunny 101.5 facebook 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
18	Walk In	N	1
19	Work One 851 S. Marietta Suite 600 South Bend, Indiana 46601 Phone : 574-237-9675 Ext 2631 Url : http://www.gotoworkone.com/home/index.asp Email : Doug.Mappin@gotoworkone.com Doug Mappin	N	0
20	WSBT Building Offices 1301 E Douglas Rd. Mishawaka, Indiana 46545` Phone : 574-247-4310 Email : pmorris@wsbtradio.com Pat Morris	N	0

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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
21	WSBT-AM facebook 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
22	WSBT-AM website 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
23	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
24	Z94-3 facebook 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
25	Z94-3 website 1301 E. Douglas Rd Mishawaka, Indiana 46545 Phone : 574-247-4310 Pat Morris Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			41

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	5/18/2020	Establishment of training programs for station personnel	A training program for sales, creative and traffic personnel on use of input software for orders, creative and traffic.	15	Traffic Director Director of Sales Business Manager Ass't Program Director
2	9/21/2020	Establishment of training programs for station personnel	Annual Sales Conference for all Sales employees that provides education and training on upper level sales techniques that allows them the opportunity to further their careers in broadcast sales.	10	Director of Sales National Sales Manager General Manager Marketing Specialist
3	10/23/2020	Sponsorship of events in the community designed to increase public awareness	WNSN & WZOC participated in & were a top sponsor of an event for Hello Gorgeous. The event was attended by Jesse Edwards & Shelli Harmon.	2	Ass't Program Dir & DJ Production Dir & DJ
4	2/3/2021	Establishment of training programs for station personnel	Sales staff participated in a once a week class over 10 weeks to learn digital sales techniques.	6	Director of Sales Sports Sales Director Marketing Specialist Marketing Specialist
5	2/5/2021	Establishment of training programs for station personnel	Staff participated in a training program to provide upper level training in Social Media Mastery, Analytics and Data Mastery, Email Marketing Specialist, and Copywriting.	5	Director of Sales Salesperson Salesperson Ass't Program Director