

Word Media Group WBNA, WJDE, WFIA (AM), WFIA-FM, WGTK (AM), WXVW (AM)

EEO Public File Report
April 1, 2022 to March 31, 2023

I. Vacancy List

See Section II "Master Recruitment Source List" for recruitment source data

| Job Title | Number of Vacancies | Recruitment Sources ("RS") used to fill vacancy | Number of People Interviewed | RS that referred hire |
|----------------------|----------------------------|--|-------------------------------------|------------------------------|
| Account Executive | 3 | 1, 2,3,4,5,6,7,8 | 25 | 2,4,5,6,7 |
| Production Assistant | 1 | 5 | 1 | 5 |
| | | | | |

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II. Master Recruitment Source List (MRSL)

| RS Number | RS Information | Source entitled to Vacany Info (Y/N) | No. of Potential Interviewees Referred by RS |
|------------------|---|---|---|
| 1 | On Air Advertising - EEO Announcements on Word Media Group | Y | 2 |
| 2 | Indeed.com | Y | 15 |
| 3 | Word Media Group Website - Career Page provides submission for resume | N | 2 |
| 4 | Direct Applicant (Submitted resume unsolicited - either mailed/dropped or submitted at prior Job Fairs) | N | 2 |
| 5 | Evangel World Prayer Center - Pastoral Referrals 6900 Billtown Rd Louisville Ky | Y | 1 |
| 6 | University of Louisville Intern Program | Y | 2 |
| 7 | Internal (Employee Referral) | Y | 1 |
| 8 | Social Media | N | 3 |

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III. Recruitment Initiatives

| RI Number | Type of Recruitment Initiative | Brief Description of Activity |
|------------------|--|--|
| 1 | On Air Advertising - EEO Announcements | Word Media Group Airs a series of spots highlighting our EEO stance along with contact information for the station. Spot's run throughout the year on a ROS schedule. |
| 2 | Mentoring young advertising executives | Word Media Group upper management continually mentors junior advertising executives for management positions. Word has promoted an Account Executive and a Production Manager to new upper management roles in 2022. |
| 3 | Internship | Word Media Group maintains an on-going informal internship program to train any interested individual in the various operations of a broadcast facility. Word Media Group had two interns during the last term. |
| 4 | Event management for local Nonprofits | We use these events to network with attendees regarding the station and potential employment opportunities. Word Participated in several Christian Concerts and monthly Christian Meetings at Evangel World Prayer Center throughout the year. |
| 5 | National Religious Broadcasters Convention | Word Media Group works with NRB to develop new television production talent and production staff. Word attends the NRB annual conference in the Spring of each year in Nashville to futher support this effort. |

