

Saga South Communications, LLC - WOGK/WYND/WNDD/WNDN
Outreach Activity Description Form
For the Period 10/1/2022 – 9/30/2023
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Name of Activity: Provide training to management level personnel to ensure EEO and prevent discrimination.

Description of Initiative:

Saga South Communications, LLC reinforced its expectation of EEO and the prevention of discrimination upon its introduction to employees as new owners. The following activities were taken:

- I. The company EEO policy is stated on page 7 of the Saga handbook that all employees received upon Saga South Communications, LLC's ownership, and upon hire thereafter, while acknowledge receipt of the handbook and any revision with their signature.

Name of Activity: Job Postings

Description of Initiative:

Saga South Communications, LLC posted open positions on Sagacom.com, Wind-FM.com, facebook.com/windfm, 937kcountry.com, facebook.com/937kcountry, talentcenter.org, radioink.com, allaccess.com, linkedin.com and employflorida.com.

Name of Activity: Recruitment Advertising

Description of Initiative:

Saga South Communications, LLC aired recruitment commercials for Account Manager and Sales Coordinator positions on WOGK-FM, WYND-FM, WNDD-FM and WNDN-FM.

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Name of Activity: Training Programs

Description of Initiative:

Saga South Communications, LLC regularly conducts training for the staff. All employees are trained in various aspects of the areas of their business.

Staff and management training took place on these dates:

| | |
|-----------|--------------------------------------|
| 6-Oct-22 | Rapid/Quu |
| 18-Oct-22 | Text Groove |
| 2-Nov-22 | MediaBeast |
| 8-Nov-22 | MediaBeast |
| 8-Nov-22 | Marketing Strategy Model |
| 22-Nov-22 | Text Groove |
| 30-Nov-22 | MediaBeast |
| 9-Feb-23 | Chris Forgy-“Neighborhoods,” Culture |
| 13-Feb-23 | Cash by Creative |
| 15-Feb-23 | Simpli.fi |
| 23-Feb-23 | “Deals”/eCommerce |
| 24-Feb-23 | Simpli.fi |
| 2-Mar-23 | Quu |
| 13-Mar-23 | Quu |
| 21-Mar-23 | Nerus Best of 352 |
| 22-Mar-23 | Quu |
| 22-Mar-23 | AI |
| 3-Apr-23 | Stonick Recruitment |

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| | |
|-----------|----------------------------|
| 22-May-23 | Rumple |
| 23-May-23 | Rumple |
| 8-Jun-23 | MediaBeast |
| 16-May-23 | Stonick Recruitment |
| 17-May-23 | Stonick Recruitment |
| 18-May-23 | Stonick Recruitment |
| 22-May-23 | Rumple |
| 23-May-23 | Rumple |
| 8-Jun-23 | MediaBeast - Jacapps |
| 14-Jun-23 | Rumple |
| 19-Jun-23 | TAPSCAN – Retail Spending |
| 20-Jun-23 | Marketron NXT |
| 21-Jun-23 | Wordpress |
| 26-Jun-23 | Marketron NXT |
| 27-Jun-23 | Marketron NXT |
| 27-Jun-23 | Rumple |
| 27-Jul-23 | Rumple |
| 15-Aug-23 | Marketron NXT-Digital |
| 18-Aug-23 | Nielsen Terms of the Trade |
| 21-Aug-23 | Marketron NXT |
| 23-Aug-23 | Marketron NXT |
| 5-Sep-23 | Simpli.fi |

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|-----------|----------------------|
| 6-Sep-23 | Financial Management |
| 6-Sep-23 | One Day Sale |
| 7-Sep-23 | FCC/EEO |
| 7-Sep-23 | Rumple |
| 7-Sep-23 | Digital |
| 7-Sep-23 | eCommerce |
| 12-Sep-23 | City Spark |
| 18-Sep-23 | Marketron NXT |
| 20-Sep-23 | Rumple |

Additionally, all employees are required to take regular cyber-security online courses and satisfactorily complete the course exam after each one.

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Appendix 1

FULL-TIME VACANCIES:

- I. Job Title: Sales Coordinator
Date Filled: 1/30/2023
Number of Persons Interviewed: 13
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Bridgid Harrell
Referral Source of person hired: WOGK-FM

- II. Job Title: Account Manager
Date Filled: 3/27/2023
Number of Persons Interviewed: 9
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Samantha Paradiso
Referral Source of person hired: WOGK-FM

- III. Job Title: Morning Co-host
Date Filled: 9/18/2023
Number of Persons Interviewed: 48
Recruitment/Referral Sources Used: See Addendum 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Tom Stoessel
Referral Source of person hired: Allaccess.com

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Appendix 2

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy – 3 Vacancies Total

Sources:

| <u>Name</u> | <u>Address</u> | <u>Phone</u> | <u>Contact Person</u> |
|-------------------|---|--------------|-----------------------|
| 937kcountry.com | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| Windfm.com | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| WOGK-FM | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| WYND-FM | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| WNDD-FM | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| WNDN-FM | 1901 E. Ft. King Street Ocala, FL 34471 | 352-622-5600 | Howard Tuuri |
| Sagacom.com | 73 Kercheval Avenue Grosse Pointe Farms, MI 48236 | 313-886-7070 | Eric Christian |
| talentcenter.org | 3003 SW College Road, Ste 101 Ocala, FL 34474 | 352-840-5760 | Mary Terell |
| EmployFlorida.com | 3003 SW College Road, Ste 101 Ocala, FL 34474 | 352-840-5760 | Mary Terell |
| Radio Ink. | 1901 S. Congress Ave. Suite 118 Boynton Beach FL 33426 | 561 655-8778 | |

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Appendix 2 (continued)

Allaccess.com

24955 Pacific Coast Hwy Ste C303
Malibu, California, 90265

310 457-6616

LinkedIn.com

Appendix 3

| <u>Referral Source</u> | <u>Contact Person</u> | <u># Interviewees</u> | <u>Referred Person Hired?</u> |
|--------------------------|-----------------------------|-----------------------|-------------------------------|
| Internal Staff | Howard Tuuri | 1 | 0 |
| WOGK-FM | Howard Tuuri | 4 | 2 |
| WYND-FM | Howard Tuuri | 1 | 0 |
| WNDD-FM | Howard Tuuri | 0 | 0 |
| WNDN-FM | Howard Tuuri | 0 | 0 |
| 937kcountry.com | Howard Tuuri | 0 | 0 |
| facebook.com/937kcountry | Howard Tuuri | 0 | 0 |
| Windfm.com | Howard Tuuri | 1 | 0 |
| facebook.com/windfm | Howard Tuuri | 0 | 0 |
| Sagacom.com | Howard Tuuri/Hunter Wallace | 54 | 0 |
| talentcenter.org | Howard Tuuri | 0 | 0 |
| Ncfmgroup.com | Howard Tuuri | 0 | 0 |
| Linkedin.com | Hunter Wallace | 7 | 0 |
| Radio Ink. | Hunter Wallace | 0 | 0 |
| Allaccess.com | Hunter Wallace | 4 | 1 |