

**WBHK(FM), WBHJ(FM), WAGG-FM/(AM), WENN(AM), WZZK-FM, WPYA(FM),  
WBPT(FM)**

**EEO PUBLIC FILE REPORT  
December 1, 2022 – November 30, 2023**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Business Support Coordinator	1-5, 10, 16, 18	2
Sales Operations Analyst (2)	1-3, 5, 16	2, 2
Proposal Designer/Marketing Asst.	1-3, 5-6, 16, 19	2
VP Programming	7*	7
Sales Account Executive (2)	1-3, 5-8, 12, 16	2, 7
VP of Engineering	7, 10, 16*	10
Director of Revenue Management	7, 10, 16	7
Business Support Coordinator	1-3, 5-7, 9-10	1
Digital Marketing	1-3, 5-8, 10, 19	19
Bookkeeper	11	11
Sales Operations Analyst	1-3, 5, 8, 10, 12-13	3
On-Air Personality	1-3, 5-8, 10, 13-15	13
Traffic Admin	1-3, 9-10, 12, 15	2
Sales Operations Analyst	1-3, 5, 7-8, 12-13, 16	2

*\*Exigent Circumstances*

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Indeed</b> www.indeed.com	No	23
2	<b>LinkedIn Website</b> www.linkedin.com	No	51
3	<b>Summit Corporate Website</b> www.summitmediacorp.com	No	6
4	<b>Internal Job Posting</b> 2700 Corporate Dr., Ste 115 Birmingham, AL 35242	No	0
5	<b>Handshake.com</b> 225 Bush St 12th floor San Francisco, CA	No	16
6	<b>Alabama Broadcasting Association</b> www.al-ba.com 2180 Parkway Lake Dr. Hoover, AL 35244 (205) 982-5001	No	0
7	<b>General Word-of-Mouth Referral</b>	No	9
8	<b>NASBA</b> National Alliance of State Broadcasters Associations www.careerpage.org (505) 881-4444	No	0
9	<b>SummitMedia Career Fair</b>	No	0
10	<b>SummitMedia Recruited/Cold-Called</b> Kate Glenn Kate.glenn@summitmediacorp.com	No	17
11	<b>Pangea Two Recruiting Agency</b> 3595 Grandview Parkway, Suite 450 Birmingham, AL 35243 (205) 444-0080	No	9
12	<b>Other Career Fairs</b>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	<b>All Access</b> Allaccess.com P. O. Box 6587 Malibu, CA 90264 (310) 457-6616	No	3
14	<b>RAMP247.com</b> 25876 The Old Road #254 Valencia, CA 91381 (661) 294-9408 kevin@RAMP247.com	No	0
15	<b>Radio-Online</b> <a href="https://menu.radio-online.com/content/frontpage">https://menu.radio-online.com/content/frontpage</a>	No	0
16	<b>SummitMedia Employee Referrals</b>	No	1
17	<b>RadioINSIGHT</b> <a href="https://radioinsight.com/">https://radioinsight.com/</a>	No	0
18	<b>Walk-In Applicants</b>	No	0
19	<b>SummitMedia Social Media - Facebook</b> <a href="https://www.facebook.com/SummitMediaCorp/">https://www.facebook.com/SummitMediaCorp/</a>	No	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			137

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 4, 2023 through May 5, 2023, our SEU’s Market President/General Manager, Promotions Director, General Sales Manager, and Recruiter, all who oversee hiring for the Birmingham market, participated in FCC EEO training by viewing videos that reviewed EEO obligations and compliance as well as pipeline and recruiting outreach opportunities and efforts. This training was provided by the Broadcast One Source/Media Staffing Network.
<b>2</b>	Participated in career fairs (7)	<p>On January 26, 2023, September 12, 2023, our SEU participated in a diversity career fair hosted by University of Alabama, Birmingham. This event was focused on meeting and interviewing a diverse applicant pool of UAB students. Our recruiter was available to interact with participants and our SEU was pleased with the interest shown in this event as it was very well attended with local area students looking to learn about careers in radio.</p> <p>On March 15 2023, our Promotions Director and some of our promotions staff attended a career fair at Lawson State College. The event was a career fair that featured several employees at the Bessemer Civic Center. Many of our open positions were highlighted and the event was well attended.</p> <p>On March 22, 2023, our Birmingham recruiter attended a career fair hosted by Handshake that featured a Technical Boot Camp. This event targeted IT and Engineering candidates. Our SEU was able to connect with students looking for a technology career in radio and broadcast engineering. Our SEU was pleased with this event and the quality of technology focused students was</p>

Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
	<p>of future interest to SummitMedia.</p> <p>On April 1, 2023 our programming team at WBHJ attended a career fair hosted by Leaders of Excellence, a local organization. The Leaders of Excellence Career Fair was for individuals 15+ seeking employment. There were over 25 employers on-site recruiting and hiring on the spot. WBHJ 95.7 JAMZ was on site with the station vehicle providing music as well as information regarding the Jamz on-air staff, giveaways, and information on careers at SummitMedia. The SEU was pleased with the event.</p> <p>On July 24, 2023, our SEU including our recruiter and our GM and GSM, participated in a virtual career fair hosted by the Alabama Broadcasters Association. The ABA Virtual Job Fair event lasted all week, July 24-28, 2023. Our SEU posted all current openings in sales, programming, and promotions on the fair’s job site and on NASBA’s career page prior to the event. The event was well attended, and we had several applicants that we followed up with on next steps for future openings.</p> <p>On October 26, 2023, our recruiter attended a career fair hosted by the AAC -American Athletic Conference, which the University of Alabama, Birmingham is a member of. UAB students were invited to participate in live group chats or to schedule a 15 min interview on the day of the fair. Students were educated on the various careers in radio and media including sales, programming, promotions, and our summer internship program. Our hiring manager was available to interact with participants and our SEU was pleased with the interest shown in this event. All participants were offered the chance to apply into SummitMedia’s talent-bank for current and future openings.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in events sponsored by or on behalf of educational institutions related to careers in broadcasting (2)	<p>On February 2, 2023 our Promotions Director and her team attended an educational event hosted by Lawson State College. The event featured GED classes, HS diploma options, employability skills, short-term training in health care, manufacturing, transportation, logistics, information tech, media, and more. Students were able to ask questions about careers in radio. The SEU was very pleased with the response to this event.</p> <p>On April 5, 2023, our recruiter participated in a student-focused panel for interns and upcoming graduates of Alabama A&amp;M. The panel was focused on "Making Money Moves" and 4 companies attended, including SummitMedia.</p> <p>Our recruiter discussed careers in media, radio and digital with the focus on how to negotiate compensation and work through the offer process in radio and media. Our recruiter was able to highlight careers in radio as well as highlight specific openings with SummitMedia in Birmingham and share summer internship opportunities with students. Our SEU was very pleased with the enthusiasm of participants in this educational event.</p>
4	Internship Program	<p>From June 2023 through July 2023, our SEU hosted an internship program with a student at University of Alabama, Huntsville. The purpose of our internship program was to educate student interns about all aspects of radio broadcasting, with an emphasis on those aspects related to their field of study. Our intern visited different departments such as promotions, sales, production, and programming. She attended live remotes with promotions techs. Our Promotions Director and Program Director both supervised the intern and provided guidance and support as they learned about the radio business.</p>