

NEW SOUTH RADIO, INC RIDGELAND, MS

(WIIN-AM, WYOY-FM, WJKK-FM, WUSJ-FM, WHJT-FM, W271DF, and W225BK)

EEO Public File Report

As of February 1, 2024, per the requirements of the Federal Communications Commission (FCC), this and the following pages comprise the Public File Report for New South Radio, Inc. for the period from February 1, 2023 through January 31, 2024 in the employment location of 265 Highpoint Drive, Ridgeland, MS 39157.

In Ridgeland, MS, New South Radio, Inc. is the Licensee of WIIN-AM, Ridgeland, MS (Facility ID# 48646); WYOY-FM, Gluckstadt, MS, (Facility ID# 48647); WJKK-FM, Vicksburg, MS (Facility ID# 8177); WUSJ-FM, Madison, MS (Facility ID# 62050); WHJT-FM, Kearney Park, MS (Facility ID# 43180); W271DF, Jackson, MS (Facility ID# 202754) and W225BK, Cedar Hills, MS (Facility ID# 155881).

This report consists of the following schedules:

SCHEDULE A: A listing of positions filled from February 1, 2023 through January 31, 2024 and the recruitment sources utilized for each position, the number of candidates interviewed by recruitment source for each position and the recruitment source of each person hired.

SCHEDULE B: A summary of the recruitment sources of those people interviewed in the Reporting Period and the number of people interviewed by recruitment source.

SCHEDULE C: List of recruitment sources.

SCHEDULE D: A description of the outreach efforts during the Reporting Period.

New South Radio, Inc. is an equal opportunity employer.

EEO Public File Report-SCHEDULE B

For the Following Stations: (WIIN-AM, WYOY-FM, WJKK-FM, WUSJ-FM, WHJT-FM, W271DF and W225BK)

February 1, 2024

Period: This report covers the period from February 1, 2023 through January 31, 2024.

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees:

Interview Source	Number of interviewees referred
16	1
17	4
20	2
Total job interviews	7

New South Radio, Inc

EEO Public File Report – SCHEDULE C

For the Following stations:

WIIN-AM, WYOY-FM, WJKK-FM, WUSJ-FM, WHJT-FM, W271DF and W225BK

List of Recruitment Sources

For period ending January 31, 2023

<p>1. Jackson State University Dorothy Whitley Career Counseling / Placement P.O. Box 17280 Jackson, MS 39217 601-979-2477</p>	<p>8. Express Personnel Services Tim Dillard 4220 Lakeland Drive Suite D & E Flowood, MS 39232 601-366-8585</p>	<p>15 Radio Stations: WIIN-AM WYOY-FM WJKK-FM WUSJ-FM WHJT-FM WSFZ-AM</p>
<p>2. MS. State Employment Security Commission 1235 Echelon Parkway Jackson, MS 39213 601-961-7931</p>	<p>9. NAACP Ineva May Pittmean 5110 Inwood Drive Jackson, MS 39206 601-353-6906</p>	<p>16. Referrals (Word of Mouth)</p>
<p>3. Tougaloo College Career Planning & Development 500 W. County Line Road Tougaloo, MS 39174 601-977-7817</p>	<p>10. Alcorn State University AL W. Johnson Office of Placement Services 1000 ASU DR 540 Alcorn State, MS 39096</p>	<p>17. LinkedIn</p>
<p>4. Hinds Community College Jane Moore P.O. Box 1100 Raymond, MS 39154-1100 jrmoore@hindsgcc.edu 601-857-3341 601-857-3535 (Fax)</p>	<p>11. Central MS Help Wanted.com</p>	
<p>5. Win Job Center Rachel Whatley 5959 I-55 North Suite C Jackson, MS 39213</p>	<p>12. American Advertising Federation of Jackson Job Bank Listing</p>	<p>19. Indeed.com</p>
<p>6. Holmes Community College 412 West Ridgeland Ave Ridgeland, MS 39157 rcanterbury@holmescc.edu 601-856-5400</p>	<p>13. MS Association of Broadcasters 403 D-3 Towne Center Blvd. Ridgeland, MS 39157 msbroadcasters.org Amanda Fontaine</p>	<p>20. Walk-In Applicants</p>
<p>7. Mississippi College Stephanie Gandy Director of Career Services P.O. Box 4010 Clinton, MS 39058 601-925-3000</p>	<p>14. RAMP247.com</p>	<p>21. Facebook</p>

NEW SOUTH RADIO, INC
EEO PUBLIC FILE REPORT

For the following stations:

WIIN-AM, WYOY-FM, WJKK-FM, WUSJ-FM, WHJT-FM, W271DF, and W225BK

February 1, 2023 – January 31, 2024

SCHEDULE D

EEO TRAINING:

On July 19, 2023, the General Manager, along with 7 other personnel in supervisory positions participated in EEO training "Sexual Harassment and Discrimination – Supervisors." The training was provided by Gallagher Safety Training Education Platform (STEP). The topics covered included: discrimination, harassment, sexual harassment unwelcome conduct, hostile environment, LGBTQ, genetic information, pregnancy, age, religion, race/color, national origin, disability, associational discrimination, human trafficking, policies, complaints, investigations and Five Core Principles of Smart Risk Management.

PROFESSIONAL DEVELOPMENT:

A training program was designed for the Office Manager to be trained in the duties and responsibilities of the Traffic Manager. A comprehensive six-month program was started in March and completed in August. This training provided the office manager with the skills required for advancement to higher level positions in this or other companies.

HIGH SCHOOL CAREER DAY:

On November 1, 2023 sales personnel attended Northwest Rankin High School "Business in the Classroom" event. High school seniors were informed about job opportunities and on how to prepare for careers in broadcasting. Sales, on-air, support staff and engineering positions were explained, followed by a fifteen-minute question and answer session.

JOB FAIRS:

On October 28th the General Manager, Operations Manager and Promotions Director attended "My Career Matters – Job Fair and Trade Job Workshop." This event was co-sponsored by New South Radio (dba Digio Strategies) and Widow to Winner International. The focus was to bring career options and opportunities to young adults who may have difficulty affording college. We spoke with several young adults about jobs in radio including on-air, engineering, sales and data entry.

On September 24, 2023, Program Director (WUSJ) emceed "Ladies Night Out" at Clear Branch Baptist Church. Approximately 200 women from the Rankin County Community attended this event. The event was designed to provide women with information about various careers. In addition to emceeding the event the Program Director talked about her start in the broadcasting industry, the changes in the industry cause by technology and social media and the opportunities for women in the broadcasting industry.

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