

**WWST (FM), WKHT (FM), WCYQ (FM), WNOX (FM)
EEO PUBLIC FILE REPORT
April 1, 2023 – March 31, 2024**

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
Chief Engineer	C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, L1	C6
Digital Campaign Coordinator	C1, C3, C4, C5, C6, C7, L2, L4, L6	L6
Digital Sales Manager	C1, C3, C4, C5, C6, C7, C8, C10, L1, L2	C4
On Air Personality WKHT	C1, C3, C4, C5, C6, C7, C8, C10, C11, C12, C13, L5	C3
Promotions Director/On Air Talent	C1, C3, C5, C6, C7, C8, C10, C11, L1	C8
Sales Account Executive	C1, C2, C3, C4, C5, C6, C7, L1, L2, L3	C5
Sales Account Executive	C1, C3, C4, C5, C6, C7, L1, L2	C3

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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
C1	SummitMediaCorp.com website 2700 Corporate Drive, Ste 115, Birmingham, AL 35242	No	2
C2	Employee Referral SummitMedia, 1533 Amherst Road, Knoxville, TN 37909	No	0
C3	SummitMedia Direct Recruited/Cold Called SummitMedia, 1533 Amherst Road, Knoxville, TN 37909	No	11
C4	General Word of Mouth Referral	No	3
C5	LinkedIn 2029 Stirling Court Mountain View, CA 94043, linkedin.com, 855-655-5653	No	26
C6	Indeed.com 6433 Champion Grandview Way, Bldg. 1, Austin, TX 78750, Indeed.com, 800-475-4361	No	22
C7	National Alliance of State Broadcasters Associations 2333 Wisconsin Street, NE, Albuquerque, NM 87110, careerpage.org, 800-622-2414	No	0
C8	All Access 24955 Pacific Coast Highway, C303 Malibu, CA 90265, Allaccess.com, 310-457-6616	No	11
C9	Society of Broadcast Engineers 9102 N. Meridian Street, #150, Indianapolis, IN 46260 317.846.9000, sbe.org	No	2
C10	Radio-Online Radio-online.com	No	0
C11	Ramp 24/7 24307 Magic Mountain Pkwy #65, Valencia, CA 91355, ramp247.com, 661-294-9408	No	0
C12	Radio Ink 2263 NW 2 nd Avenue, Suite 27, Boca Raton, FL 33431 561.655.8778	No	0
C13	Morning Show Bootcamp 770-7374-2700, Radiomsbc.com	No	0
L1	Tennessee Association of Broadcasters Two International Plaza Drive, #902 Nashville, TN 37217	No	0
L2	Handshake 225 Bush Street, 12 th floor, San Francisco, CA 94104 248-255-7341 app.joinhandshake.com	No	4
L3	University of Tennessee 320 Student Services Bldg., Knoxville, TN 37996, Admissions.utk.edu	No	1
L4	University of Alabama – Birmingham 1720 University Blvd, Birmingham, AL 35294, 205-934-4011	No	0
L5	SummitMedia Career Fair	No	0
L6	Meta Business Suite Instagram.com, Facebook.com	No	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD			84

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	7/28/23: The Station Employment Unit's (SEU) Business Manager participated in the University of Tennessee's (UT) College of Communication and Information Industry Forum to help the community connect with UT students and provide the professors and administrators feedback to UT as to how they can help best prepare their students for future careers in broadcasting and communication fields, what broadcasters are looking for in new hires, etc. The SEU was very pleased with the participation of this event.
2	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	8/29/23: The SEU's Business Manager and Promotions Director participated in UT Knoxville's Part-time Job Fair designed for University students to learn more about open part-time positions at the radio stations, to submit applications and resumes, and to answer questions about careers in broadcasting. All participants were encouraged to apply directly with the SEU and stay in touch about future career opportunities. The SEU was very happy with both the participation and outcome of this event.
3	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	10/4/23: The SEU's Business Manager participated in a UT College of Communication and Information lunch for student leaders to answer questions and provide information regarding broadcasting careers and the industry at large. The Market President and Business Manager then participated in the Career and Internship Job Fair designed for students of UT CCI to learn more about open positions at the radio stations, to submit applications and resumes and to answer questions about careers in broadcasting. All participants were encouraged to apply for openings with the SEU and stay in touch about future career opportunities in radio broadcasting. The SEU was very pleased with the student response to this event.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	10/24/23: The SEU’s Business Manager participated in Roane State Community College’s (RSCC) career event designed to help the community connect with RSCC students seeking full-time or part-time opportunities and educate the students about the broadcast industry and possible career paths. The SEU informed the students about open positions at SummitMedia and discussed the tasks handled daily, answered questions from students about broadcast career opportunities, and shared advice believed to be important to their career paths. The SEU was very pleased with the participation and feedback they received by participating in this event.
5	Training - Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination = 1.0	2/6/24: The SEU’s Market President, Business Manager, Digital Sales Manager, Promotions Director, Chief Engineer, Program Directors for WWST, WKHT, WCYQ reviewed the webinar and accompanying documents provided by Broadcast 1 Source/Media Staffing Network and Wilkinson Barker Knauer LLP about the FCC’s EEO requirements. The webinar and documents described how licensees can meet FCC obligations by engaging in wide dissemination of information about job openings as well as outreach activities designed to educate the community about broadcast employment.
6	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	2/19/24: The SEU’s Digital Sales Manager and Account Executive participated in UT’s Haslam College of Business Sales and Marketing job fair designed to help students find full-time and part-time opportunities and educate them about the broadcast industry and possible career paths. Our representatives engaged with many students and were able to discuss various careers in radio broadcasting with SummitMedia. The SEU encouraged students to explore career opportunities by applying into SummitMedia’s talent-bank for future opportunities. The SEU was very pleased with the participation of this event.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participation in job fair by station personnel who have substantial responsibility in the making of hiring decisions = .25	2/21/24: The SEU’s Business Manager and a Senior Account Executive participated in Blount Partnership’s Blount County Job Fair designed to help the community connect with Blount County students and adults seeking full-time or part-time opportunities and educate the community about the broadcast industry and possible career paths. Our hiring manager and AE informed the attendees about open positions at SummitMedia and discussed the tasks handled daily, answered questions about broadcast career opportunities, and shared advice believed to be important to their career paths. The SEU was very pleased with the participation of this event.
8	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting = .25	3/27/24: The SEU’s Digital Sales Manager was given the opportunity to speak to students attending the School of Journalism and Electronic Media Professional Seminar class regarding career opportunities in radio and what the industry looks for when hiring, to prepare seniors for their first job out of college. The Digital Sales Manager informed the graduates about open positions at SummitMedia and discussed the tasks handled daily, answer questions from the professor and students about broadcast career opportunities and provide advice regarding their career paths. The SEU encouraged students to explore career opportunities with SummitMedia in the future. The SEU was very pleased with the participation and student enthusiasm of this event.