



## INTERVIEWED APPLICANTS TRACKING LOG

**Please read:** Use this form to record all applicants interviewed for a position in our organization (via telephone or in-person). Identify all applicants by name, referral source and disposition of the candidate’s application. This form should be maintained in the Job Recruitment File. **This data is for purposes of tracking the pool of interviewed applicants as required by the Federal Communications Commission and must be kept in a confidential file separate from resumes and employment applications. It must not be used in any employment or employment-related decision. Please be sure to have all candidates interviewed complete and sign an employment application as well as an Interviewed Applicant Referral Source Sheet.**

Position Applied For: On-Air Talent Name of Department: Porgramming  
 Person Preparing This Report: Dave Symonds Location: Richmond  
 Date Prepared: 12-7-22 Name/Title of Hiring Manager: Randy Chase

DATE	NAME OF APPLICANT	REFERRED BY	DISPOSITION**
12-1-22	Rachel Geller	SummitMedia employee	2

- \*\* DISPOSITION**
1. Interviewed, no offer
  2. Interviewed, offer extended, and hired
  3. Interviewed, offer extended, but rejected



## INTERVIEWED APPLICANT REFERRAL SOURCE SHEET

Summit Media is an Equal Opportunity Employer and complies with all Federal and State employment laws. We seek your voluntary cooperation in completing this form to assist us in complying with the Federal Communications Commission's reporting requirements. This information will not be reviewed by managers making hiring decisions, and is not part of your employment file. Please print firmly and legibly.

### 1. NAME

G	e	l	l	e	r								R	a	c	h	e	l														
LAST											FIRST											M										

### 2. DATE

	7		12		22
DAY	MONTH		YEAR		

### 3. POSITION APPLYING FOR:

On-Air Talent \_\_\_\_\_

### 4. HOW WERE YOU REFERRED FOR EMPLOYMENT?

SCHOOL (NAME OF SCHOOL) \_\_\_\_\_

AGENCY (NAME OF AGENCY) \_\_\_\_\_

EMPLOYEE (NAME OF EMPLOYEE) Dave Symonds - SummitMedia employee

ADVERTISEMENT (NAME OF PUBLICATION/SOURCE) \_\_\_\_\_

COMMUNITY ORGANIZATION \_\_\_\_\_

OTHER \_\_\_\_\_



## RECRUITMENT SOURCES CONTACT AND REFERRAL LOG

PLEASE READ: Use this form to record all recruitment sources contacted, the number of applicants interviewed for the job produced by each source, the date the position was filled and the source of the person hired.

Attach a list of all sources contacted for this position regardless of whether they produced any interviewed applicants. Separately identify any organizations which requested notification in accordance with FCC rules. Include for each organization the name, address, contact person, and telephone number.

List in the spaces below, those sources which referred interviewed applicants, the number referred per source, the date the position was filled and the source which referred the person hired. Include all organization contacted with the respect to the vacancy, employee suggestions, and other means of recruiting applicants for this position, including walk-ins.

**JOB TITLE:** On-Air Talent

**FULL-TIME OR PART-TIME:** part time

**DATE:** 12/7/2022

### RECRUITMENT SOURCES

1. SummitMedia Website
2. LinkedIn
3. SummitMedia employee referral
4. Click and enter source
5. Click and enter source

### NUMBER OF REFERRED APPLICANTS INTERVIEWED

0  
0  
1  
Click to enter number  
Click to enter number

**DATE POSITION WAS FILLED:** 12/12/2022

**REFERRAL SOURCE OF APPLICANT HIRED:** SummitMedia employee

**WKHK-FM/WKLR-FM/WJSR-FM/WURV-FM  
EEO PUBLIC FILE REPORT  
June 1, 2021 – May 31, 2022**

**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>
WURV Morning Show Host	1,2,3,4,6,8,11,14,15,19,20,23	2
Operations Manager	1,2,3,4,6,8,11,14,14,19,20,23	6
Marketing Strategy Lead	1,3,4,5,11,15,19,20,23	4
Marketing Strategy Lead	1,3,2,4,6,8,11,15,19,23,24,25	25
Digital Sales Manager	1,3,4,11,15,19,23	11
Marketing Strategy Lead	1,2,3,4,6,8,11,15,23	6

**WKHK-FM, WJSR-FM, WKLR-FM, WURV-FM,  
EEO PUBLIC FILE REPORT  
June 1, 2021 – May 31, 2022**

**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
1	Internal Posting (located in 2nd and 3rd floor break rooms and announced in monthly staff meeting) Bob Willoughby Bob.Willoughby@summitmediacorp.com	No	1
2	All Access Joel Denver JDenver@allaccess.com 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	No	6
3	On Air Advertising-all SEU stations Brooke Rogers Richmond.Jobs@summitmediacorp.com	No	4
4	SummitMedia Websites Brooke Rogers Brooke.rogers@summitmediacorp.com	No	6
5	VARTV.com Robert Corbin 1725 Live Oak Trl Suite 203 Virginia Beach, VA 23456	No	
6	Word-of-Mouth Referral Brooke Rogers 804-330-5700	No	12
7	Radio-Info.com info@radioinfo.com 785 Williams Street #429 Longmeadow, MA 01106	No	
8	Ramp Newsletter 661-294-9408 cartermedia@gmail.com	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Richmond Times-Dispatch Recruitment@Richmondtimesdispatch.com 300 E. Franklin St. Richmond, VA 23219	No	
10	LinkedIn www.Linkedin.com	No	
11	Indeed www.Indeed.com	No	10
12	Virginia Employment Commission Dennis Woodard (866) 832-2363 employer.accounts@vec.virginia.gov 703 E. Main St Richmond, 23219	No	
13	VCU Career Center Joslyn Bedell (804) 828-1645 907 Floyd Ave P.O. Box 842007 Richmond, VA 23284-2007	No	
14	University of Richmond Career Center Leslie Stevenson (804) 289-8000 28 Westhampton Way Richmond, VA 23173	No	
15	Handshake <a href="https://www.joinhandshake.com/">https://www.joinhandshake.com/</a>	No	
16	Virginia State University Dannita Trice (804) 524-5000 P.O. Box 9410 Petersburg, VA 23806	No	
17	Inside Radio Gene McKay 800-248-4242 x700 365 Union Street Littleton NH 03561	No	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	Radio Advertising Bureau (RAB) Sheena Calton (212) 681-7200 1320 Greenway Drive, Suite 500 Irving, Texas 75038	No	
19	National Urban League Yolanda Richardson 212-558-5300 120 Wall Street New York, NY 10005	No	
20	Northern Virginia Community College Career and Experiential Learning Services (703) 323-3000 7630 Little River Turnpike Annadale, VA 22003	No	
21	Hampton University Karen Weaver 757-727-5331 Career Counseling and Planning Center 2 Frissell Street Hampton, VA 23668	No	
22	George Mason University Sara Chandler 703-993-2370 University Career Services 4400 University Drive, MS 3B6 Fairfax, VA 22030	No	
23	Virginia Association of Broadcasters Christina Sandridge (434) 977-3716 250 West Main Street Suite 100 Charlottesville, VA 22902	NO	
24	In person job fair	No	2
25	Internal Transfer/Promotion	No	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>43</b>

**WKHK-FM/WKLR-FM/WJSR-FM/WURV-FM**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2021 – May 31, 2022**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Training program to enable station personnel to acquire skills that could qualify them for higher positions	P1 Sellers Training is an ongoing initiative to train and coach internal sales team to grow within their broadcast career. Entire sales team and sales management takes part.
2	Training program to enable station personnel to acquire skills that could qualify them for higher positions	VICI Digital Sales Training is a weekly initiative that ran from 6/1/21-5/31/22 to train and coach internal sales team to grow within their broadcast career with a focus on the quickly expanding digital landscape. Entire sales team and sales management takes part.
3	Hosted in person job fair with Radio One	Hosted and attended in-person job fair at the Richmond library on 9/14/21. The Promotions Director, Part-Time Promotions Assistant, Business Manager, and General Manager informed attendees about SummitMedia Richmond and collected resumes for potential FT and PT hires. The job fair was promoted on-air across SummitMedia and Radio One stations to reach interested employers and job seekers.
4	Hosted in person job fair with Urban One	Hosted and attended in-person job fair at the Chesterfield Town Center mall on 11/9/21. The Promotions Director, Part-Time Promotions Assistant, Business Manager, and General Manager informed attendees about SummitMedia Richmond and collected resumes for potential FT and PT hires. The job fair was promoted on-air across SummitMedia and Radio One stations to reach interested employers and job seekers.
5	VCU Media Job Fair	On 4/5/22, the Operations Manager attended a job fair at Virginia Commonwealth University to inform interested students about SummitMedia Richmond, answer questions about careers in broadcasting, and collect resumes for potential FT and PT hires.





Thompson  
AND  
MIRREY  
(12) (13)

**EEO CHECKLIST  
FOR  
JOB RECRUITMENT FILE**

---

A job file should be created for each external job opening. The following items should be included (as applicable) in the job recruitment file and retained until the grant of the application covering the license term:

- Personnel Requisition Form
- Job Description/Job Posting
- Copies of dated General Recruitment Letters, Specific Job Opening Recruitment Letters (and follow-up letters) transmitted to sources
- Completed Interviewed Applicant Referral Source Sheets  
\*Combined with Interviewed Applicant Tracking Log
- Completed Interviewed Applicants Tracking Log  
\*Combined with Interviewed Applicant Referral Source
- Completed Recruitment Sources Contact and Referral Log
- Copy of SummitMedia website advertisement

**NOTE: RESUMES RECEIVED FROM AND EMPLOYMENT APPLICATIONS COMPLETED BY ALL INTERVIEWED CANDIDATES MUST BE KEPT IN A FILE SEPARATE FROM THE JOB RECRUITMENT FILE.**

Kate Glenn  
EEO Manager

5/3/2023  
Date file completed

# SummitMedia

## PERSONNEL REQUISITION POSITION APPROVAL

TO: Darryl Grondines

Date: 4-26-23

From: Kate Glenn

Dept: Sales/Richmond

Job Title of Open Position: SALES/Marketing Strategy Lead

Date required: ASAP and ongoing Full Time  Part Time   
until filled - up to 2 openings

Replacement Salaried  Hourly

New Position Budgeted  Yes  No

Posting for internal board: See attached job profile

### RESPONSIBILITIES:

SALES/Marketing Strategy Lead - see attached job profile

Department Head/Hiring Manager  Date: Apr 26, 2023  
Todd Johnson | Apr 26, 2023 12:58 EDT

VP/Finance  Date: \_\_\_\_\_

4/26/23



**MEDIA**  
**Account Executive/Marketing Strategy Lead**

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

**What You'll Bring:**

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

**What We Offer:**

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

Interested parties should reach out to [careers@summitmediacorp.com](mailto:careers@summitmediacorp.com).  
All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you!

Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

**About SummitMedia, LLC**

[SummitMedia, LLC](#) is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. [Join Our Team!](#)  
*It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.*

Handshake

Account Executive - Marketing Strategy Lead - Richmond, VA

Job #7525541 • Created 2/11/2023 by Kate Glenn • Expires 3/31/2023

Overview Schools Matches Applicants (0) Details

### Applicants

No applicants yet.

WHAT YOU CAN DO

- Reach out to promising candidates  
[Invite your matches to apply →](#)
- Get this job in front of more people  
[View recommended schools to add to this job →](#)

### Job Views

Upgrade to find out how many times this job has been viewed.

Windows taskbar: Search, File Explorer, Edge, Chrome, Word, PowerPoint, Outlook, Teams, OneDrive, Task View, Start, Search, Network, Volume, 11:38 AM 2/11/2023

Handshake

Job Description

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

**This will be based in our Richmond market.**

**Sales opportunities are available across multiple markets. relocation will be required if the candidate does not reside in the market area.**

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you!  
Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

**About SummitMedia, LLC**

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. Join Our Team!  
*It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.*

Windows taskbar: Search, File Explorer, Edge, Chrome, Word, PowerPoint, Outlook, Teams, OneDrive, Task View, Start, Search, Network, Volume, 12:00 PM 2/11/2023

Handshake

Account Executive/Marketing Strategy Lead

Job #7374195 • Created 1/7/2023 by Kate Glenn • Expires 3/31/2023

Overview Schools Matches Applicants (12) Details

**Applicants**

Total applicants: 12

Matching applicants: 5

Invited applicants: 0

You have 83 messages left, Invite more matches to apply.

Reach out to students and alumni who meet the preferences set for this job.

Invite matches to apply

11:21 AM 2/11/2023

Handshake

Job Description

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced Account Executive/Marketing Strategy Lead who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients. Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental 3, Vision, 401K, Vacation & Holiday time

All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you! Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

**About SummitMedia, LLC**

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S.

It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.

11:23 AM 2/11/2023

James Bandy | Contacts | My contacts | LinkedIn | Account Executive/Marketing Strategy Lead | Account Executive/Marketing Strategy Lead | Account Executive/Marketing Strategy Lead

indeed.com/job/account-executive/marketing-strategy-lead-8aac9d451012e63

indeed | Find jobs | Company reviews | Find salaries | Employers / Post Job

What: job title, keywords, or company | Where: Fort Gratiot Township, MI | Find Jobs

### Account Executive/Marketing Strategy Lead

SummitMedia LLC  
SummitMedia LLC in Richmond, VA 23236  
Full-time

Apply on company site

Let employers find you  
Thousands of employers search for candidates on Indeed  
Upload your resume

#### Job details

**Job Type**  
Full-time

**Shift and Schedule**  
8 hour shift | Monday to Friday

#### Qualifications

- Local B2B Sales: 2 years (Required)

Windows taskbar: Search, Edge, Chrome, Firefox, Word, Excel, PowerPoint, OneDrive, Teams, Outlook, File Explorer, Settings, Task View, Start Menu, System Tray (Network, Volume, Power), 7:13 PM 1/16/2023

James Bandy | Contacts | My contacts | LinkedIn | Account Executive/Marketing Strategy Lead | Account Executive/Marketing Strategy Lead | Account Executive/Marketing Strategy Lead

indeed.com/job/account-executive/marketing-strategy-lead-8aac9d451012e63

### Account Executive/Marketing Strategy Lead

SummitMedia LLC  
SummitMedia LLC in Richmond, VA 23236  
Full-time

Apply on company site

#### Full Job Description

**MEDIA and ADVERTISING**

**Account Executive/Marketing Strategy Lead**

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

If you are a self-motivated, confident, and successful B2B sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing new business
- Experience building positive client and community relationships

What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business

Windows taskbar: Search, Edge, Chrome, Firefox, Word, Excel, PowerPoint, OneDrive, Teams, Outlook, File Explorer, Settings, Task View, Start Menu, System Tray (Network, Volume, Power), 7:13 PM 1/16/2023

Garin Egerton | (7) Radio - Digital Content and | Digital and Social Content Strat | Account Executive/Marketing S |

employers.indeed.com/job/view?id=493c722aed2f8e&employerJobId=6XJpO8vYX8pCy5pbmRIZWQuY29lOVtcGawieWwY5m9LdL2ZmRkYTQyLUW5ZGRNDY0ZC04NzY1LWRhNDk0NGYsNTVtVWQ%3...

**indeed** | Help | Notifications | Messages | jenn.davis@summitmediacorp.com | kate.g@inn@summitme...

[Back to all jobs](#)

## Account Executive/Marketing Strategy Lead

SummitMedia LLC - Richmond, VA

[Edit job](#)

Open

[View public job page](#)

**Clicks**

Your job

Clicks this week: **0**

[Sponsor job for more clicks](#) | [Improve job description](#)

**Candidates**

**Details**

Posted: February 11, 2023

Views: 0

Candidates: **0 total**

[Add a candidate](#)

**Budget**

Total spend:

[Sponsor job](#)

Promote this job for more candidates:

[Twitter](#) [LinkedIn](#)

Garin Egerton | (7) Radio - Digital Content and | Digital and Social Content Strat | Account Executive/Marketing S | Account Executive/Marketing S |

indeed.com/job/account-executive-marketing-strategy-lead-491ebb4accba7a0

**indeed** | Find jobs | Company reviews | Find salaries

What:  job title, keywords, or company | Where: Fort Grabbot Township, MI | [Find Jobs](#)

## Account Executive/Marketing Strategy Lead

SummitMedia LLC  
Richmond, VA 23236  
\$50,000 - \$80,000 a year · Full-time

[Apply now](#)

**job details**

no matching job preferences

**Salary**  
\$50,000 - \$80,000 a year

**Job Type**  
Full-time

Are you looking for Full-time work? [Yes](#) [No](#)

**Shift and Schedule**  
8 hour shift Monday to Friday

**Qualifications**

**Company Info**

[Follow](#)

Get job alerts from SummitMedia C

**Let employers find you**

Thousands of employers search for candidates on Indeed

[upload your resume](#)

## Account Executive/Marketing Strategy Lead

SummitMedia LLC  
Richmond, VA 23235  
\$50,000 - \$80,000 a year - Full-time

[Apply now](#) 

### Full Job Description

#### MEDIA and ADVERTISING

##### Account Executive/Marketing Strategy Lead - Richmond, VA

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced Account Executive/Marketing Strategy Lead who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

If you are a self-motivated, confident, and successful B2B sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

#### What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

#### What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business



Screenshot 2023-03-21 at 10:47:29 AM

Kate Green  
Tue 3/21/2023 10:48 AM


EEO sales for all markets

10:47 AM Tue Mar 21 64%

← SummitMedia

[View as member](#)


[Page](#) [Analytics](#) [Activity](#)

 **SummitMedia**  
2,626 followers  
now · 🌐

It's **#TalentTuesday!** **#SummitMedia** has the BEST sales team in the business. If you have local media or B2B sales experience and live in one of our markets.

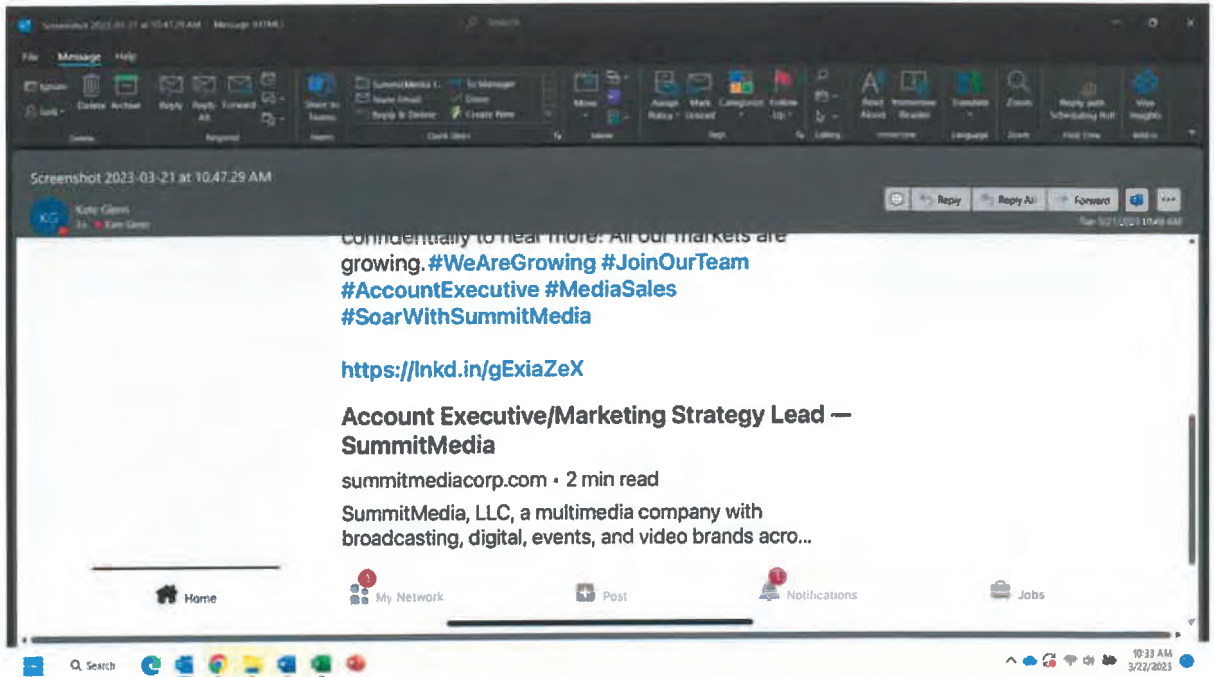
Screenshot 2023-03-21 at 10:47:29 AM

Kate Green  
Tue 3/21/2023 10:48 AM

 **SummitMedia**  
2,626 followers  
now · 🌐

It's **#TalentTuesday!** **#SummitMedia** has the BEST sales team in the business. If you have local media or B2B sales experience and live in one of our markets, we'd love to connect with you. Reach out confidentially to hear more! All our markets are growing. **#WeAreGrowing #JoinOurTeam #AccountExecutive #MediaSales #SoarWithSummitMedia**

<https://lnkd.in/gExiaZeX>



Confidentially to hear more: All our markets are growing. #WeAreGrowing #JoinOurTeam #AccountExecutive #MediaSales #SoarWithSummitMedia

<https://lnkd.in/gExiaZeX>

**Account Executive/Marketing Strategy Lead — SummitMedia**

summitmediacorp.com · 2 min read

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands acro...

Home

My Network

Post

Notifications

Jobs

Search

10:33 AM 3/21/2023

Garin Egerton | LinkedIn

LinkedIn.com/in/kate-glenn-7015ba3/recent-activity/shares/

**Kate Glenn**  
VP/Chief People Officer at SummitMedia  
SummitMedia is a Broadcast, Digital Media and Events company with multiple markets and brands. We are always looking to connect with GREAT talent in the industry.

23,624 followers

**SummitMedia**  
2.5K followers

We are growing our Sales and Marketing team! If you are a media or B2B sales professional and live in one of our markets we want to connect confidentially: [careers@summitmediacorp.com](mailto:careers@summitmediacorp.com)

**Account Executive/Marketing Strategy Lead — SummitMedia**  
summitmediacorp.com • 2 min read

Like · Repost · Send

27 impressions

View analytics

Comments have been turned off on this post.

**SummitMedia**  
2.5K followers

Growing our team in Omaha!

[#omahajobs](#) [#promotionsdirector](#) [#radiojobs](#) [#localradio](#) [#newoppo](#)

**Promotions Director - Omaha — SummitMedia**

10:32 AM 2/11/2023

Garin Egerton | LinkedIn

LinkedIn.com/in/kate-glenn-7015ba3/recent-activity/shares/

**Kate Glenn**  
VP/Chief People Officer at SummitMedia  
SummitMedia is a Broadcast, Digital Media and Events company with multiple markets and brands. We are always looking to connect with GREAT talent in the industry.

23,624 followers


**SummitMedia**  
2.5K followers

If you are in media and want to hear more, reach out confidentially... I'd love to connect!

**SummitMedia**  
2.5K followers

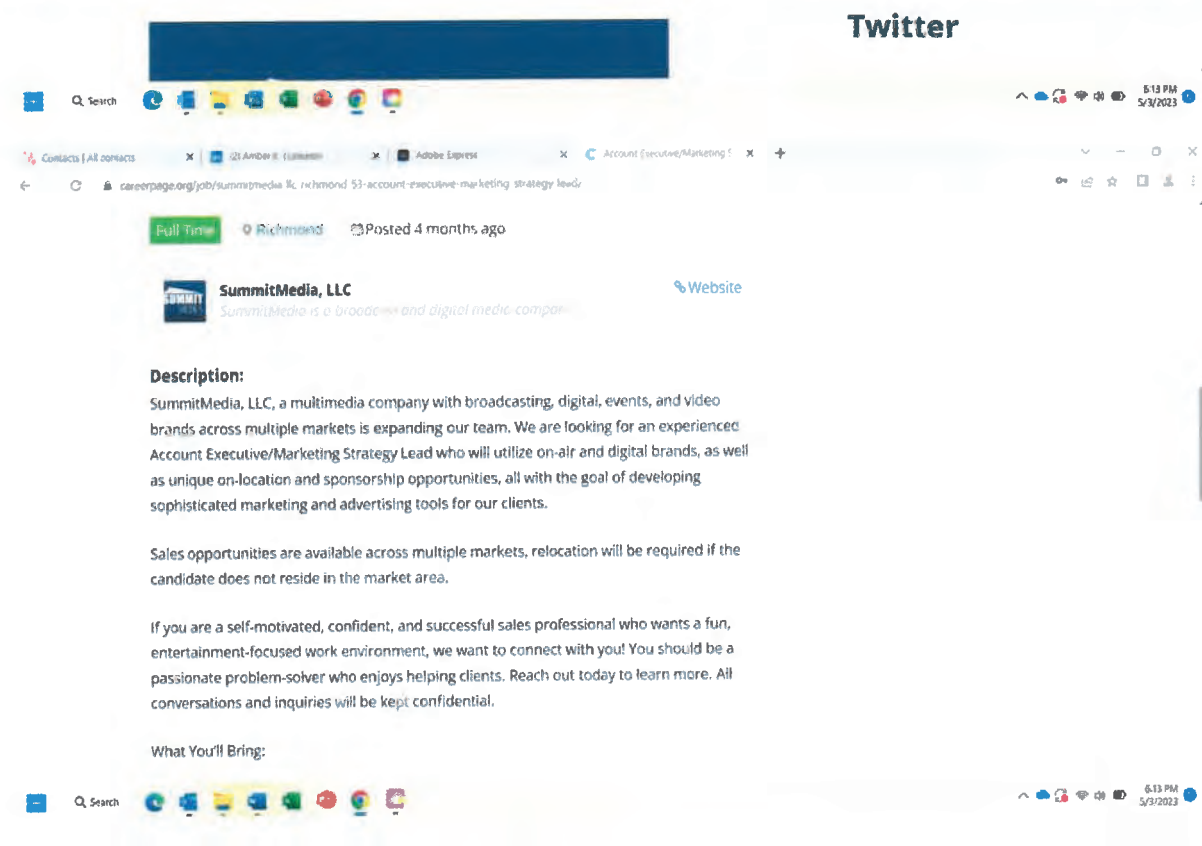
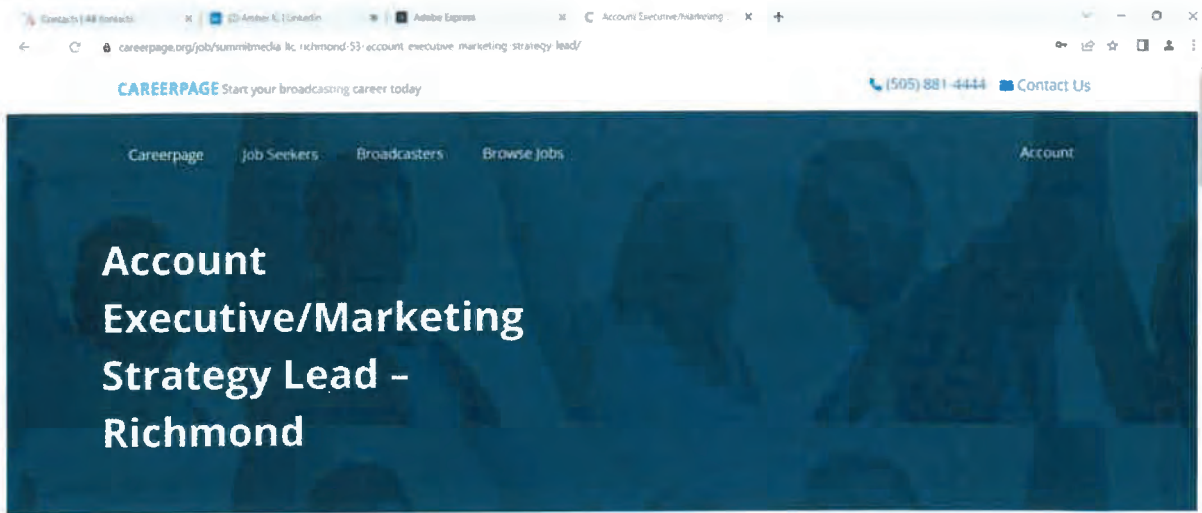
SummitMedia is hiring...we have openings in Promotions, Programming, and Sales. Check out our job board AND our new, confidential Talent Bank

[#wearegrowing](#) [#wearehiring](#) [#joinourteam](#) [#SummitMedia](#) [#find](#)



**Join Our Team — SummitMedia**

10:29 AM 2/11/2023



	2023	2023
Strategy Lead - Knoxville		
Account Executive/Marketing Strategy Lead - Birmingham	- January 11, 2023	- July 10, 2023
Account Executive/Marketing Strategy Lead - Richmond	- January 11, 2023	- July 10, 2023
Director of Programming and Operations	✓ January 11, 2023	- July 10, 2023
On Air Talent	✓ January 11, 2023	- July 10, 2023
Promotions Director	✓ January 11, 2023	- July 10, 2023

**SUMMITMEDIA, LLC**

**INTERVIEW APPLICANT TRACKING LOG AND APPLICANT REFERRAL SOURCE**

**Position Applied:** Sales/Marketing Strategy Lead

**Name of Dept:** Sales

**Market:** Richmond

**Hiring Manager:** Todd Johnson

**Date Prepared** 5/3/2023

**Prepared by:** Kate Glenn

First Name	Last Name	Associated Job	INTERVIEW	EEO Referral Source	DISPOSITION
[REDACTED]	[REDACTED]	Sales - Richmond	4/6/2023	Indeed	2
[REDACTED]	[REDACTED]	Sales - Richmond	scheduling	LinkedIn	1
[REDACTED]	[REDACTED]	Sales - Richmond	3/14/2023	Indeed	2
[REDACTED]	[REDACTED]	Sales - Richmond	12/6/2022	General - Word of Mouth	1
[REDACTED]	[REDACTED]	Sales - Richmond	1/24/2023	LinkedIn	1
[REDACTED]	[REDACTED]	Sales - Richmond	3/8/2023	General - Word of Mouth	1

**\*\*Names of applicants are redacted on recommendation from Fletcher, Heald & Hildreth**

**\*DISPOSITION**

1. Interviewed, no offer
2. Interviewed, offer extended, and hired
3. Interviewed, offer extended, but rejected



## RECRUITMENT SOURCES CONTACT AND REFERRAL LOG

PLEASE READ: Use this form to record all recruitment sources contacted, the number of applicants interviewed for the job produced by each source, the date the position was filled and the source of the person hired.

Attach a list of all sources contacted for this position regardless of whether they produced any interviewed applicants. Separately identify any organizations which requested notification in accordance with FCC rules. Include for each organization the name, address, contact person, and telephone number.

List in the spaces below, those sources which referred interviewed applicants, the number referred per source, the date the position was filled and the source which referred the person hired. Include all organization contacted with the respect to the vacancy, employee suggestions, and other means of recruiting applicants for this position, including walk-ins.

**JOB TITLE:** Sales/Marketing Strategy Lead

**FULL-TIME OR PART-TIME:** full time

**DATE:** 5/3/2023

### RECRUITMENT SOURCES

### NUMBER OF REFERRED APPLICANTS INTERVIEWED

Summit Website	0
General – Word of Mouth	2
SummitMedia employee referral	0
LinkedIn	2
Indeed	2
NASBA – careerpage.org	0
Handshake	0

**DATE POSITION WAS FILLED:** 5/8/2023

**REFERRAL SOURCE OF APPLICANT HIRED:** Indeed

Contacts | My contacts | AG/MARKETING STRATEGY LEA | Account Executive/Marketing

summitmediacorp.com/job-postings/account-executive/marketing-strategy-lead

SUMMIT MEDIA Services Markets Leadership Join Our Team Home

Birmingham • Greenville • Honolulu • Knoxville • Louisville • Omaha • Richmond • Springfield • Wichita

# Account Executive/Marketing Strategy Lead - ALL MARKETS

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

**Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the mar area.**

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

Do you have any questions? We're happy to help.

3:25 PM 1/6/2023



Payroll Name	Job Title Description	Home Department Code	Hire/Rehire Date	Pay Class
5 Bassett, Heidi X	Digital Sales Account Manager	R-0600	06/01/2021	SALARY
6 Symonds, David C X	Operations Manager/Program Director	R-0200	06/14/2021	SALARY
3 Massengill, Lori X	Sales Account Executive	R-0500	07/06/2021	SALARY
4 Frazer, Mary Elizabeth X	Sales Account Executive	R-0500	09/03/2021	SALARY
1 Fargo, Anthony X	On Air Personality	R-0200	11/03/2021	SALARY
7 Milota-Boehm, Jennifer X	Administrative Assistant	R-0900	08/01/2022	SALARY
8 Lang, Denise X	Promotions & Marketing Director	R-0800	09/21/2022	SALARY
9 Harris, Hunter X	Sales Account Executive	R-0500	10/31/2022	SALARY
11 Geller, Rachel X	On Air Personality	R-0200	12/12/2022	SALARY
15 Mincy, Septimus X	Sales Account Executive	R-0500	05/08/2023	SALARY
18 Thomas, Jake X	Sales Account Executive	R-0500	05/08/2023	SALARY

10 only X

Payroll Name	Job Title Description	Home Department Code	Hire/Rehire Date	Pay Class
Bassett, Heidi	Digital Sales Account Manager	R-0600	06/01/2021	SALARY
Baugh, Claire-Eleanor	PT-Promotions-Assistant	R-0800	06/15/2021	PT-HRLY
Bowles, Robert	PT-Promotions-Assistant	R-0800	07/30/2021	PT-HRLY
Cascio, Megan-G	PT-Promotions-Assistant	R-0800	05/23/2022	PT-HRLY
Cullop, Vikki	PT-Promotions-Assistant	R-0800	11/01/2021	PT-HRLY
Dixon, Kylie	Promotions-Assistant	R-0800	05/23/2022	PT-HRLY
Fargo, Anthony	On Air Personality	R-0200	11/03/2021	SALARY
Ferguson, Elizabeth	PT-Promotions-Assistant	R-0800	05/17/2021	PT-HRLY
Frazer, Mary Elizabeth	Sales Account Executive	R-0500	09/03/2021	SALARY
Gallagher, Morgan E	PT-Promotions-Assistant	R-0800	05/23/2022	PT-HRLY
Geller, RayGee	On Air Personality	R-0200	12/12/2022	SALARY
Harris, Hunter	Sales Account Executive	R-0500	10/31/2022	SALARY
Humphreys, Lora	PT-Promotions-Assistant	R-0800	10/13/2022	PT-HRLY
Ingram, Joseph	PT-Promotions-Assistant	R-0800	08/23/2021	PT-HRLY
Lang, Denise	Promotions & Marketing Director	R-0800	09/21/2022	SALARY
Laseclette, Shannon	PT-Promotions-Assistant	R-0800	09/27/2021	PT-HRLY
Levine, Rebecca	PT-Promotions-Assistant	R-0800	09/14/2022	PT-HRLY
Loving, Heather-Marks	PT-Promotions-Assistant	R-0800	12/08/2021	PT-HRLY
Mangan, Patrick M	PT-Promotions-Assistant	R-0800	05/10/2022	PT-HRLY
Massengill, Lori	Sales Account Executive	R-0500	07/06/2021	SALARY
Medeiros, Scott	PT-On Air Talent	R-0200	07/15/2021	PT-HRLY
Miller, Lewis	PT-Promotions-Assistant	R-0800	10/05/2022	PT-HRLY
Milota-Boehm, Jennifer	Administrative Assistant	R-0900	08/01/2022	SALARY
Ohly, Robert	Program Director	R-0200	02/17/2021	PT-HRLY
Poff, Lily Thornton	Intern	R-0200	06/06/2022	FT HRLY
Price, Marcus	PT-Promotions-Assistant	R-0800	05/23/2022	PT-HRLY
Sample, John	PT-Promotions-Assistant	R-0800	05/25/2022	PT-HRLY
Sandoval, Shardan	Production Manager	R-0200	04/19/2021	SALARY
Shook, Kristin	PT-Promotions-Assistant	R-0800	09/14/2022	PT-HRLY
Sykes, Rickaya B	PT-Promotions-Assistant	R-0800	01/04/2021	PT-HRLY
Symonds, David C	Operations Manager/Program Director	R-0200	06/14/2021	SALARY
Trainham, Jennifer	PT-Promotions-Assistant	R-0800	10/05/2022	PT-HRLY
Van Meter, Cody R	PT-Promotions-Assistant	R-0800	02/08/2021	PT-HRLY



Thomas  
and  
Macy

**EEO CHECKLIST  
FOR  
JOB RECRUITMENT FILE**

---

A job file should be created for each external job opening. The following items should be included (as applicable) in the job recruitment file and retained until the grant of the application covering the license term:

- Personnel Requisition Form
  
- Job Description/Job Posting
  
- Copies of dated General Recruitment Letters, Specific Job Opening Recruitment Letters (and follow-up letters) transmitted to sources
  
- Completed Interviewed Applicant Referral Source Sheets  
\*Combined with Interviewed Applicant Tracking Log
- Completed Interviewed Applicants Tracking Log  
\*Combined with Interviewed Applicant Referral Source
- Completed Recruitment Sources Contact and Referral Log
  
- Copy of SummitMedia website advertisement

**NOTE: RESUMES RECEIVED FROM AND EMPLOYMENT APPLICATIONS COMPLETED BY ALL INTERVIEWED CANDIDATES MUST BE KEPT IN A FILE SEPARATE FROM THE JOB RECRUITMENT FILE.**

Kate Glenn  
\_\_\_\_\_  
EEO Manager

5/3/2023  
\_\_\_\_\_  
Date file completed

# SummitMedia

## PERSONNEL REQUISITION POSITION APPROVAL

TO: Darryl Grondines

Date: 4-26-23

From: Kate Glenn

Dept: Sales/Richmond

Job Title of Open Position: SALES/Marketing Strategy Lead

Date required: ASAP and ongoing Full Time  Part Time   
until filled - up to 2 openings

Replacement Salaried  Hourly


New Position Budgeted  Yes  No

Posting for internal board: See attached job profile

### RESPONSIBILITIES:

SALES/Marketing Strategy Lead - see attached job profile

Department Head/Hiring Manager  Date: Apr 26, 2023  
Todd Johnson (Apr 26, 2023 12:58 EDT)

VP/Finance  Date: \_\_\_\_\_

*4/26/23*



## **MEDIA**

### **Account Executive/Marketing Strategy Lead**

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

#### **What You'll Bring:**

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

#### **What We Offer:**

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

Interested parties should reach out to [careers@summitmediacorp.com](mailto:careers@summitmediacorp.com). All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you!

Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

#### **About SummitMedia, LLC**

[SummitMedia, LLC](#) is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. [Join Our Team!](#) *It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.*

Handshake

Account Executive - Marketing Strategy Lead - Richmond, VA

Job #7525541 • Created 2/12/2023 by Kate Glenn • Expires 2/15/2023

Overview Schools Matches Applicants (0) Details

### Applicants

No applicants yet.

Reach out to promising candidates  
[Invite your matches to apply](#) →

Get this job in front of more people  
[View recommended schools to add to this job](#) →

### Job Views

Upgrade to find out how many times this job has been viewed.

Windows taskbar: Search, File Explorer, Edge, Word, PowerPoint, Outlook, Teams, OneDrive, Settings, Task View, Start, Network, Volume, 11:59 AM 2/11/2023

Handshake

### Job Description

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

**This will be based in our Richmond market.**

**Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.**

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you!

Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

**About SummitMedia, LLC**

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. Join Our Team!

*It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.*

Windows taskbar: Search, File Explorer, Edge, Word, PowerPoint, Outlook, Teams, OneDrive, Settings, Task View, Start, Network, Volume, 12:00 PM 2/11/2023

Handshake

Account Executive/Marketing Strategy Lead

Job #7374195 • Created 1/7/2023 by Kate Glenn • Expires 3/31/2024

Overview Schools Matches Applicants (2) Details

Applicants

Total applicants: 12

Matching applicants: 5

Invited applicants: 0

You have 83 messages left, invite more matches to apply.

Reach out to students and alumni who meet the preferences set for this job.

Invite matches to apply

11:21 AM 2/11/2023

Handshake

Job Description

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced Account Executive/Marketing Strategy Lead who will utilize on-site and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients. Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401k, Vacation & Holiday time

All inquiries and conversations will be confidential.

Not a traditional job-seeker? That's OK, we want to connect with you!

Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

About SummitMedia, LLC

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S.

It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.

11:22 AM 2/11/2023

James Bandy | Contacts | My contacts | (9) Feed | LinkedIn | Join Our Team — Summit | Account Executive/Market | Account Executive/Market | Employers / Post Job

indeed.com/job/account-executive/marketing-strategy-lead-8aa9d451012a63

indeed Find jobs Company reviews Find salaries

What Job title, keywords, or company Where Fort Grabot Township, VA Find Jobs

### Account Executive/Marketing Strategy Lead

SummitMedia LLC  
SummitMedia LLC in Richmond, VA 23236  
Full-time

Apply on company site

Let employers find you  
Thousands of employers search for candidates on Indeed  
Upload your resume

**Job details**  
No switching jobs at SummitMedia LLC

**Job Type**  
Full-time

**Shift and Schedule**  
8 hour shift Monday to Friday

**Qualifications**

- Local B2B Sales: 2 years (Required)

**Benefits**

7:13 PM 1/18/2023

James Bandy | Contacts | My contacts | (9) Feed | LinkedIn | Join Our Team — Summit | Account Executive/Market | Account Executive/Market | Employers / Post Job

indeed.com/job/account-executive/marketing-strategy-lead-8aa9d451012a63

### Account Executive/Marketing Strategy Lead

SummitMedia LLC  
SummitMedia LLC in Richmond, VA 23236  
Full-time

Apply on company site

**Full Job Description**

**MEDIA and ADVERTISING**

**Account Executive/Marketing Strategy Lead**

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced Account Executive/Marketing Strategy Lead who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

If you are a self-motivated, confident, and successful B2B sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

**What You'll Bring:**

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

**What We Offer:**

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business

7:13 PM 1/18/2023



indeed.com/jobs/view?id=493c723aed2f8&employer.jobId=aXjP0h8VXBpcy5pbniRIZWQuT291LOVtcGxveWYy5m9Lz2ZmNkYTYwU5ZGhNDY0ZC04NzY1LlWRhNDc0NGYsNTVYQ%63

**Account Executive/Marketing Strategy Lead**  
SummitMedia LLC - Richmond, VA

Clicks  
Your job

Clicks this week  
0

Sponsor job for more clicks   Improve job description

Candidates

Details  
Posted: February 11, 2023  
Views: 0  
Candidates: 0 total

Budget  
Total spend:

Promote this job for more candidates:

indeed.com/job/account-executivemarketing-strategy-lead-491eb04accbca7a0

**Account Executive/Marketing Strategy Lead**  
SummitMedia LLC  
Richmond, VA 23236  
\$50,000 - \$80,000 a year · Full-time

Apply now

**Job details**

**Salary**  
\$50,000 - \$80,000 a year

**Job Type**  
Full-time

Are you working for Full-time work? Yes No

**Shift and Schedule**  
8 hour shift   Monday to Friday

**Qualifications**

## Account Executive/Marketing Strategy Lead

SummitMedia LLC  
Richmond, VA 23235  
\$50,000 - \$80,000 a year · Full-time

Apply now



### Full Job Description

#### MEDIA and ADVERTISING

##### Account Executive/Marketing Strategy Lead - Richmond, VA

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

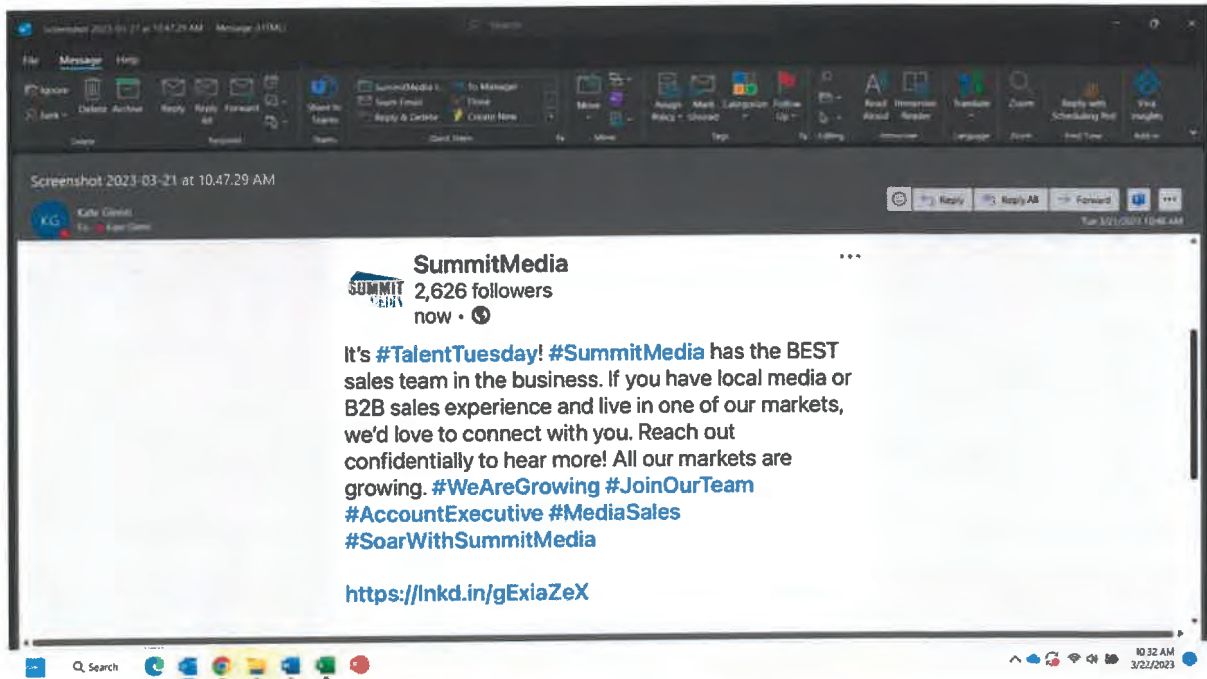
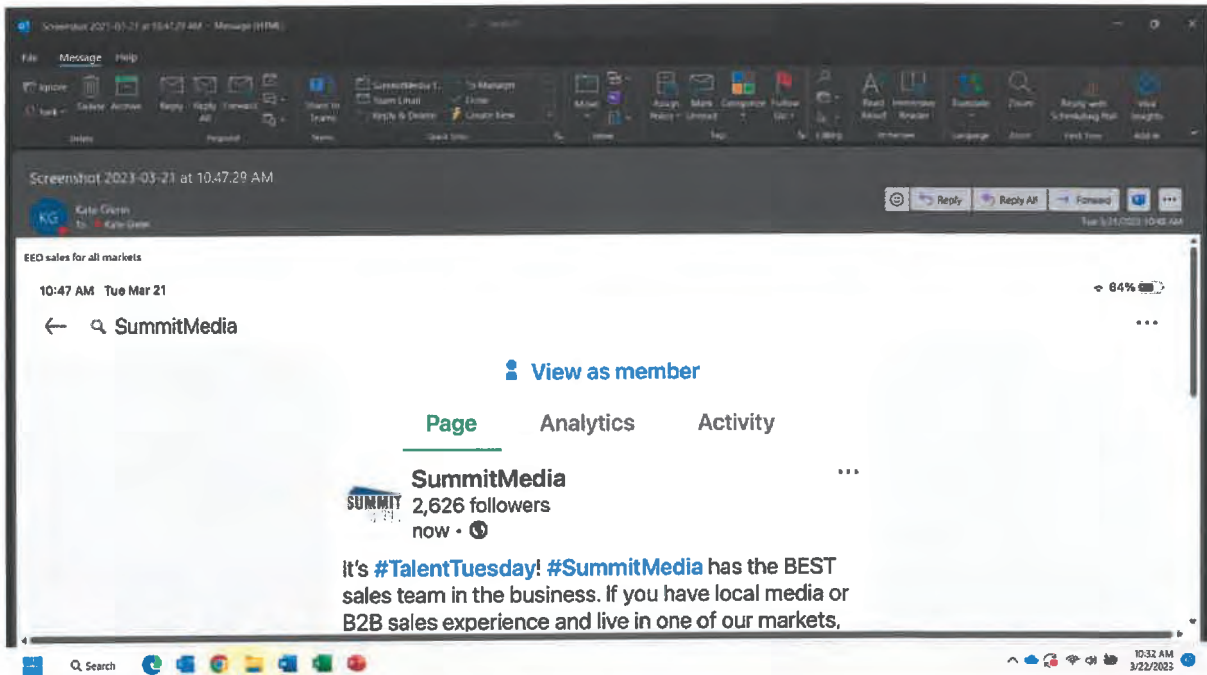
If you are a self-motivated, confident, and successful B2B sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

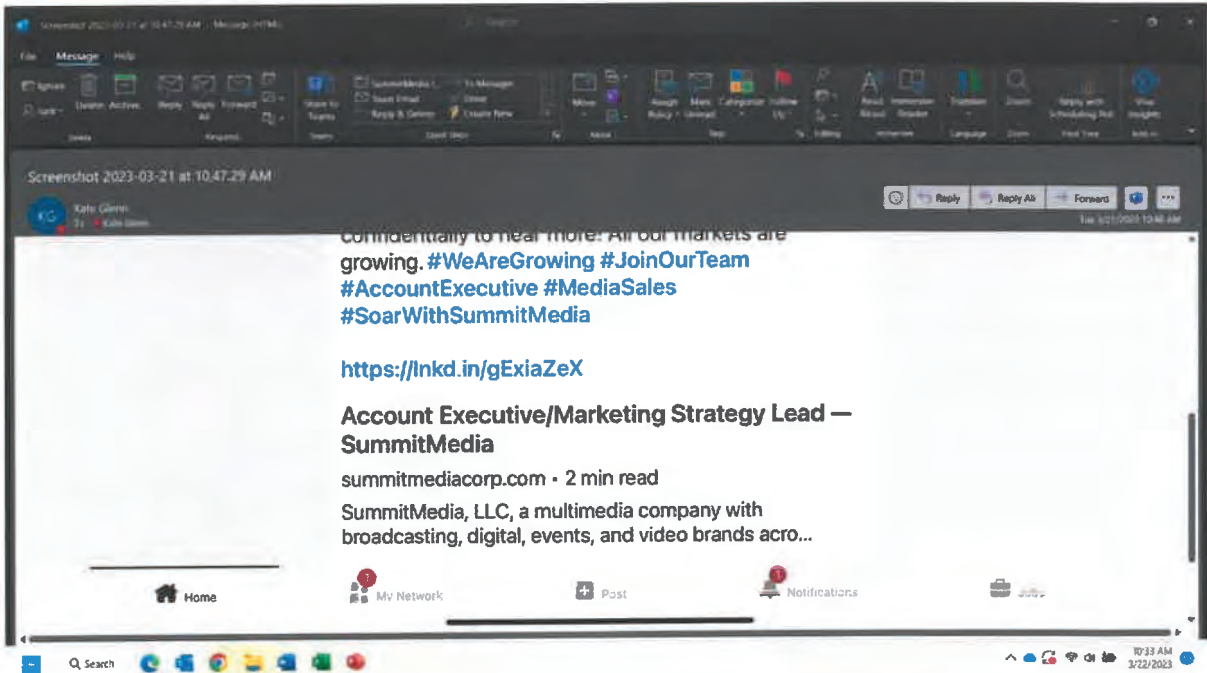
#### What You'll Bring:

- 3+ years of B2B outside sales experience. Exposure to media or advertising is preferred but not required
- Proven success at prospecting, negotiating, closing, and developing of new business
- Experience building positive client and community relationships

#### What We Offer:

- Competitive compensation with base, commissions, and bonus opportunities
- A growing group of media brands with a great team environment
- Best training and resources in the business





Screenshot 2023-03-21 at 10:47:29 AM

File Message Help

Sign Out Search Archive Reply Reply All Forward

Share to Teams

Subscribe to... To Message

Send Email Close

Reply & Comment Create New

More

Reply Reply in Context

More Campaigns Online

Read Read

Interpret Reader

Translate

Zoom

Reply with Scheduling Bot

View Insights

Screenshot 2023-03-21 at 10:47:29 AM

Kate Glenn

Reply Reply All Forward

Confidentially to reveal more: All our markets are growing. #WeAreGrowing #JoinOurTeam #AccountExecutive #MediaSales #SoarWithSummitMedia

<https://lnkd.in/gExiaZeX>

**Account Executive/Marketing Strategy Lead — SummitMedia**

summitmediacorp.com · 2 min read  
SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands acro...

Home My Network Post Notifications

SummitMedia

VP/Chief People Officer at SummitMedia

SummitMedia is a broadcast, Digital Media and Events company with multiple markets and brands. We are always looking to connect with GREAT talent in the industry!

23,624 Followers

**Kate Glenn** · VP

SummitMedia

2,577 Followers

We are growing our Sales and Marketing team! If you are a media or B2B sales professional and live in one of our markets we want to connect confidentially! [careers@summitmediacorp.com](mailto:careers@summitmediacorp.com) [See more](#)

Account Executive/Marketing Strategy Lead — SummitMedia

Like Comment Repost Send

27 Impressions [View analytics](#)

Comments have been hidden on this post. You can't react or share.

Kate Glenn reposted this

SummitMedia

2,577 Followers

Growing our Team in Omaha!

#omahajobs #promotionsdirector #radiojobs #localradio #newoppo [See more](#)

Promotions Director - Omaha — SummitMedia

10:32 AM 2/11/2023

SummitMedia

VP/Chief People Officer at SummitMedia

SummitMedia is a broadcast, Digital Media and Events company with multiple markets and brands. We are always looking to connect with GREAT talent in the industry!

23,624 Followers

**Kate Glenn** · VP

SummitMedia


2,577 Followers

If you are in media and want to hear more, reach out confidentially...I'd love to connect!

SummitMedia

2,577 Followers

SummitMedia is hiring...we have openings in Promotions, Programming, and Sales. Check out our job board AND our new, confidential Talent Bank! [#wearegrowing #wearehiring #joinourteam #SummitMedia #mad](#) [See more](#)



Join Our Team — SummitMedia

[summitmediacorp.com](http://summitmediacorp.com)

10:29 AM 2/11/2023

Contacts | All contacts x (2) Amber K. | LinkedIn x Adobe Express x Account Executive/Marketing Strategy Lead x

careerpage.org/job/summitmedia-llc-richmond-53-account-executive-marketing-strategy-lead/

CAREERPAGE Start your broadcasting career today (505) 881-4444 Contact Us

Careerpage Job Seekers Broadcasters Browse Jobs Account

# Account Executive/Marketing Strategy Lead - Richmond


## Twitter

6:13 PM 5/3/2023

Contacts | All contacts x (2) Amber K. | LinkedIn x Adobe Express x Account Executive/Marketing Strategy Lead x

careerpage.org/job/summitmedia-llc-richmond-53-account-executive-marketing-strategy-lead/

Full Time Richmond 11:00 AM 4 months ago

 **SummitMedia, LLC** [Website](#)  
SummitMedia is a broadcast and digital media company

**Description:**  
SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced Account Executive/Marketing Strategy Lead who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

Sales opportunities are available across multiple markets, relocation will be required if the candidate does not reside in the market area.

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

What You'll Bring:

6:13 PM 5/3/2023

Strategy Lead - NIXKVILLE

2023

2023

Account Executive/Marketing Strategy Lead - Birmingham

-

January 11, 2023

-

July 10, 2023

-

Account Executive/Marketing Strategy Lead - Richmond

-

January 11, 2023

-

July 10, 2023

-

Director of Programming and Operations

✓

January 11, 2023

-

July 10, 2023

-

On Air Talent

✓

January 11, 2023

-

July 10, 2023

-

Promotions Director

✓

January 11, 2023

-

July 10, 2023

-

**SUMMITMEDIA, LLC**

**INTERVIEW APPLICANT TRACKING LOG AND APPLICANT REFERRAL SOURCE**

**Position Applied:** Sales/Marketing Strategy Lead  
**Name of Dept:** Sales  
**Market:** Richmond  
**Hiring Manager:** Todd Johnson  
**Date Prepared** 5/3/2023  
**Prepared by:** Kate Glenn

<b>First Name</b>	<b>Last Name</b>	<b>Associated Job</b>	<b>INTERVIEW</b>	<b>EEO Referral Source</b>	<b>DISPOSITION</b>
Jake	Thomas	Sales - Richmond	4/6/2023	Indeed	2
Melanie	Sweigart	Sales - Richmond	scheduling	LinkedIn	1
Tim	Mincy	Sales - Richmond	3/14/2023	Indeed	2
Rori	Lykins	Sales - Richmond	12/6/2022	General - Word of Mouth	1
Billy	Steele	Sales - Richmond	1/24/2023	LinkedIn	1
Madison	Cantwell	Sales - Richmond	3/8/2023	General - Word of Mouth	1

**\*DISPOSITION**

- 1. Interviewed, no offer**
- 2. Interviewed, offer extended, and hired**
- 3. Interviewed, offer extended, but rejected**





## RECRUITMENT SOURCES CONTACT AND REFERRAL LOG

PLEASE READ: Use this form to record all recruitment sources contacted, the number of applicants interviewed for the job produced by each source, the date the position was filled and the source of the person hired.

Attach a list of all sources contacted for this position regardless of whether they produced any interviewed applicants. Separately identify any organizations which requested notification in accordance with FCC rules. Include for each organization the name, address, contact person, and telephone number.

List in the spaces below, those sources which referred interviewed applicants, the number referred per source, the date the position was filled and the source which referred the person hired. Include all organization contacted with the respect to the vacancy, employee suggestions, and other means of recruiting applicants for this position, including walk-ins.

**JOB TITLE: Sales/Marketing Strategy Lead**

**FULL-TIME OR PART-TIME: full time**

**DATE: 5/3/2023**

### RECRUITMENT SOURCES

### NUMBER OF REFERRED APPLICANTS INTERVIEWED

Summit Website	0
General – Word of Mouth	2
SummitMedia employee referral	0
LinkedIn	2
Indeed	2
NASBA – <a href="http://careerpage.org">careerpage.org</a>	0
Handshake	0

**DATE POSITION WAS FILLED: 5/8/2023**

**REFERRAL SOURCE OF APPLICANT HIRED: Indeed**



### EEO DATA FORM AND INVITATION TO SELF-IDENTIFY

It is SummitMedia, LLC's policy to provide employment opportunity to all applicants without regard to race, color, religion, national origin, age, sex, or disability.

In an effort to comply with FCC requirements regarding equal employment opportunity record keeping, reporting and other legal obligations, we ask that you complete this EEO Data Form. Your cooperation is appreciated.

Please be advised that this data is not a part of your official application for employment. This form will be maintained in a file separate from your resume and/or employment application and will not be used in any way in determining whether or not to offer you employment.

NAME: Jake Thomas SIGNATURE: [Signature]  
 ADDRESS: 900 Terminal Place, APT 204, Richmond, VA 23220  
 TELEPHONE: 804-201-6471 TODAY'S DATE: 04/27/23

**PLEASE CHECK ONE OF THE FOLLOWING RACE/ETHNIC GROUPS:**

White       Hispanic or Latino       Black or African-American (not of Hispanic Origin)

Asian       Native Hawaiian or Other Pacific Islander       Two or more races

American Indian or Alaska Native       Prefer not to self-identify

SEX:       Male       Female

What position are you applying for: Marketing Strategy Lead

How did you come to apply with us (who referred you to us/how did you learn of our opening)? If you were referred by more than one source, please list all referral sources:

1. Indeed.com      2. \_\_\_\_\_      3. \_\_\_\_\_

If you were not a referral (this is, if you presented yourself as a candidate for employment with or without knowledge of an opening) please check here .

**OFFICE USE ONLY**

Was applicant hired?    Yes  No       Location: \_\_\_\_\_

If offer of employment was made but rejected, provide reason given by applicant for rejection of the offer:  
\_\_\_\_\_  
\_\_\_\_\_

NOTE: FOR OFFICE USE ONLY- This form must not be attached to Application Form or placed with any other material to be used in decision making/hiring process. Do not file this form with Application/Resumes. File separately.



### EEO DATA FORM AND INVITATION TO SELF-IDENTIFY

It is SummitMedia, LLC's policy to provide employment opportunity to all applicants without regard to race, color, religion, national origin, age, sex, or disability.

In an effort to comply with FCC requirements regarding equal employment opportunity record keeping, reporting and other legal obligations, we ask that you complete this EEO Data Form. Your cooperation is appreciated.

Please be advised that this data is not a part of your official application for employment. This form will be maintained in a file separate from your resume and/or employment application and will not be used in any way in determining whether or not to offer you employment.

NAME: Septimus Mincy

SIGNATURE: [Signature]

ADDRESS: 402 Latitude Lane

TELEPHONE: (812) 389-4506

TODAY'S DATE: 5-4-2023

PLEASE CHECK ONE OF THE FOLLOWING RACE/ETHNIC GROUPS:

<input type="checkbox"/> White	<input type="checkbox"/> Hispanic or Latino	<input checked="" type="checkbox"/> Black or African-American (not of Hispanic Origin)
<input type="checkbox"/> Asian	<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> Two or more races
<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> Prefer not to self-identify	

SEX:  Male  Female

What position are you applying for: Account Executive

How did you come to apply with us (who referred you to us/how did you learn of our opening)? If you were referred by more than one source, please list all referral sources:

1. Indeed 2. \_\_\_\_\_ 3. \_\_\_\_\_

If you were not a referral (this is, if you presented yourself as a candidate for employment with or without knowledge of an opening) please check here .

**OFFICE USE ONLY**

Was applicant hired? Yes  No

Location: \_\_\_\_\_

If offer of employment was made but rejected, provide reason given by applicant for rejection of the offer:

NOTE: FOR OFFICE USE ONLY- This form must not be attached to Application Form or placed with any other material to be used in decision making/hiring process. Do not file this form with Application/Resumes. File separately.

Contacts | My contacts x AE/MARKETING STRATEGY LEAD x Account Executive/Marketing 2 x +

summitmediacorp.com/job-postings/account-executive/marketing-strategy-lead

SUMMIT MEDIA

Services Markets Leadership Join Our Team Home

Birmingham • Greenville • Honolulu • Knoxville • Louisville • Omaha • Richmond • Springfield • Wichita

# Account Executive/Marketing Strategy Lead - ALL MARKETS

SummitMedia, LLC, a multimedia company with broadcasting, digital, events, and video brands across multiple markets is expanding our team. We are looking for an experienced **Account Executive/Marketing Strategy Lead** who will utilize on-air and digital brands, as well as unique on-location and sponsorship opportunities, all with the goal of developing sophisticated marketing and advertising tools for our clients.

**Sales opportunities are available across multiple markets. relocation will be required if the candidate does not reside in the market area.**

If you are a self-motivated, confident, and successful sales professional who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys helping clients. Reach out today to learn more. All conversations and inquiries will be kept confidential.

Do you have any questions?  
We're happy to help.

3:25 PM  
1/6/2023

Booth



**EEO CHECKLIST  
FOR  
JOB RECRUITMENT FILE**

---

A job file should be created for each external job opening. The following items should be included (as applicable) in the job recruitment file and retained until the grant of the application covering the license term:

- Personnel Requisition Form
- Job Description/Job Posting
- Copies of dated General Recruitment Letters, Specific Job Opening Recruitment Letters (and follow-up letters) transmitted to sources
- Completed Interviewed Applicant Referral Source Sheets  
\*Combined with Interviewed Applicant Tracking Log
- Completed Interviewed Applicants Tracking Log  
\*Combined with Interviewed Applicant Referral Source
- Completed Recruitment Sources Contact and Referral Log
- Copy of SummitMedia website advertisement

**NOTE: RESUMES RECEIVED FROM AND EMPLOYMENT APPLICATIONS COMPLETED BY ALL INTERVIEWED CANDIDATES MUST BE KEPT IN A FILE SEPARATE FROM THE JOB RECRUITMENT FILE.**

Kate Glenn  
EEO Manager

8/30/2023  
Date file completed

# SummitMedia

## PERSONNEL REQUISITION POSITION APPROVAL

TO: Darryl Grondines

Date: 8/11/2023

From: Kate Glenn

Dept: Sales Operations - Richmond

Job Title of Open Position: Digital Marketing Campaign Assistant - Richmond

Date required: ASAP

Full Time  Part Time

Replacement

Salaried  Hourly

New Position

Budgeted  Yes  No

Posting for internal board: See attached job profile

### RESPONSIBILITIES:

Department Head/Hiring Manager John Walker Date: Aug 11, 2023  
John Walker (Aug 11, 2023 13:47 CDT)

VP/Finance DD Date: \_\_\_\_\_

8/11/23

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced **Digital Marketing Campaign Assistant**. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

**Position responsibilities include but not limited to:**

- Processing and entering digital campaign request for proposals/RFP's
- Using our online management portal system to monitor campaigns once they have launched
- Communicating with sales reps regarding items for launch campaigns (creative specs, tracking pixels, etc)
- Managing monthly reporting for all digital campaigns

If you are a self-motivated and highly organized Digital Marketing Assistant or Advertising Operations Assistant who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys proactive communication.

**What You'll Bring:**

- 1+ years experience in a Digital Marketing role in a professional office environment
- Proven track record of being professional, analytical, detail-oriented, and organized
- Experience working in a fast-paced and professional environment
- Experience creating custom pieces and tools for sales and marketing
- Experience building positive internal team relationships and driving collaboration
- Strong CRM and Microsoft Applications Suite capabilities
- College degree in media, communications or marketing preferred

**What We Offer:**

- Competitive compensation with internal career development
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

All inquiries will be confidential. Not a traditional job-seeker? That's OK, we want to connect with you!

This position is based in Richmond, VA.

**About SummitMedia, LLC**

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. [Join Our Team!](#)

*It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.*

allaccess.com/forum/viewtopic.php?t=102922

**ALL ACCESS 28** Have you checked out our sister?

Home | **Business** | Not News | **MediaBase** | **Charterwise** | Ratings | **Jobs & VO** | **Forums** | Directory | **Music** | Video | Podcasts | Columns | Charts

**Digital Media Campaign Asst - Richmond, VA**  
 by **kataglenn** > Tue Aug 15, 2023 8:30 am

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced Digital Marketing Campaign Assistant. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

Position responsibilities include but not limited to:

- Processing and entering digital campaign request for proposals/RFP's

**kataglenn**  
 Posts: 60  
 Joined: Thu Dec 08, 2022 3:38 pm  
 Contact: [✉](#)

**SONEDISH**  
[WWW.SONEDISH.COM](http://WWW.SONEDISH.COM)

**BOOKSTORE**

**SUCCESS STARTS HERE**  
 (Includes Live Post)

Waiting for images to load...

Search: [ ]

11:32 AM 8/15/2023

allaccess.com/forum/viewtopic.php?t=102922

**ALL ACCESS 28** **ALL ACCESS MUSIC** CLICK HERE TO CHECK HER OUT NOW

Home | **Business** | Not News | **MediaBase** | **Charterwise** | Ratings | **Jobs & VO** | **Forums** | Directory | **Music** | Video | Podcasts | Columns | Charts

- 1+ years experience in a Digital Media or Sales Operations role in a professional office environment

**What We Offer:**

- Competitive compensation with internal career development
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

All inquiries will be confidential. Not a traditional job-seeker? That's OK, we want to connect with you!

This position is based in Richmond, VA.

Apply on our website - <https://www.summitmediacorp.com/job-pos...4qksi0qome>

1 post • Page 1 of 1

Search: [ ]

11:33 AM 8/15/2023



Full Time | Richmond | Posted 5 days ago | Expires September 30, 2023



**Description:**

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced Digital Marketing Campaign Assistant. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

Position responsibilities include but not limited to:

Thank you for posting your job on CareerPage

Message (Plain Text)

File | Message | Help

Copy | Paste | Undo | Redo | Reply | Reply All | Forward | Print | Share | Print & Delete | Credit New

Move | Assign | Mark | Campaign | Follow | Stop | Add | Remove | Read | Forward | Reply | Reply All | Forward | Print | Share | Print & Delete | Credit New

Message | Reply | Reply All | Forward | Print | Share | Print & Delete | Credit New

Note: This email originated outside of your organization.

Thank you for using the NASBA Careerpage to post the following job:

Digital Marketing Campaign Assistant

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced Digital Marketing Campaign Assistant. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

&nbsp;

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

Position responsibilities include but not limited to:

- Processing and entering digital campaign request for proposals/RFP's
- Using our online management portal system to monitor campaigns once they have launched
- Communicating with sales reps regarding items for launch campaigns (creative specs, tracking pixels, etc)
- Managing monthly reporting for all digital campaigns

11:20 AM 8/15/2023

indeed

Back to jobs

## Digital Marketing Campaign Assistant

SummitMedia LLC - North Chesterfield, VA

Clicks

Your job

Clicks this week

### 18

Sponsor job for more clicks    Improve job description

Candidates

Help    Notifications    Messages    jenn.davis@summitmedia.com    kate.glenn@summitme...

Edit job

Sponsor this job

Open

View public job page

Details

Posted: August 12, 2023

Views: 247

Applications received:

Add a candidate

Budget

Job budget: Not sponsored

Sponsor job

Promote this job for more candidates:

2:25 AM 8/14/2023

indeed

Find jobs    Company reviews    Find salaries

What Job title, keywords, or company

Where City, state, zip code, or "remote"

Find Jobs

## Digital Marketing Campaign Assistant

SummitMedia LLC

SummitMedia LLC in North Chesterfield, VA 23236

\$35,000 - \$38,000 a year · Full-time

Apply now

Profile insights

Here's how your profile aligns with the job description

Skills

Marketing (Required)    Digital marketing (Required)    CRM software (Required)    Sales

Do you have experience in Marketing?

Yes    No    Skip

Education

Bachelor's degree

Do you have a Bachelor's degree?

9:19 AM 8/14/2023

## Digital Marketing Campaign Assistant

SummitMedia LLC

SummitMedia LLC in North Chesterfield, VA 23236

\$35,000 - \$38,000 a year - Full-time

Apply now



SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced **Digital Marketing Campaign Assistant**. This opportunity is based in our Richmond, VA office. This is a heavy administrative role and is not a creative marketing focused position. It is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital campaign focus.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

### Position responsibilities include but not limited to:

- Processing and entering digital campaign request for proposals/RFP's
- Using our online management portal system to monitor campaigns once they have launched
- Communicating with sales reps regarding items for launch campaigns (creative specs, tracking pixels, etc)
- Managing monthly reporting for all digital campaigns

If you are a self-motivated and highly organized Digital Marketing Assistant or Advertising Operations Assistant who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys proactive communication.

### What You'll Bring:

- 1+ years experience working with Digital Media or Digital Marketing campaigns (preferably paid-media) in a professional office environment; experience in ad operations would be ideal
- Proven track record of being professional, analytical, detail-oriented, and organized

Home  
My profile  
Company profile

Fixings  
Jobs  
Relationships  
Talents  
Schools  
Contacts

More  
Jobs  
Matches

Talent Engagement  
→ Rankings  
→ Segments  
→ Campaigns  
→ Analytics

Learn more

Search all of Handshake...

Jobs

## Digital Media Campaign Assistant

Job #8115607 • Created 8/12/2023 by Kate Glenn • Expires 9/12/2023

Edit More actions

Overview Schools Matches Applicants (0) Details

### Applicants

No applicants yet.


WHAT YOU CAN DO

Reach out to promising candidates  
[Invite your matches to apply](#)

Get this job in front of more people  
[View recommended schools to add to this job](#)

Job Views Premium

Search all of Handshake...



**Digital Media Campaign Assistant**  
**SUMMITMEDIA LLC**

Richmond, Virginia, United States | Advertising, PR & Marketing | Full-Time Job | 250 - 1000 employees | \$30000.00 per year | No on-campus interviews

Applications close on September 12th, 2023 at 12:00 AM

Cancel | Basics | Details | Preferences | Schools | Preview | Next | Delete | Save

Search all of Handshake...

**Digital Media Campaign Assistant**

Richmond

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced **Digital Marketing Campaign Assistant**. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

**Position responsibilities include but not limited to:**

- Processing and entering digital campaign request for proposals/RFP's
- Using our online management portal system to monitor campaigns once they have launched
- Communicating with sales reps regarding items for launch campaigns (creative specs, tracking pixels, etc)
- Managing monthly reporting for all digital campaigns

If you are a self-motivated and highly organized Digital Marketing Assistant or Advertising Operations Assistant who wants a fun, entertainment-focused work environment, we want to

Cancel | Basics | Details | Preferences | Schools | Preview | Next | Delete | Save

Contacts | All contacts | (19) Post | LinkedIn | Digital Marketing Campaign | Account Executive/Market | (19) Feed | LinkedIn | WebASAP | 101106458 |

linkedin.com/feed/update/urn:li:activity:703141848255414134

**Kate Glenn**  
HR - VP Chief People Officer at SummitMedia. SummitMedia is a Broadcast, Digital Media, and Events company with multiple markets and brands. We are always looking to connect with GREAT talent in the industry.

**Digital Marketing Campaign Assistant - SummitMedia**  
SummitMedia LLC is a media company with broadcasting, digital media, and event brands.

We have a #newopening for a Digital Campaign Assistant for our #RichmondVA operation. If you have a background in digital ad ops, google ad manager, paid media marketing, and live in Richmond, please reach out!  
#mediajobs #digitalmedia #digitalmarketing

Like Comment Repost Send

1 Impression View analytics

Set your employees up for success with a 401(k) plan  
Promote financial wellness in your workforce  
Learn More

12:15 PM 8/12/2023

Contacts | All contacts | (19) SummitMedia: Comp | Digital Marketing Campaign | Account Executive/Market | (19) Feed | LinkedIn | WebASAP | 101106458 |

linkedin.com/company/10777629/admin/feed/posts

Get up to 92,000 more impressions by boosting this post

Boost New leads Add lead gen form

Posted by Kate Glenn · 8/12/2023

**SummitMedia**  
2,948 followers

SummitMedia has a #newopening for a Digital Campaign Assistant. If you have a background in digital ad ops, google ad manager, paid media marketing, please reach out!  
Help us spread the word #mediajobs #digitalmedia #digitalmarketing #SummitMedia #wearehereing  
<https://lnkd.in/gNAhmEKR>

**Digital Marketing Campaign Assistant - SummitMedia**  
SummitMedia LLC is a media company with broadcasting, digital media, and event brands.

Like Comment Repost

Be the first to react

Organic impressions: 0 Impressions Show stats

This post doesn't qualify for boosting. Learn more

12:20 PM 8/12/2023

**SUMMITMEDIA, LLC**

**INTERVIEW APPLICANT TRACKING LOG AND APPLICANT REFERRAL SOURCE**

**Position Applied:** Digital Marketing Campaign Assistant  
**Name of Dept:** Sales/Sales Ops  
**Market:** Richmond  
**Hiring Manager:** Julie Monafo  
**Date Prepared** 9/5/2023  
**Prepared by:** Kate Glenn

<b>First Name</b>	<b>Last Name</b>	<b>Associated Job</b>	<b>INTERVIEW</b>	<b>EEO Referral Source</b>	<b>DISPOSITION</b>
Jaclyn	Booth	Digital Marketin	2023-08-21	Recruited or Referred	2
Shannan	Parry	Digital Marketin	2023-08-22	Handshake	1
Jack	Durham	Digital Marketin	2023-08-23	Handshake	1
Henry	Netter	Digital Marketin	2023-08-24	Indeed	1
Erika	Latta	Digital Marketin	2023-09-05	Handshake	1

**\*DISPOSITION**

- 1. Interviewed, no offer**
- 2. Interviewed, offer extended, and hired**
- 3. Interviewed, offer extended, but rejected**



## RECRUITMENT SOURCES CONTACT AND REFERRAL LOG

PLEASE READ: Use this form to record all recruitment sources contacted, the number of applicants interviewed for the job produced by each source, the date the position was filled and the source of the person hired.

Attach a list of all sources contacted for this position regardless of whether they produced any interviewed applicants. Separately identify any organizations which requested notification in accordance with FCC rules. Include for each organization the name, address, contact person, and telephone number.

List in the spaces below, those sources which referred interviewed applicants, the number referred per source, the date the position was filled and the source which referred the person hired. Include all organization contacted with the respect to the vacancy, employee suggestions, and other means of recruiting applicants for this position, including walk-ins.

**JOB TITLE:** Digital Marketing Campaign Assistant

**FULL-TIME OR PART-TIME:** full time

**DATE:** 9/5/2023

<u>RECRUITMENT SOURCES</u>	<u>NUMBER OF REFERRED APPLICANTS INTERVIEWE</u>
1. SummitMedia Website	0
2. LinkedIn	0
3. Indeed	1
4. NASBA – career.org	0
5. Handshake	3
6. SummitMedia recruited/referred	0
7. SummitMedia Internal Applicant	1
8. All Access	0

**DATE POSITION WAS FILLED:** 9/5/2023

**REFERRAL SOURCE OF APPLICANT HIRED:** SummitMedia Internal Applicant





Richmond

# Digital Marketing Campaign Assistant

SummitMedia, LLC, a multimedia company with broadcasting, digital media, and event brands across multiple markets is looking for an experienced **Digital Marketing Campaign Assistant**. This position will be based out of our Richmond, VA location. This is an ideal opportunity for a recent grad with at least one year of work experience with a digital media and/or digital marketing focus.

Do you have any questions?  
We're happy to help.

The Digital Campaign Assistant will work closely with our Digital and Sales Operations team to ensure the success of our Digital Advertising Campaigns. This role requires a great deal of support interaction including internal and external communication.

**Position responsibilities include but not limited to:**

Communicating with sales reps regarding items for launch campaigns (creative specs, tracking pixels, etc)  
Managing monthly reporting for all digital campaigns  
If you are a self-motivated and highly organized Digital Marketing Assistant or Advertising Operations Assistant who wants a fun, entertainment-focused work environment, we want to connect with you! You should be a passionate problem-solver who enjoys proactive communication.

- What You'll Bring:**
- 1+ years experience in a Digital Marketing role in a professional office environment
  - Proven track record of being professional, analytical, detail-oriented, and organized
  - Experience working in a fast-paced and professional environment
  - Experience creating custom pieces and tools for sales and marketing
  - Experience building positive internal team relationships and driving collaboration
  - Strong CRM and Microsoft Applications Suite capabilities
  - College degree in media, communications or marketing preferred

- What We Offer:**
- Competitive compensation with internal career development
  - A growing group of media brands with a great team environment
  - Best training and resources in the business
  - Medical, Dental & Vision, 401K, Vacation & Holiday time

Do you have any questions?  
We're happy to help.



- Competitive compensation with internal career development
- A growing group of media brands with a great team environment
- Best training and resources in the business
- Medical, Dental & Vision, 401K, Vacation & Holiday time

All inquiries will be confidential. Not a traditional job-seeker? That's OK, we want to connect with you!  
This position is based in Richmond, VA.

**About SummitMedia, LLC**

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing and events company. We have markets and brands across the U.S. [Join Our Team!](#)  
It is the policy of SummitMedia LLC to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex.

Apply Now

Digital Strategy • Sales Operations • Sales Assistant • Marketing Assistant • Digital Ad Operations

Do you have any questions?  
We're happy to help.



Welcome to F1 Plus!

Cole Grievess <cole.grievess@learning.com>  
 To: Lori Wainwright <Lori.Wainwright@learning.com>  
 Sent: Monday, July 12, 2021 4:38 PM

2021 F1 Plus Schedule.pdf 154 KB  
 2021 F1 Plus Training Manual.pdf 156 KB

Lori,

Congrats – you're in! Welcome to P1 Plus, our 7-week sales onboarding training program! We are excited to get the training program kicked off on Monday, July 12.

Here are a couple dates you're going to want to add to your calendar:

- Monday, July 12 – **The BIG Day!** We'll kick off your training with a live P1 Plus Orientation on Zoom from 10:00-11:00 AM (central). You'll be joined on the call by the other participants in the program. Here's the link to join the meeting: <https://us02web.zoom.us/j/6528390677>
- Friday, July 16 – **That's a wrap!**... well, of Week 1. Each Friday during your training we'll have a live training call. This Friday is no different. Block your calendar for a conference call from 10:00-10:30 AM (central).

Since participants are scattered throughout the country, we will use a combination of Zoom video conferences and conference calls by phone for all of our live meetings. We'll send out a reminder confirming the details the day before each of our live meetings.

Also, leading up to our P1 Plus Orientation on July 12, we'll probably ask you a few times to download the P1 Plus Training Manual and Course Schedule. You might as well check them out now while you're at it (see attached).

Hey, that's all I've got for now. Questions? Shoot me an email or give me a call. As I'll say many times throughout your training, I'm here to help.

I'm glad you're a part of P1 Plus, Lori. I look forward to meeting you soon!

Cole

Cole Grievess | Client Success Manager | (913) 232-2308  
[c.grievess@learning.com](mailto:c.grievess@learning.com) | [@ColeGrievess](https://www.linkedin.com/in/cole-grievess/) | [Lori](https://www.facebook.com/cole.grievess/) | [LinkedIn](https://www.youtube.com/channel/UCqj8d6d0000000000000000) | [Youtube](https://www.youtube.com/channel/UCqj8d6d0000000000000000)

Welcome to P1 Plus!

Cole Grievess <cole.grievess@learning.com>  
 To: Hunter Hovels <Hunter.Hovels@learning.com>  
 Sent: Monday, January 9, 2021 9:28 PM

2021 F1 Plus Training Manual.pdf 157 KB  
 2021 F1 Plus Schedule.pdf 156 KB

Hunter,

Congrats – you're in! Welcome to P1 Plus, our 7-week sales onboarding training program! We are excited to get the training program kicked off on Monday, January 9.

Here are a couple dates you're going to want to add to your calendar:

- Monday, Jan. 9 – **The BIG Day!** We'll kick off your training with a live P1 Plus Orientation on Zoom from 10:00-11:00 AM (central). You'll be joined on the call by the other participants in the program. Here's the link to join the meeting: <https://us02web.zoom.us/j/6528390677>
- Friday, Jan. 15 – **That's a wrap!**... well, of Week 1. Each Friday during your training we'll have a live training call. This Friday is no different. Block your calendar for a conference call from 10:00-10:30 AM (central).

Since participants are scattered throughout the country, we will use a combination of Zoom video conferences and conference calls by phone for all of our live meetings. We'll send out a reminder confirming the details the day before each of our live meetings.

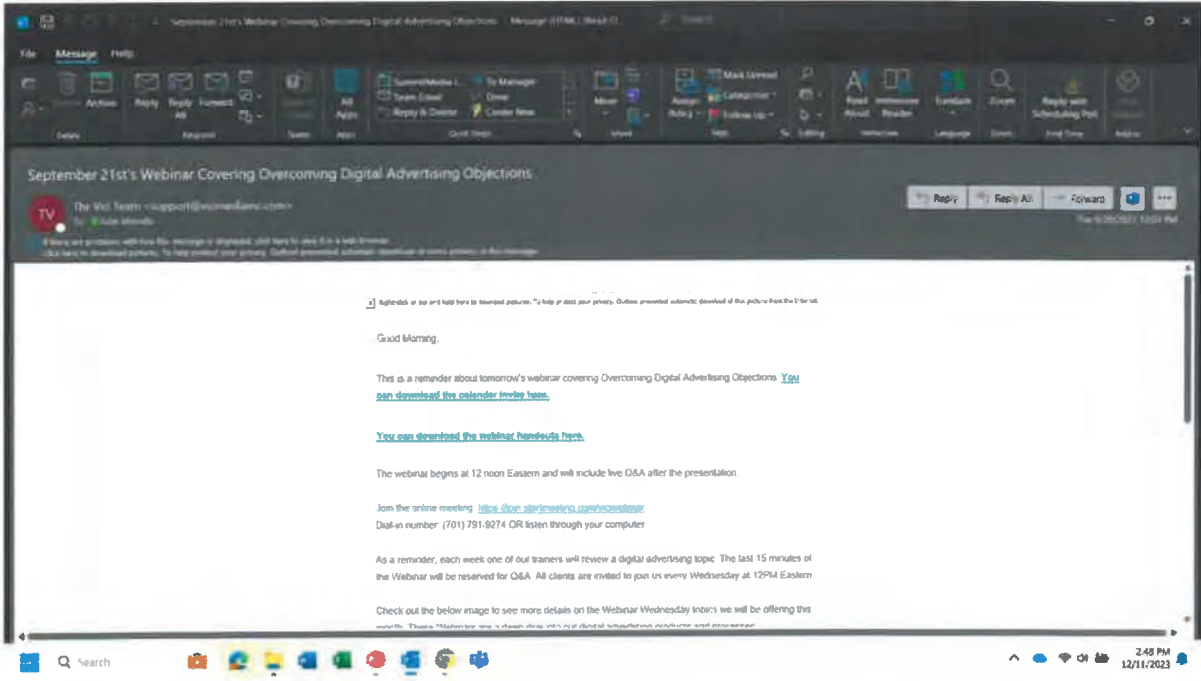
Also, leading up to our P1 Plus Orientation on January 9, we'll probably ask you a few times to download the P1 Plus Training Manual and Course Schedule. You might as well check them out now while you're at it (see attached).

Hey, that's all I've got for now. Questions? Shoot me an email or give me a call. As I'll say many times throughout your training, I'm here to help.

I'm glad you're a part of P1 Plus, Hunter. I look forward to meeting you soon!

Cole

Cole Grievess | Client Success Manager | (913) 232-2308  
[c.grievess@learning.com](mailto:c.grievess@learning.com) | [@ColeGrievess](https://www.linkedin.com/in/cole-grievess/) | [Lori](https://www.facebook.com/cole.grievess/) | [LinkedIn](https://www.youtube.com/channel/UCqj8d6d0000000000000000) | [Youtube](https://www.youtube.com/channel/UCqj8d6d0000000000000000)



FW: 2022 VAB Internship Application - Message (HTML)

File Message Help

Link, Archive, Reply, Reply All, Forward, M+, All, Reply, Move, Send to OneNote, Categorize, Follow Up, Feed, Related, Read, Interactions, Translate, Zoom

FW: 2022 VAB Internship Application

Clare Symonds  
To: Michelle Kiser

Summary: Media Employment Application.docx  
EEO DATA FORM AND SELF-IDENTIFY.docx.pdf File

Good morning Michelle,  
 Pls find the employment app and EEO data form attached for a new temporary full-time employee (intern). Lily will be starting this coming Monday, June 6<sup>th</sup>.  
 This is a paid internship through the Virginia Association of Broadcasters, but I'm thinking we follow the normal new employee process?  
 My next email will be a fwd from Christina Sandridge, who administers this program for the VAB. There may or may not be something of use to you, but wanted you to have it.  
 Lily's rate will be \$11/hr.

I was out this past week, so am behind on this, my apologies. Please let me know whatever is needed to move this process along and we'll get it done quickly.

Thank you!  
 Dave

From: Lily Poff <lily.poff.20@mu.edu>  
 Sent: Sunday, May 22, 2022 9:14 PM  
 To: Dave Symonds <dave.symonds@summitmediacorp.com>  
 Subject: Re: 2022 VAB Internship Application

Hello,

I have completed the forms that you provided me with and attached them to this email. Please let me know if you have any questions!

Have a great week,  
 Lily Poff

2:52 PM 12/11/2023

FW: VAB Summer Internship Program - Message (HTML)

File Message Help

Link, Archive, Reply, Reply All, Forward, M+, All, Reply, Move, Send to OneNote, Categorize, Follow Up, Feed, Related, Read, Interactions, Translate, Zoom

FW: VAB Summer Internship Program

Dave Symonds  
To: Michelle Kiser

Internship Guidelines.pdf .pdf File  
 Internship-Payment.pdf .pdf File  
 Lily Poff.docx .docx File

Here is the info from the VAB re: Lily

From: Christina Sandridge <Christina.Sandridge@easterassociates.com>  
 Sent: Tuesday, May 17, 2022 12:40 PM  
 To: Dave Symonds <dave.symonds@summitmediacorp.com>  
 Subject: VAB Summer Internship Program

Dear Dave,

A very special THANK YOU for agreeing to host a VAB intern at your station this summer. Attached, please find information about the Internship program as well as the application submitted by the student that we have assigned to your station. We are asking the student to get in contact with you to schedule an interview as soon as possible. You may have already finalized this step and if so that's great.

The Summer Internship Program is an 8-week program beginning Monday, June 6, 2022 and ending Friday, July 28, 2022. All interns should plan to work 40-hours per week at \$11.00/hour. The VAB will send one check to the station at the beginning of the internship.

Feel free to contact me with any questions or concerns. Good luck and please let me know how it goes!

Thanks,

Christina Sandridge  
 Vice President, Programs & Operations  
 Virginia Association of Broadcasters  
 250 West Main Street, Suite 100

2:53 PM 12/11/2023

RE: Details on tour yesterday

Dave Symonds  
To: Michelle Fraser

Hi Michelle,

This was a group from the school below. There were about 20 kids, all about 8-10 years old... toured all the stations and we gave them fun little promo items 🥳

**INSPIRE Martial Arts of Chestfield**  
4800C Market Square Lane  
Midlothian, VA 23112

804-763-4184  
[kdavis.inspireofchestfield@gmail.com](mailto:kdavis.inspireofchestfield@gmail.com)

From: Michelle Fraser <[michelle.fraser@summitmediascorp.com](mailto:michelle.fraser@summitmediascorp.com)>  
Sent: Tuesday, January 17, 2023 9:12 AM  
To: Dave Symonds <[dave.symonds@summitmediascorp.com](mailto:dave.symonds@summitmediascorp.com)>  
Subject: FW: Details on tour yesterday

Hey Dave,

Can you provide some details about the school group that visited on 8/3/21? This will count toward our long term recruitment initiatives for our annual EEO report. I asked Jennifer, Chris, and Julie and they all directed me to you 🥳 I don't need a ton of information, I just need to know what school/organization it was and the purpose/description of the event.

Thanks!

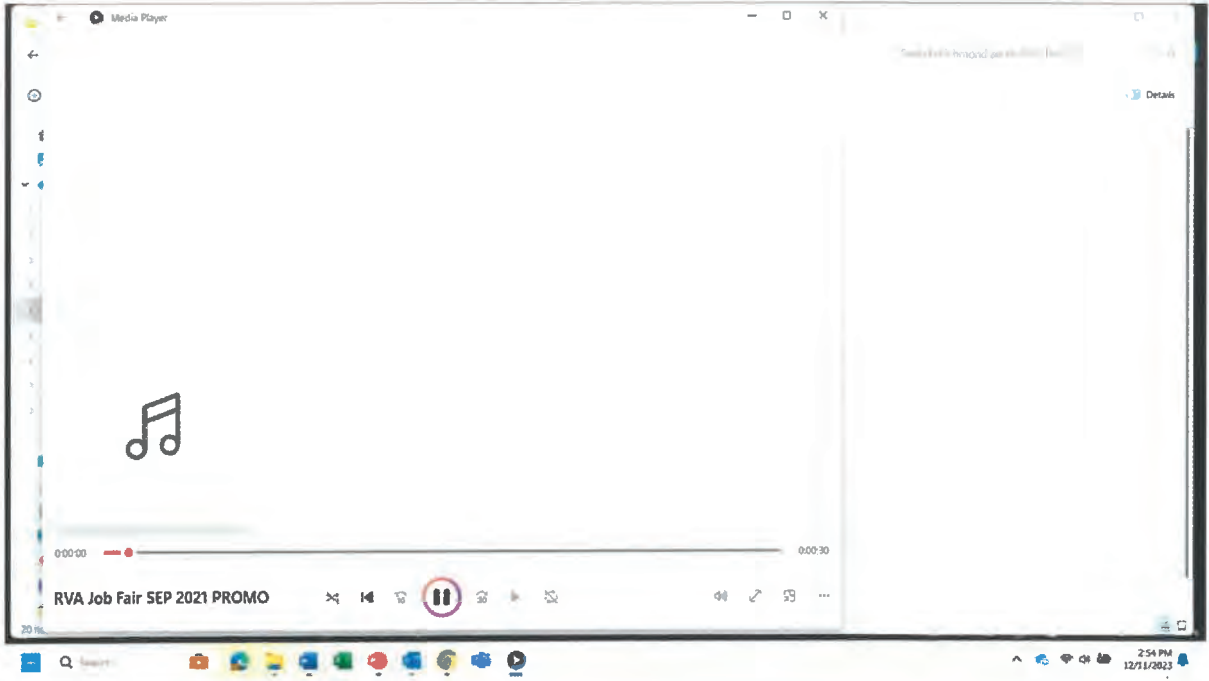
Media Player

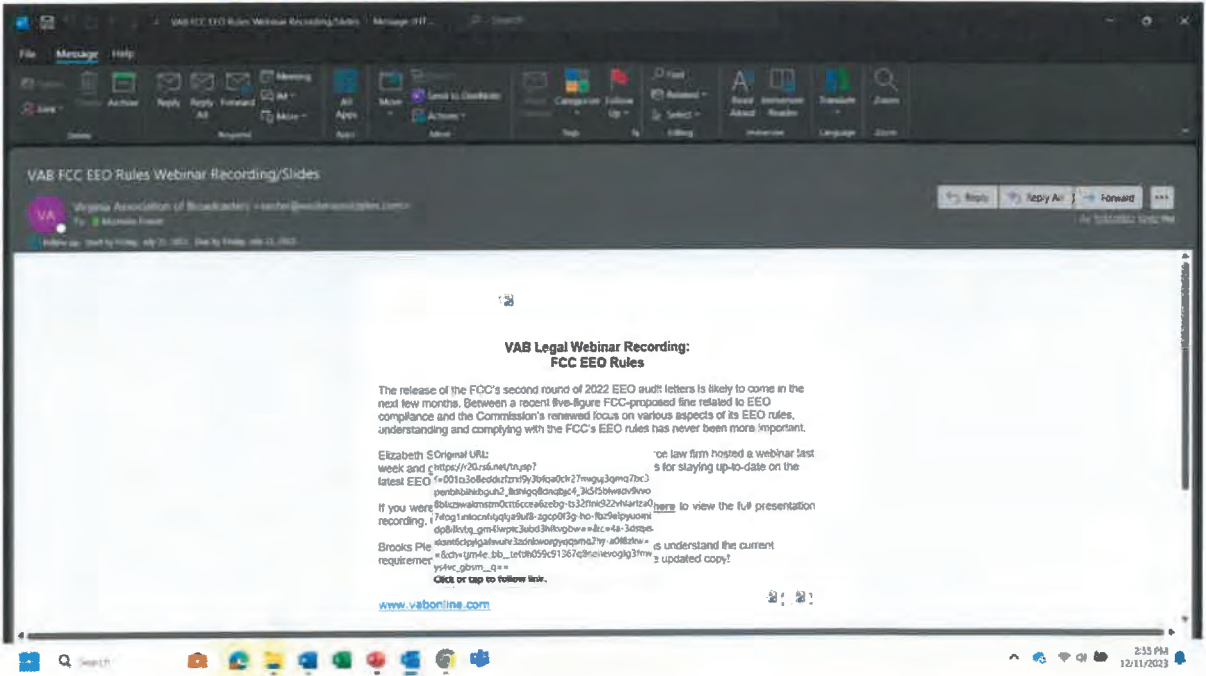
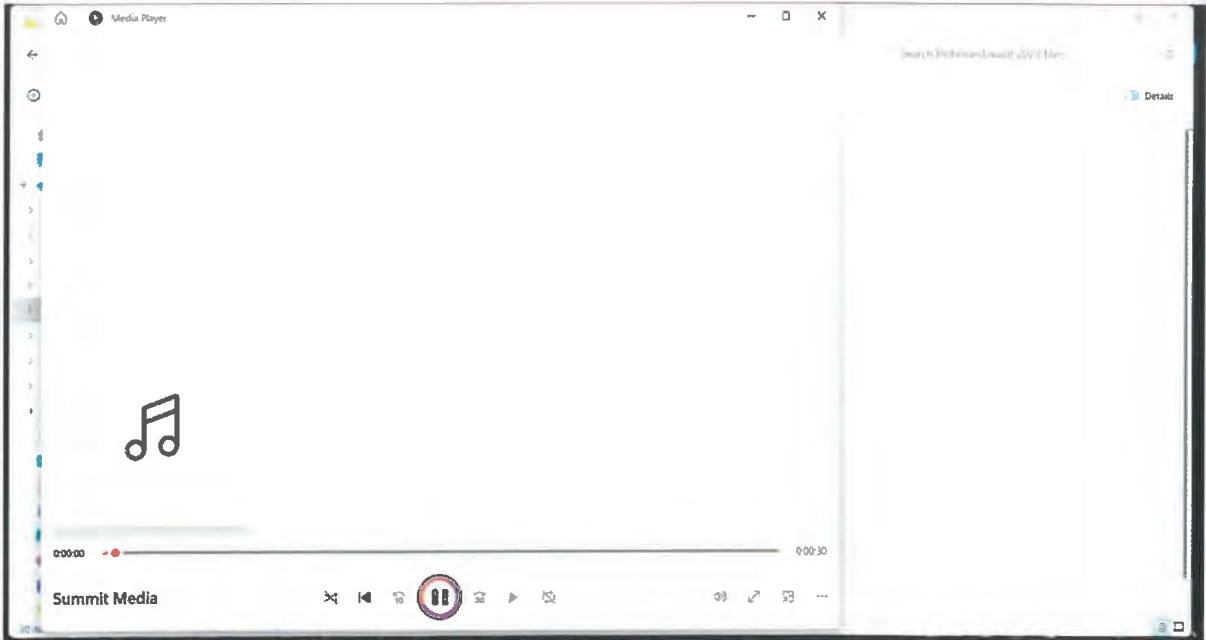
RVAVJobFairNov2021Promo

00:02 00:28

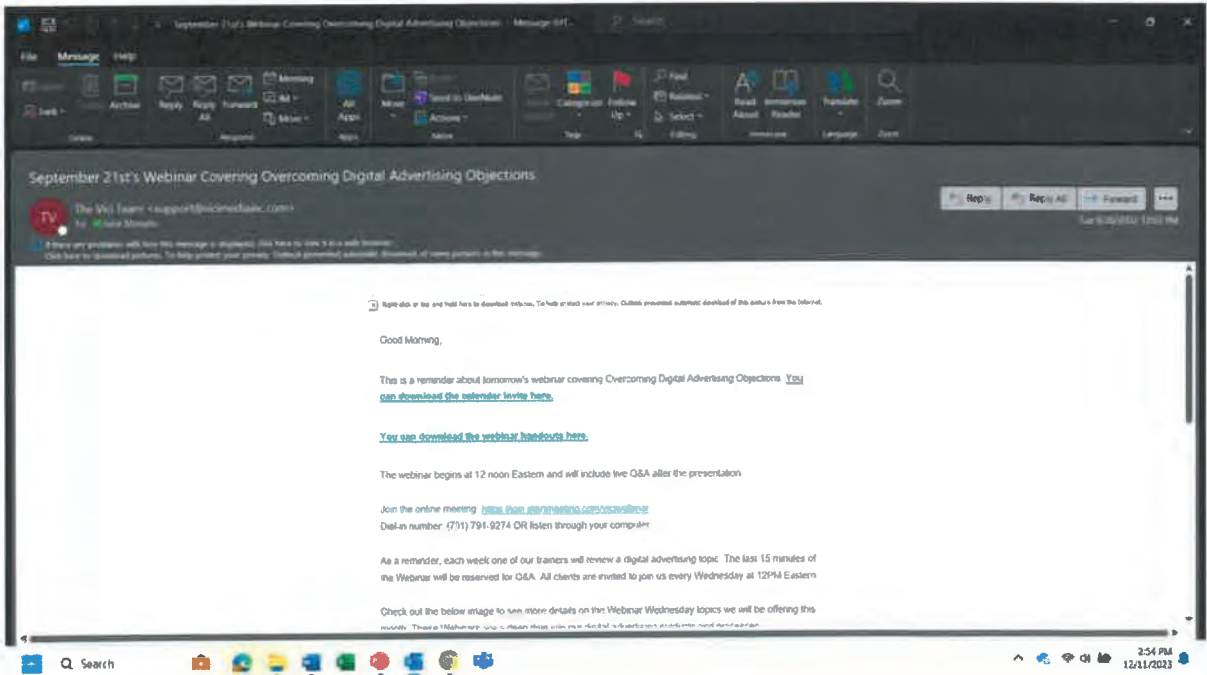
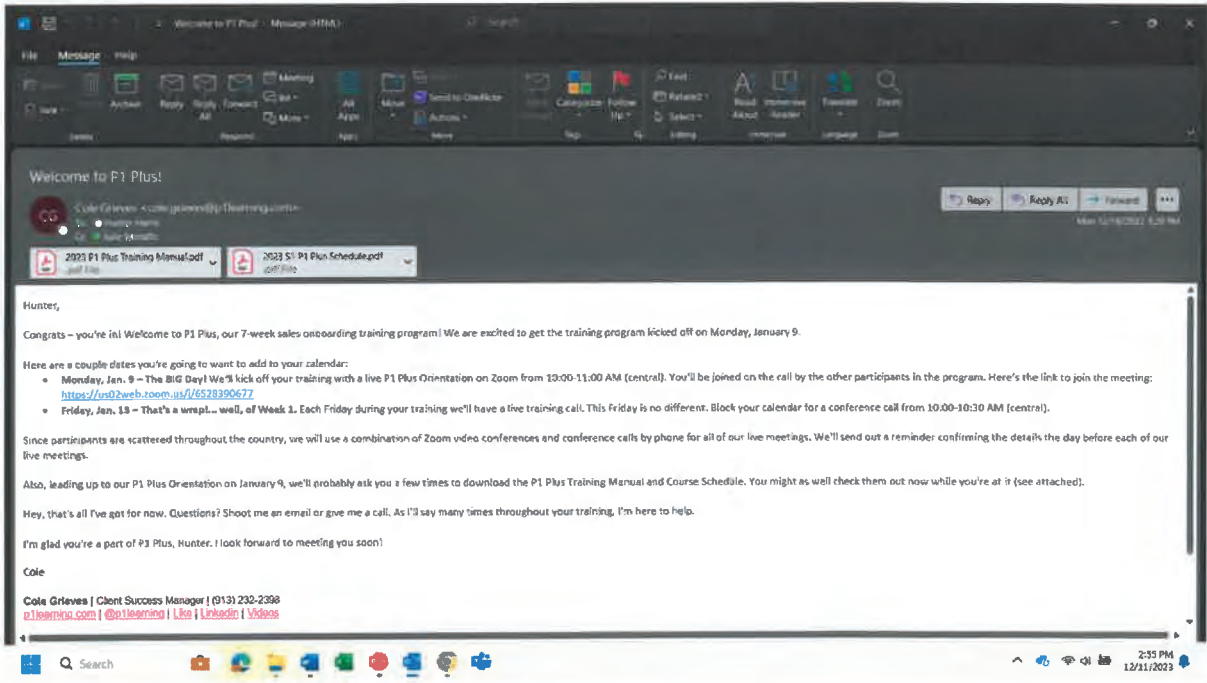
RVAVJOB FAIR NOV 2021 PROMO

2:53 PM 12/11/2023





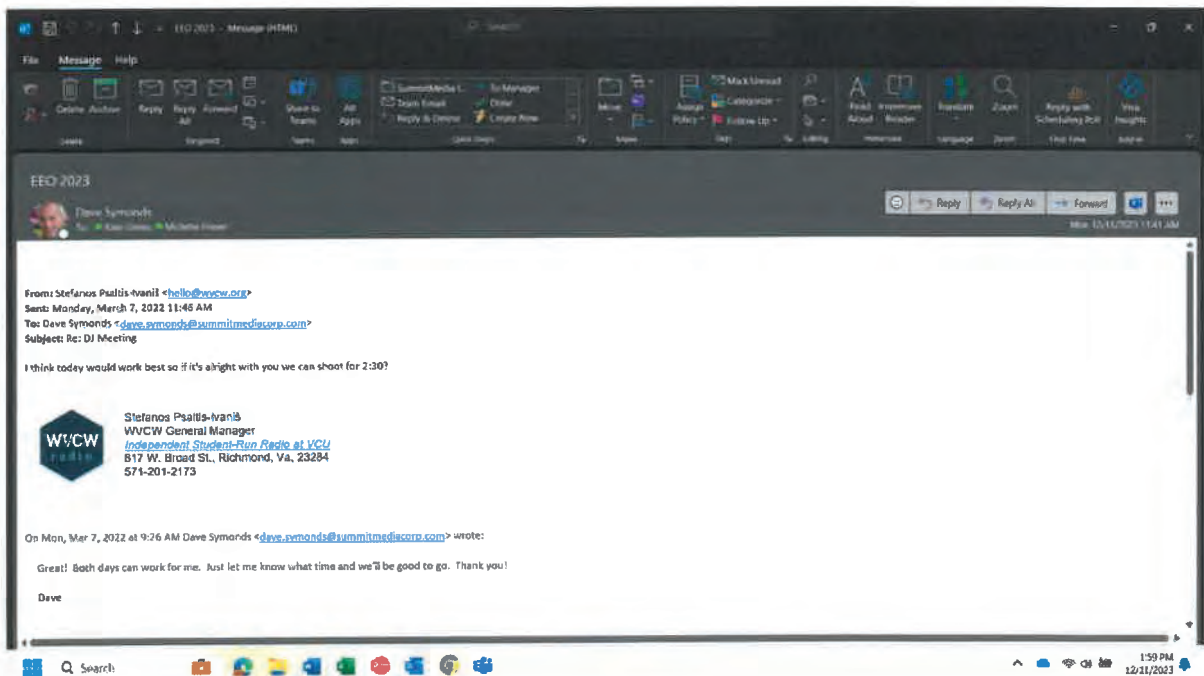


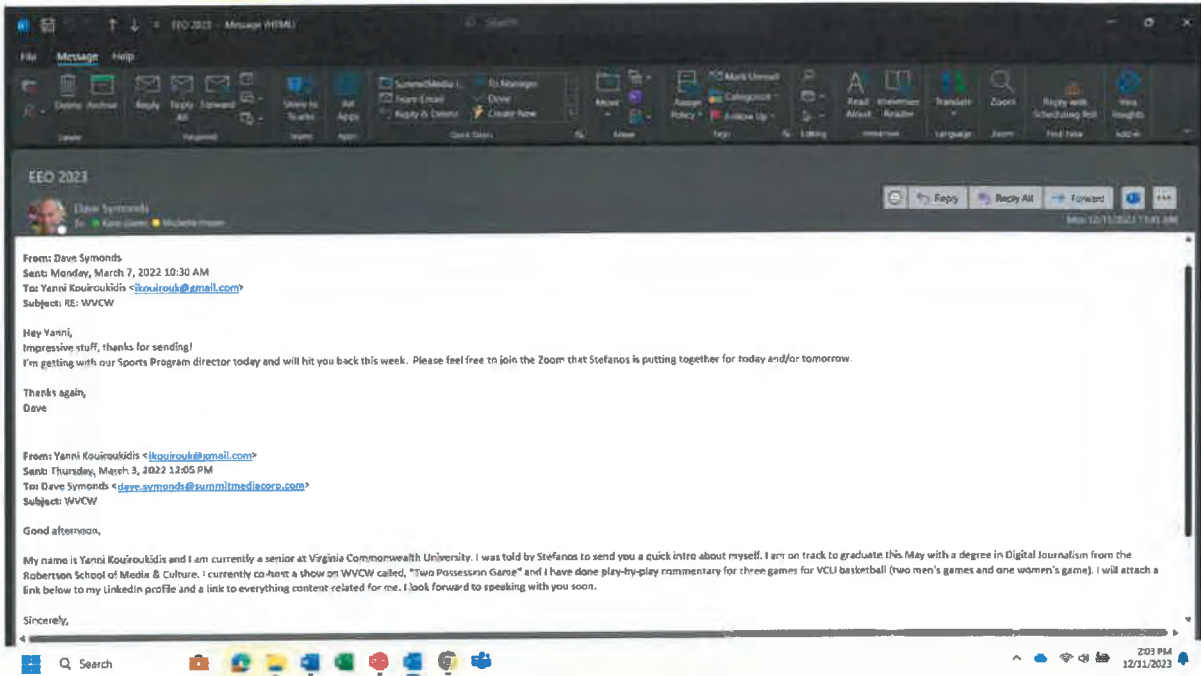
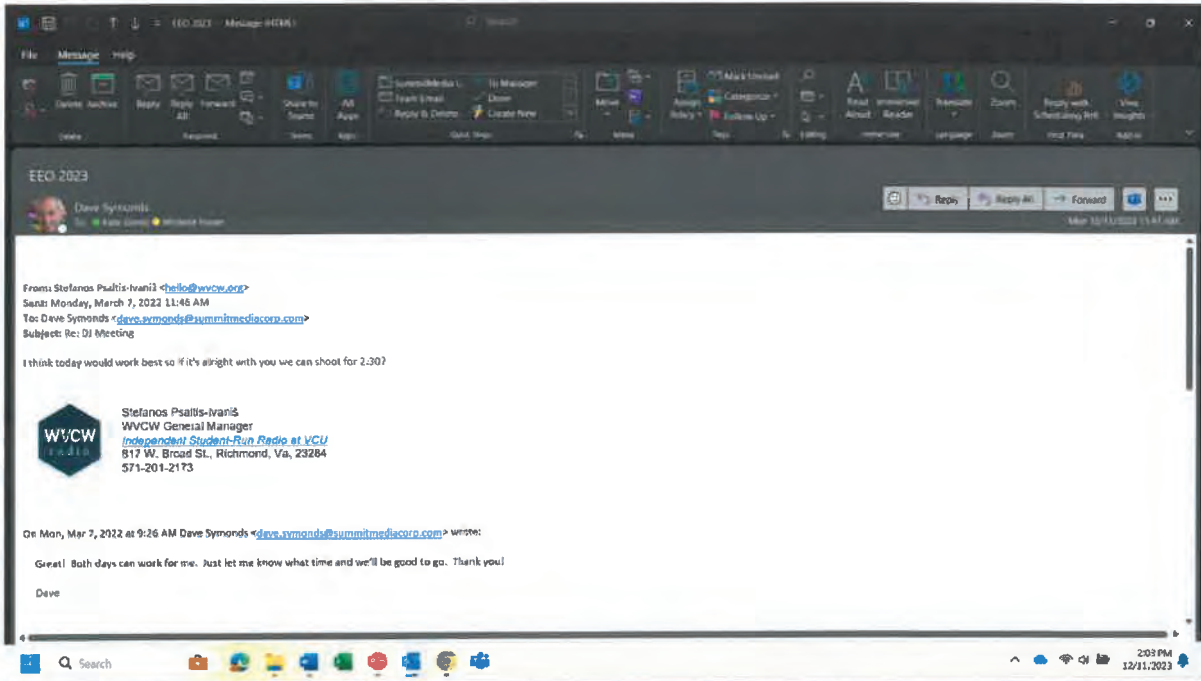


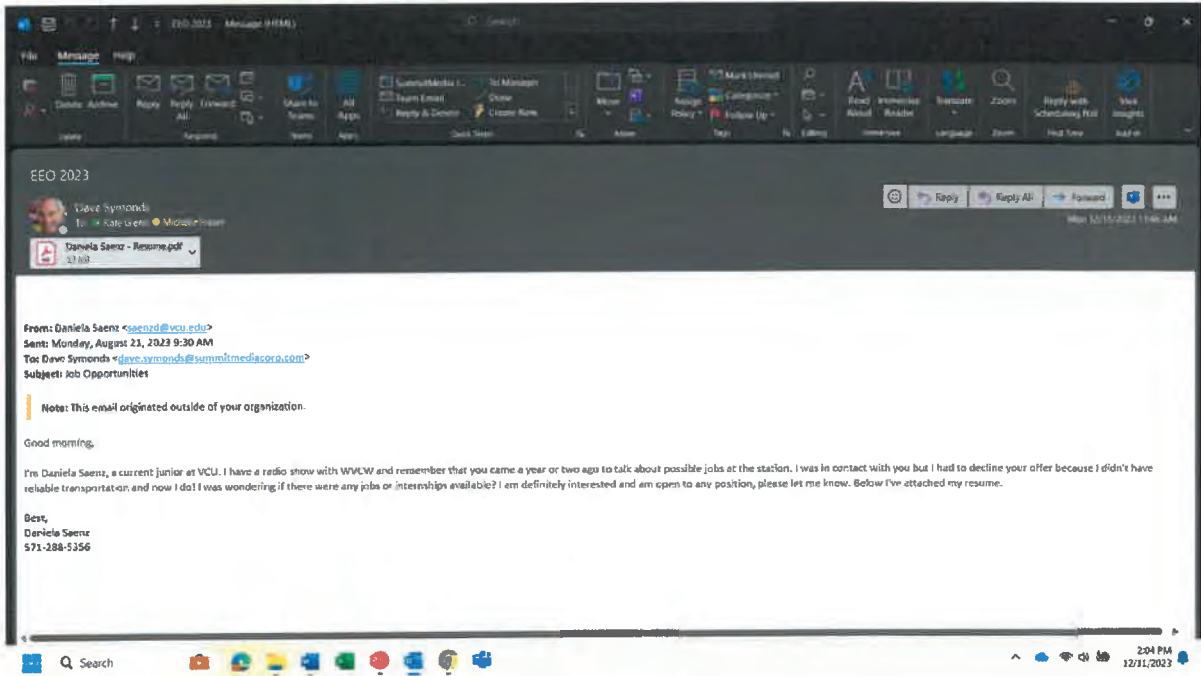
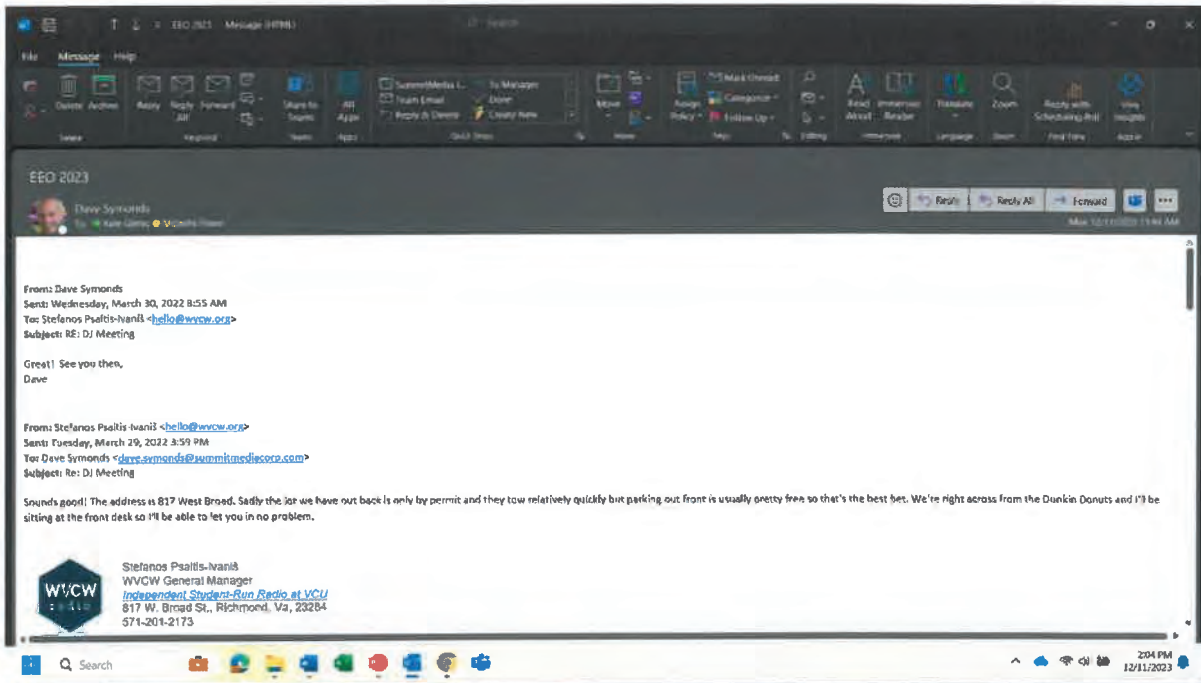
Supporting evidence from OM for

5 VCU Media Job Fair	On 4/5/22, the Operations Manager attended a job fair at Virginia Commonwealth University to inform interested students about SummitMedia Richmond, answer questions about careers in broadcasting, and collect resumes for potential FT and PT hires.
----------------------	--

Operations Manager summary of event – the SEU had reached out to the school to recruit radio candidates and students. The OM met personally with approximately 9-10 students at VCU about careers in radio. He followed up with them through email and had zoom meetings.







Summit Media  
RVA Job Fair  
ISCI: RVA JOB FAIR  
Sales:  
Julie Monaf0

Words: 107, Chars: 561  
Len: 30.0 (Est. Len.: 30.3)  
Cart: 5713  
Due: 08-27-21  
Run: 08-30-21 -- 09-13-21

WKHK-FM K-95, WKLR-FM CLASSIC ROCK 96.5, WURV-FM 103.7 YOUR VARIETY, WJSR-FM AWESOME 100.9, WURV-HD2 ESPN 106-1

### Script

[Edit Copy](#)

IT'S A GREAT TIME TO GET THE JOB YOU DESERVE! EMPLOYMENT OPPORTUNITIES ARE AT AN ALL TIME HIGH AND WE WANT TO HELP YOU FIND THE BEST JOB. JOIN US TUESDAY SEPTEMBER 14TH FROM 11AM TO 3PM AT THE RICHMOND MAIN LIBRARY 101 E Franklin St FOR THE SUMMITMEDIA RVA JOB FAIR! COME READY TO MEET WITH A DIVERSE GROUP OF LOCAL EMPLOYERS WITH IMMEDIATE OPENINGS! THE SUMMITMEDIA RVA JOB FAIR TUESDAY SEPTEMEBR 14TH AT THE RICHMOND MAIN LIBRARY FROM 11AM TO 3PM BROUGHT TO YOU IN PART BY COMFORT SYSTEMS OF VIRGINIA AND ADVANSIX.

Summit Media  
ISCI: RVA JOB FAIR NOV 2021 PROMO  
Sales:  
Julie Monaf0

Words: 92, Chars: 504  
Len: 30.0 (Est. Len.: 27.2)  
Cart: 7403  
Due: 10-22-21  
Run: 10-25-21 -- 11-07-21

WKHK-FM K-95, WKLR-FM CLASSIC ROCK 96.5, WURV-FM 103.7 YOUR VARIETY, WJSR-FM AWESOME 100.9, WURV-HD2 ESPN 106-1

### Script

[Edit Copy](#)

IT'S A GREAT TIME TO GET THE JOB YOU DESERVE! EMPLOYMENT OPPORTUNITIES ARE AT AN ALL TIME HIGH AND WE WANT TO HELP YOU FIND THE BEST JOB. JOIN US NOVEMBER 9TH FROM 11 AM TO 3 PM AT CHESTREFIELD TOWNE CENTER FOR THE SUMMITMEDIA RVA JOB FAIR! COME READY TO MEET WITH A DIVERSE GROUP OF LOCAL EMPLOYERS WITH IMMEDIATE OPENINGS! THE SUMMITMEDIA RVA JOB FAIR TUESDAY NOVEMBER 9TH FROM 11 AM TO 3 PM AT CHESTREFIELD TOWNE CENTER. FOR MORE INFORMATION, PLEASE VISIT RVAJOBFAIR DOT COM.



Live. Local. Keeping You Connected.

## Summer Internship Program Information / Application

The Virginia Association of Broadcasters (VAB) offers **PAID** Summer Internship Programs available to students entering their **Junior or Senior year ONLY** at a college or university that offers undergraduate classes in the following courses of study: Computer Science, Business, Electronic Media, Engineering, Graphic Design and Mass Communications including Advertising, Journalism (print or broadcast), Marketing and Public Relations.

The Summer Internship Program is an 8-week program beginning Monday, June 6, 2022 and ending Friday, July 29, 2022. All interns should plan to work 40-hours per week at \$11.00/hour. A total of 32 students statewide will be selected for the program and all interns will be placed at a radio or television station in the state of Virginia. Every effort is made to place a student in their geographical area of preference; however, this cannot be guaranteed.

**Only students who are Virginia residents OR a non-resident student currently attending an accredited college or University in the state of Virginia are eligible for the Summer Internship Program.**

### Rules For Applying

1. In order to qualify for the intern program, applicants must meet the following conditions:
  - Good moral character.
  - Exhibit grades in previous academic work, which in the judgment of VAB, are adequate to give reasonable assurance of success in completing college.
  - Select a course of study relating to a broadcasting career.
  - Intent to pursue a career in broadcasting.
  - Apply for the grant in the manner outlined herein, and furnish all the information requested on the official application form. **Do not send a resume; it will not be used. Only the application will be sent to the judging committee.**
2. **All applicant forms must be postmarked by February 11, 2022 (please mail; faxes will not be accepted). The application must be completed in full or it will not be considered. Applications postmarked after February 11, 2022 will not be considered.**
3. The Virginia Association of Broadcasters will contact applicants selected to receive a summer internship via email and/or phone. It is imperative that emails addresses and telephone numbers are printed **legibly** on the application or your application may not be considered.
4. If selected, the applicant will be required to contact the station for which he or she has been paired and to schedule an interview with the assigned station prior to a commitment by the student or station for the internship position.
5. This is an internship program that constitutes a temporary employment relationship with either a radio or television station. As such, accepted applicants will receive *limited* benefits and will not be eligible for unemployment compensation at the end of the eight (8) week period.



Live. Local. Keeping You Connected.

**MUST BE POSTMARKED BY FRIDAY, FEBRUARY 11, 2022**

### Virginia Association of Broadcasters Summer Internship Program Student Application

Name Lily Poff

Home Phone 540-815-4430 E-Mail lily.poff.20@cnu.edu

**Please print the above information legibly or your application may not be considered.**

4414 Brentwood Ct Roanoke VA 24018  
Your Permanent address (home) **very important** city state zip

4 Fairway Ln Newport News VA 23606  
Your address at college (not the college's address) city state zip

Your Telephone Number at College 540-815-4430

College or University Christopher Newport University

College Major B.A. in Communication

Your Department Chairman Alice Veksler

Department Chair Telephone No. 757-594-7461

Broadcast-related courses completed thus far:

COMM 350 Media Research Methods COMM 201 Public Speaking

COMM 222 Media Culture and Technology

College and non-campus internships, jobs and extra-curricular activities: I have experience as a server and hostess at The Dogwood Restaurant in Vinton, Virginia. I have provided childcare/nanny services for families in my hometown of Roanoke, Virginia as well as in Richmond and Newport News. I have prepared lessons and tutored a 3<sup>rd</sup> grade student in writing in Newport News. I was a volunteer soccer coach in Roanoke, Virginia for Hidden Valley High School. I am an active member of Alpha Phi Fraternity, Theta Phi Chapter at Christopher Newport University where I plan philanthropy events, aid in the recruitment of potential new members, and complete hour of community service each semester in the Newport News community. I played soccer at on the Liberty University womens' soccer team before transferring to CNU. While playing soccer at Liberty, I devoted 30+ hours each week to skill and strength training and further developed my time management skills. I attended a mission trip to Punta Gorda, Belize where I built effective relationships with leaders, peers and community members all while completing construction of a sidewalk for TCA Academy there.

Cumulative GPA 3.28 Cumulative GPA in Major 3.28

Will you be entering your Junior year OR  Senior year in the Fall of 2022

~ Entering Freshmen and Sophomores are not eligible ~

Broadcast related employment record: N/A

**References:**

Name Tripp Costen Phone 804-382-3680

Address 107 Bayly Ct, Tuckahoe VA

Name Evan Johnson Phone 540-798-3123

Address 7302 Bohon Farm Rd Roanoke VA

Name Matthew Neal Phone 540-467-1433

Address 662 Stayman Road Roanoke VA

What are your long-range professional goals? Upon graduating from CNU, I plan to pursue a career in advertising or public relations. I would like to stay in the Eastern region of Virginia. I will likely apply to attend graduate school once I gain experience in this field.

Why do you want this internship? I am seeking an opportunity to explore experiences related to my major and grow professionally as well as personally. This internship will provide me hands-on, relevant experience to this end, and also give me the opportunity to contribute to an agency in my area of interest. I also hope to expand my network of professional contacts for mutual collaboration in the future.

In what area of Virginia would you be available? Please indicate your first choice by placing a **1**, second choice by placing a **2** and third choice by placing a **3**. Every attempt will be made to place you in the area you choose.

     Northern Virginia        3   Tidewater/Hampton Roads           Danville, Farmville, Chatham Areas  
  2   Roanoke Area        1   Richmond Area           Lynchburg & Surrounding Area  
     Charlottesville           Harrisonburg Area           Southwest Virginia/Tri-Cities Area

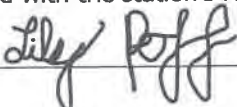
Closest city to area where you prefer to be assigned: Richmond Virginia

Do you prefer to complete your internship at a Radio or Television station?   ✓   **Radio**      **TV**

(Please choose one; however, due to station demand, the VAB cannot guarantee that you will receive an internship of your choice. Placements depend upon requests from our members).

**Have you ever been convicted of a felony?** Yes      No   ✓   If yes, please provide details:     

If selected for this internship, I agree to be available **40 hours per week** from June 6, 2022 to July 29, 2022 at the **hours assigned by the station**. I understand that I will be paid \$11.00/hour by the station in accordance with the station's regular payroll schedule.

Signature  Date 05/12/2022



Comments from school department chair or professor **(must be completed or application will not be considered)**: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Signature Lily Ross Date 05/12/2022  
Department Chair or Professor Signature \_\_\_\_\_

**Please do not send resumes or attachments. Complete all of the information on this application; if all information is not complete, application will NOT be considered. Applications must be postmarked by Friday, February 11, 2022 in order to be considered for the Summer Internship Program.**

**Return by mail to:**

**Virginia Association of Broadcasters  
Attn: Summer Internship Program  
250 West Main Street  
Suite 100  
Charlottesville, VA 22902**



## **EEO Outreach Initiative Worksheet**

**Worksheet submission must include documented proof of event: invitations, email confirmation, thank you notes, pictures of event and station personnel at event, etc.**

**Please attach all documentation to this form.**

**Market:** Richmond

**GM:** Julie Monafo

**Station(s) Claiming Credit:** WKHK-FM, WKLR-FM, WJSR-FM, WURV-FM, WURV-HD2, WKHK-HD2

**Name of Event:** P1 Plus

**Activity Type:** (see attachment)

**Date(s) of station participation:** 7/12/21 – 9/10/21

**EEO reporting period date:** (year) June, 1 2021-May 31, 2022

**Participating Employees:** Lori Massengill

**Host/Sponsor of Event/Activity:** P1 Selling

**Brief description of event/activity and station participation, as well as any follow-up provided:**

- 7 week sales training course for new Account Managers
- Attachment includes schedule & training manual

**SummitMedia Employee Signature:**

A handwritten signature in black ink, appearing to read "Julie Monafo", written over a horizontal line.



## **EEO Outreach Initiative Worksheet**

**Worksheet submission must include documented proof of event: invitations, email confirmation, thank you notes, pictures of event and station personnel at event, etc.**

**Please attach all documentation to this form.**

**Market: Richmond**

**GM: Julie Monafo**

**Station(s) Claiming Credit: WKHK-FM, WKLR-FM, WJSR-FM, WURV-FM, WURV-HD2, WKHK-HD2**

**Name of Event: P1 Plus**

**Activity Type: (see attachment)**

**Date(s) of station participation: 1/9/23 – 3/10/23**

**EEO reporting period date: (year) June, 1 2022-May 31, 2023**

**Participating Employees: Hunter Harris**

**Host/Sponsor of Event/Activity: P1 Selling**

**Brief description of event/activity and station participation, as well as any follow-up provided:**

- **7 week sales training course for new Account Managers**
- **Attachment includes schedule & training manual**

**SummitMedia Employee Signature:**

A handwritten signature in black ink, appearing to read "Julie Monafo", written over a horizontal line.



## **EEO Outreach Initiative Worksheet**

**Worksheet submission must include documented proof of event: invitations, email confirmation, thank you notes, pictures of event and station personnel at event, etc.**

**Please attach all documentation to this form.**

**Market: Richmond**

**GM: Julie Monafo**

**Station(s) Claiming Credit: WKHK-FM, WKLR-FM, WJSR-FM, WURV-FM, WURV-HD2, WKHK-HD2**

**Name of Event: Vici Digital Weekly Wednesday Webinar Sales Training**

**Activity Type: (see attachment)**

**Date(s) of station participation: 6/1/21-5/31/22**

**EEO reporting period date: (year) June, 1 2022-May 31, 2023**

**Participating Employees: Entire Sales Staff**

**Host/Sponsor of Event/Activity: Vici**

**Brief description of event/activity and station participation, as well as any follow-up provided:**

- **Every Wednesday 12pm-1pm Vici hosts a sales training webinar. Each week is a different topic with handout available to be printed off for future reference and a Q&A session at the end of each training.**
- **Attachment is an example of one of the weekly reminder emails showing the topic for the week along with the link to the handouts.**

**SummitMedia Employee Signature:**

A handwritten signature in black ink, appearing to read "Julie Monafo", written over a horizontal line.

## **Establishing the Program**

Depending on the staff size of your station, the responsibility for administering the internship program may rest with one person (e.g. personnel manager) or a team of persons (e.g. personnel manager, program director, operations manager and news director). With a very small staff, the general manager's administrative assistant may take such responsibility.

Internships may be arranged into five components - observation, practice operations, actual production, one job internship, and rotating duties:

- 1) **Observation:** the intern participates in a variety of the station's operations as an observer
- 2) **Practice Operations:** the intern practices use of station equipment when not in use for station broadcast
- 3) **Actual Production:** close supervision of the intern followed by a critique
- 4) **One Job Internship:** the intern is assigned to one department where he or she becomes proficient in that area
- 5) **Rotating Duties:** the intern spends a short period in various departments becoming familiar with several aspects of the station's operations. This is the preferred method.

Planning an effective internship program is as important as organizing any other station activity. One main difference is that the person to be managed is usually a stranger to the environment of the broadcast station, maybe even to a structured workplace situation. Interns may be unaccustomed to workplace competition or office politics in general. The high pressure of station activity can be overwhelming to a novice.

Therefore, in addition to establishing in writing the objective of the internship program — its tenure, work schedule, compensation, reporting procedures, and supervisor responsibility — the following should be done by the administrator of the internship program prior to bringing interns into the program:

- 1) Station senior manager should conduct a meeting with all station managers involved to announce the intern administrator, his or her duties, and fully explain the program and expectations
- 2) Station managers and/or personnel expected to work with the interns should be given copies of the entire internship program and intern work time schedules arranged and agreed upon

## **Managing Interns**

In many ways, one of the greatest challenges to a successful station internship program is efficient management of the interns. There may be temptations to relax standard management principles when dealing with interns, or use them largely as "gofers." The station internship program should be viewed as another opportunity to increase good will and enhance the reputation of a solid operation.

Interns are receiving their first view of business in action — an experience that should remain with them as they pursue their dreams of becoming a viable part of our industry. During their internship, these broadcast novices will most likely sing the praises or bemoan the shortcomings of your station. And, intern voices carry.

An effective means of directing the attitudes and focus of the interns is to conduct "Intern

Speakers Days" on which station employees are scheduled to speak with the interns about working as broadcast professionals, followed by candid Q&A sessions.

The responsibility of overseeing the efficient utilization of the interns rests with the administrator. But, day-to-day management will fall to the staff supervisor. In cases of staff supervisor-intern disputes, interns should be encouraged to seek assistance or guidance from the administrator.

In general, the format of the intern program should be observational and participatory. In many station programs, the intern is given a regular work schedule not to exceed 40 hours per week and is excused from extra or irregular hour scheduling. The staff supervisor assigns specific tasks.

Some interns may be precluded from certain tasks because of union rules. One union television station reports that its interns are not allowed to touch equipment, but otherwise are permitted to function as production assistants and conduct research, organize programs for segment ideas, gather information on program guests, formulate questions to be asked on interview shows, obtain program visuals (e.g. slides, tape clips) and select the audience.

### **Evaluating Interns**

As mentioned earlier, both the administrator and staff supervisors should evaluate interns, the heavier weight given to the judgments of the direct supervisor. Aside from mastery of technical and creative skills, successful intern performance should include such factors as: demonstrated initiative, ability to function as part of the station or department team, ingenuity, punctuality, dependability, ability to accept constructive criticism and communication skills.

Interns should also be allowed to provide self-evaluations to the administrator at the end of the internship. The administrator should develop evaluation forms for all parties providing evaluation.

Where a learning institution provides the intern academic credit(s) for completion of the program, the institution is responsible for submitting criteria for earning such credit(s) at the start of the program. Some colleges, for example, award four semester hours to student interns for completion of one semester of internship. The college coordinator designates the final grades after review of station evaluations and review of specified work done by the student intern. The VAB interns typically do not receive academic credit, but instead choose to participate in the program because they LOVE broadcasting and want to have an exciting experience working in an environment they hope to go into following graduation.

### **Retaining or Referring Interns**

Although completion of a station internship program does not guarantee part or full-time employment at that station, it is not unusual for the station to hire a former intern or recommend the intern for employment at another station upon completion of college or technical school.



Live. Local. Keeping You Connected.

## Recommended Procedures for VAB Interns

- The intern should be treated by the station as an employee and should be interviewed in a similar fashion to any other prospective employee, and upon hiring, should be briefed on all company employee policies.
- The intern should be given an employee manual, if one is in place. Special emphasis should be given regarding the use of station vehicles, reporting of injuries and how to report harassment or other problems.
- All wage and hour and other employment laws apply to interns.

To comply with the above, the VAB interns will be paid a salary of \$440 per week. The VAB will send one check to the station at the beginning of the internship in the amount of \$4005.28. This check will represent the eight weeks at \$440, plus an amount to cover the station's portion of FICA taxes, workers comp, Virginia and federal unemployment taxes, and a five percent fee for handling this administration (\$500.66 total). The station should pay the intern at the gross rate of \$440 per week, less FICA and withholding, if applicable. The intern should not work over 40 hours per week.

All of the above — proper briefing of the employee, supervision, and pay procedures add additional administration to the stations. However, it is the only proper and business-like manner to deal with interns in today's legal and societal status, and interns are still an excellent benefit for your station and the broadcast industry in Virginia.

Legal problems with interns are not anticipated, but it is only prudent for the Association to warn stations of problems that could exist with the VAB interns or their own interns and to supply guidance from our knowledgeable attorneys on how these programs should be run to minimize liability to the station and the VAB.

Please note, you must interview the student and accept him/her as an employee. VAB can act only as a referral source.

# RVA JOB FAIR Presented by Radio One & Summit Media FAQs:

## When and where is the event?

The event is on **Tuesday, Sept 14<sup>th</sup> from 11a-3p** at the **Main Branch Library**. The address is: **101 E Franklin Street, Richmond, VA 23219**. Event is free to the public with street and parking deck/lot parking available around the library.

## Who is the on-site contact for the event?

Jasmine Snead, Marketing Director: (cell) 804-292-5579

## What time can the exhibitors arrive?

Load in is from 9 a.m-10:30 a.m. All exhibitors must be set up by 10:30 a.m. as the Job Fair starts at 11 a.m. All exhibitors will be entering the library at the Franklin Street entrance. There will be space for you to unload directly in front of the library. Once inside of the library, please come down the stairs. Radio One Staff will direct you where you need to go from there. Exhibitors DO NOT need to call before/when they arrive. Once exhibitors unload, we do ask that they immediately move their vehicles to the parking lot (see below) to allow other exhibitors space to unload.

## What time do exhibitors have to leave?

Load out is at the conclusion of the event, 3 p.m. All exhibitors must take down their materials and leave at that time.

## What materials will the exhibitors be provided with?

Exhibitors will be provided with the following table(s) and chairs:

# of 5' Tables Provided	# of Chairs Provided
1	2

Exhibitors **MUST** have Table Cloth or Table Skirting during the event! Any other materials exhibitors wish to use must be brought by the exhibitor.

## How many people can come with an exhibitor?

Although COVID restrictions have been lifted in the state of Virginia, Radio One and Summit Media are asking that you have no more than 2 people from your organization on site at all times. **No Exceptions.**

## Will power be provided at the venue?

Access to power is limited and will be provided, if requested. Clients will need to provide their own small extension cords and power strips.



## Will wifi be provided?

Yes. Once onsite you will have access to the Library's network: RPL MAIN.

## Will a layout map be provided?

No layout map will be provided. Exhibitors will be given further instruction on their placement upon arrival.

## Can exhibitors do a walk-through of the site before the event date?

No site walk-throughs before the event will be possible.

## Will refreshments be provided for vendors?

Light refreshments will be served during load in.

## What items are not permitted?

No alcohol, drugs or weapons will be permitted in the venue.



## Will parking be provided to exhibitors?

Yes, from 10 a.m.- 6 p.m., exhibitors will be given 2 spaces in Lot 45- Grace & Foushee (zone 13045) which is located at 1 E. Grace Street. Once parked, you will need to locate that lot's "pay station."

I have listed the steps below on how you are to use the pay station below:

- 1.) Parker will enter license plate number
- 2.) Select the number of hours of parking
- 3.) Enter "1" for yes I have a coupon
- 4.) Enter 'JOBFAIR'
- 5.) Ticket will print to display on dashboard

## Any COVID-19 Guidelines we must abide by?

We are asking that all vendors and attendees keep their mask on throughout the duration of the event. Radio One will have masks and hand sanitizer on site.

**RADIO ONE**  
**RICHMOND**



**SUMMIT**  
**MEDIA**



# RVA Job Fair Presented by Urban One & Summit Media FAQs:

## When and where is the event?

The event is on **Tuesday, November 9<sup>th</sup> from 11a-3p** at **Chesterfield Towne Center**. The address is: **11500 Midlothian Turnpike, Richmond, VA 23235**. Event is free and parking is free.

## Who is the on-site contact for the event?

Jasmine Snead, Marketing Director: (cell) 804-292-5579

## What time can the exhibitors arrive?

Load in is from 8a.m-10 a.m. All exhibitors must be set up by 10 a.m. as the Mall is open to the public at 10 a.m. All exhibitors will be loading in thru the **FOOD COURT** entrance that is marked on the venue map below. Urban One/Summit Media Staff will be at that entrance starting at 8 a.m. until 10:00 a.m. directing exhibitors where they need to go, exhibitors **DO NOT** need to call before/when they arrive. Once exhibitors unload, we do ask that they immediately move their vehicles to the parking lot to allow other exhibitors space to unload.

## What time do exhibitors have to leave?

We ask that exhibitors stay for the **ENTIRE** duration of the Job Fair as 9 radio stations will be actively promoting that we are at the mall until 3p. We want to ensure that all job seekers have the opportunity to meet employers at all times.

**Load out is at the conclusion of the event, 3 p.m. All exhibitors must take down their materials and leave at that time.**

## What materials will the exhibitors be provided with?

Exhibitors will be provided with the following table(s) and chairs depending on sponsorship level:

	# of 6' Tables Provided	# of Chairs Provided
Associate/On-Site Booths	1	2

**Exhibitors MUST have Table Cloth or Table Skirting during the event!** Any other materials exhibitors wish to use must be brought by the exhibitor.

## Will power be provided at the venue?

Unfortunately, it will not. Please plan accordingly.



## Will wifi be provided?

Yes. Once onsite you will have access to the Mall's network. Please be advised that the wifi is on an open network and will not be the fastest as it is open to the public.

## Will a layout map be provided?

There is an example of the event layout on the 2<sup>nd</sup> page of this document. This is subject to change. Exhibitors will be given further instruction on their placement upon arrival.

## Can exhibitors do a walk-through of the site before the event date?

No site walk-throughs before the event will be possible.

## Will refreshments be provided for vendors?

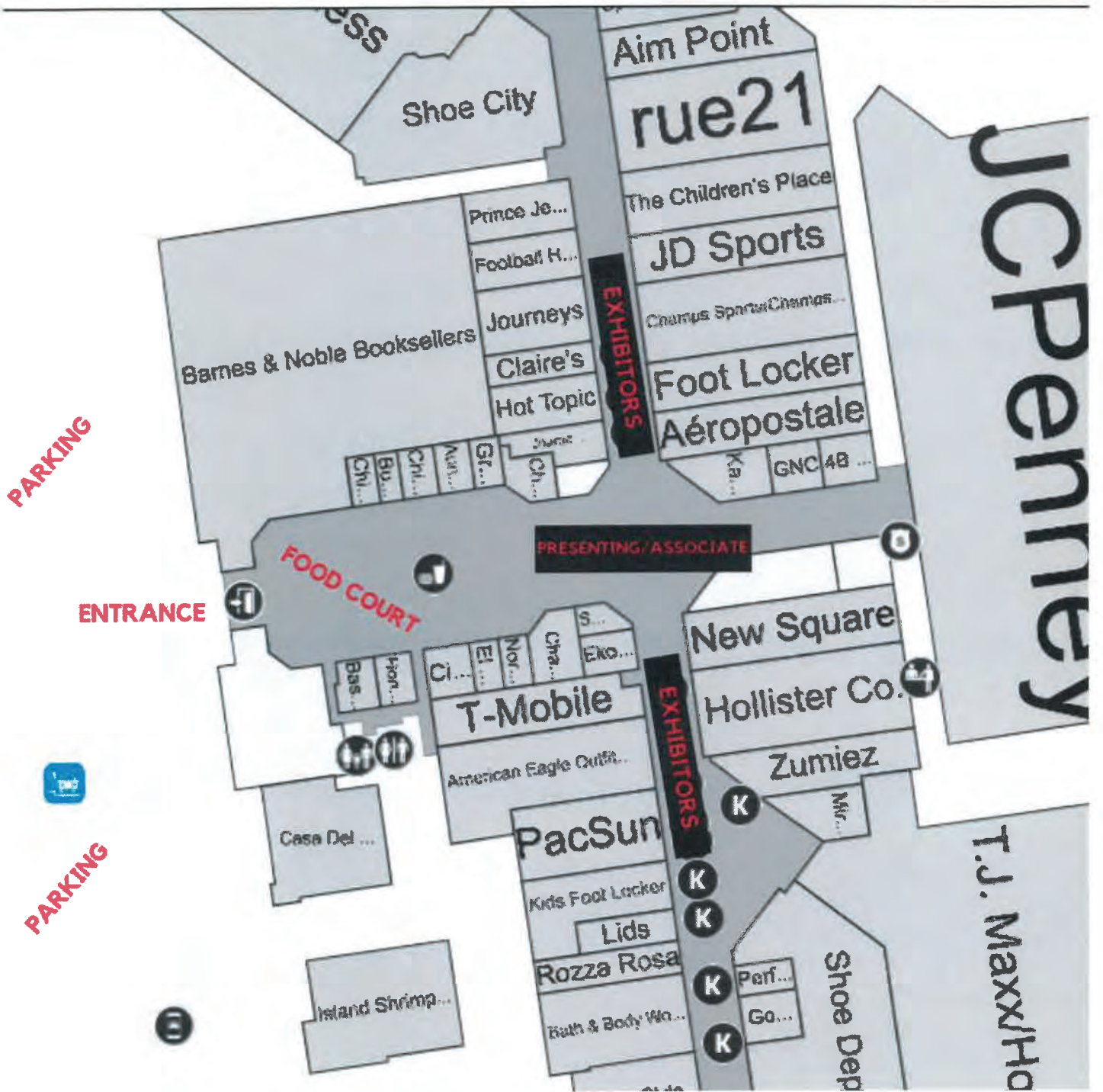
Lunch will be provided. Also, there is a food court onsite and several restaurants in very close proximity to the Mall for exhibitor's convenience.

## What items are not permitted?

No alcohol, drugs or weapons will be permitted in the venue.

## Any COVID-19 guidelines we must abide by?

We are asking that all vendors and attendees keep their masks on throughout the duration of the event. Masks and hand sanitizer will be available, if you need it.





---

## **FCC EEO Rules: Updates, Refresher, and Practical Considerations**

**Elizabeth Spainhour**

Brooks Pierce

**&**

**Patrick Cross**

Brooks Pierce

July 12, 2022





## **DISCLAIMER:**

PLEASE NOTE: THE CONTENT OF THIS WEBINAR IS PROVIDED FOR GENERAL INFORMATION PURPOSES ONLY. IT SHOULD NOT BE CONSIDERED LEGAL ADVICE OR USED AS A SUBSTITUTE FOR CONSULTING AN ATTORNEY FOR LEGAL ADVICE REGARDING THE PARTICIPANT'S OWN MATTERS.

## Background and Pending Matters

### ■ Background:

- Since 1969: Rules **Prohibit Discrimination** & Require Stations To Provide **Equal Employment Opportunities**
- Current Rules Adopted in 2002, Apply Broadly to Station Policies, Hiring Processes, and Outreach
- Historically Required Annual Filing of Broadcaster Workforce Demographics Data (Race and Gender) on Form 395-B
- Data Filing Requirement Suspended Since 2001 After DC Circuit Decision

### ■ Pending Matters

- Return of Form 395-B Data Collection/Filing?
- Enhanced Enforcement?

## High-Level Overview

- **Six Main Requirements:**

1. Nondiscrimination
2. General EEO Program
3. Recruitment & Wide Dissemination—Vacancy-Specific Outreach
4. “Menu Option” Outreach Activities—Non-Vacancy Specific Outreach
5. Paperwork—Recordkeeping and Annual Reporting
6. Self-Assessment – EEO Program Analysis

- **FCC’s EEO FAQs Available at:**

[www.fcc.gov/general/eo-frequently-asked-questions#block-menu-block-4](http://www.fcc.gov/general/eo-frequently-asked-questions#block-menu-block-4)

## Scope of the EEO Rules

- **Nondiscrimination applies to all broadcasters:**
  - AM, FM, TV, Class A TV, and LPTV
  - However, religious broadcasters can establish religious belief or affiliation as job requirement
- **What triggers an “EEO Program”?**
  - Station “employment units” (same market, at least one common employee)
  - 5 or more full-time employees (regularly working 30+ hours/week)
    - Owner an “Employee”?
      - No if, 20% or greater ownership interest and no single owner has more than 50%, or
      - No if, greater than 50% ownership interest



## Refresher on FCC EEO Rules—*Nondiscrimination*

- **Nondiscrimination:** Stations **Must Not Make Discriminatory Employment Decisions**—Intentional or Unintentional—on the Basis of Race, Color, Religion, National Origin, or Sex
  - In Addition to Other Federal & State Nondiscrimination Laws
  - FCC Generally Will Defer Action Pending a Court or EEOC Decision
  - Stations Required To Report Any Complaints at License Renewal
  - Annually, Stations Must Report Any Adverse Actions to the FCC (Not Just EEO)
  - FCC Has Noted That a Finding That a Broadcaster Has Engaged in Employment Discrimination Would Raise a Serious Question As to Its Character Qualifications To Be an FCC Licensee

## Refresher on FCC EEO Rules—*General EEO Program*

- **EEO Program:** Stations Must Have a Continuing Program of Specific Practices Designed To Ensure Equal Opportunity & Nondiscrimination
- **General EEO Program Requirements:** Stations Program Must:
  - **Define the responsibility of each level of management** to ensure vigorous enforcement of station EEO policy and establish a procedure to review and control managerial and supervisory performance;
  - **Inform employees and employee organizations** of the EEO policy and program and enlist their cooperation in adhering to the policy and program;
  - **Communicate EEO policy and program and employment needs** to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis;
  - **Conduct a continuing program to exclude** all unlawful forms of **prejudice or discrimination** from its personnel policies and practices and working conditions;
  - **Conduct a continuing review of job structure and employment practices** and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility.

## Refresher on FCC EEO Rules—*Recruitment & Outreach*

- **Recruitment & Outreach Requirements: Stations Must:**
  - **Widely Recruit** for All Full-time Vacancies – “Widely Disseminate Information”
  - **Send Notification** of Full-Time Job Vacancies to **Organizations That Request** Such Notification
  - Depending on Number of Employees and Market Size (*More on this in Later Slides*), Engage in **at Least 2 or 4 Outreach Activities** Selected from Menu of 16 Options
  - Undertake Certain **Recordkeeping & Self-Assessment** Efforts
- **Recruit for All Full-Time (30+ Hours) Vacancies**
  - Widely Disseminate Using Sources **Reasonably Calculated To Reach Qualified Applicants** Throughout the Station’s **Entire Community**
  - Can Rely on Reasonably Current Applications on File for a Substantially Similar Position
  - **Limited Exceptions:**
    - Not Required for **Internal Promotions** of Full-Time Employees (Widespread Recruitment Must Have Occurred for Initial Position) or for **Part-Time** or **Temporary** (<6 Months) Employees (Like Interns)
    - Religious Broadcasters: May limit recruitment by religious affiliation for positions where religious affiliation is a requirement.
    - Not Required for “**Exigent Circumstances**” but Circumstances Must Be *Rare and Justifiable*

## Refresher on FCC EEO Rules—*Recruitment & Outreach*

- **Notification to Requesting Community Groups**
  - Must Provide Notification of Job Vacancies to Organizations That Request Such Notification and Must Keep Providing Notice Until the Organization Says to Stop (*\*Common audit deficiency\**)
  - Should **Publicize the Notification Requirements** (Over the Air; Website; Local Publications) So That Qualifying Groups Are Able To Request Vacancy Notifications
  - Requesting Organization Must Provide the Station With Its Name, Mailing Address, E-mail Address (if Applicable), Telephone Number, and Contact Person, and Identify The Category or Categories of Vacancies for Which It Requests Notice
- **Menu Option Outreach Activities (*further context in later slide*)**
  - Depending on Size of Market (and Employment Unit) Must Engage In Required Number of Initiatives Every 2 Years:
    - Market outside of “metropolitan area” or < than 250,000 persons: **At least 2 Initiatives / 2 Years**
    - Market in a “metropolitan area” of size > than 250,000 persons: **At least 4 Initiatives / 2 years**
  - 16 Menu Options (Job Fairs, Career Days, Internship Programs, Scholarship Programs, Training Programs, Mentoring Programs, etc.)
  - Station Should Have Meaningful Involvement in the Activity
  - The Activity Must Be Employment Related

## Refresher on FCC EEO Rules—*Recordkeeping*

### ▪ Recordkeeping

- **Where the “Rubber Meets the Road”**
- Generate and Retain “Non-Public” EEO Information, Including **Dated Supporting Documents** for:
  - **All vacancy notifications**—i.e., advertisements, bulletins, letters, faxes, emails, or other communications announcing vacancies (**especially for recruitment sources that are required to be notified!**); and
  - **All outreach activities**
- Listings of All Full-Time Job Vacancies Filled By the Station
- For Each Vacancy, the Recruitment Sources Used to Fill the Vacancy
- The Total Number of Interviewees for Each Vacancy and the Referral Source for Each Interviewee
- The Date Each Vacancy was Filled and the Recruitment Source that Referred the Hiree

## Refresher on FCC EEO Rules—*Self-Assessment & Reporting*

### ■ Self-Assessment

- Engage in Ongoing Efforts to **Analyze the Productivity of Recruitment Efforts** in Achieving Broad Outreach to All Segments of the Community
- Periodically **Analyze EEO Measures**, Including Such Areas as EEO Program Information Dissemination, Seniority Practices, Pay and Benefits, Promotions, and Selection Techniques, to **Ensure They Are Nondiscriminatory**, (if applicable) Cooperation with Unions
- **Regularly Review** Station EEO Activity and the Records and Documents that Have Been Retained and Stored

### ■ Reporting Requirements

- Annual **EEO Public File Report** (No Standardized FCC Form, but Must Contain Certain Information (See Next Slide)) – 5 or More Full-Time Employees
  - “File” by uploading to Online Public Inspection File
  - Post on Station’s website
- Renewal Filing – FCC Schedule 396
- Demographic Data – Schedule 395-B?
- EEO Audit

Equal Employment Opportunity Records

[EEO Forms](#) [Additional Documents](#)

[Browse](#) → [Equal Employment Opportunity Records](#) → [Additional Documents](#) → [EEO Public File Reports](#)

## Refresher on FCC EEO Rules—Reporting (Annual Report)

- **Due in OPIF and Station Website Each Year**

- Iowa: October 1
- Maryland: June 1
- D.C.: June 1
- Delaware: April 1
- North Carolina: August 1
- Ohio: June 1
- Virginia: June 1

- **Annual EEO Public File Report Must Contain:**

- A **list of all full-time vacancies filled** by the station during the prior one-year period, identified by job title
- For each such vacancy, the **recruitment source(s) used** to fill the specific vacancy
- The **recruitment source that referred the hiree** for each full-time vacancy
- Data reflecting **the total number of persons interviewed** for full-time vacancies during the relevant period, and, **for each recruitment source used** in connection with any such vacancies, **the total number of interviewees referred by that source**
- A list and brief description of the **menu option outreach activities** undertaken during the relevant period

## Refresher on FCC EEO Rules—Reporting (Outreach)

- **16 Categories of Outreach Activities!**
- **Most Typical Qualifying Activities:**
  - Internships (1 Credit)
  - Scholarship Programs (1 Credit)
  - Provision of EEO and Discrimination Training to Management (1 Credit)
  - Station Training and/or Mentoring Programs (1 Credit)
  - Job Fairs (Distinct Qualifying Categories Available; *Careful Review Required*)
    - Did station personnel with hiring authority **participate?** (.25 Credit)
    - Did station **host?** (1 Credit)
    - Did station **co-sponsor** with org. that includes substantial participation by women and minorities? (1 Credit)
  - Participation in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting (.25 Credit)
  - Participation in Conventions / Career Days / Workshops / Etc. Sponsored by Organizations in the Community Interested in Broadcast Employment Issues (.25 Credit)
- **Station Must Have “Meaningful Involvement” in the Initiative to Claim Credit**
  - E.g., Lending a Name and Airing Spots May Not Be Enough



## Current EEO Enforcement Activity

- **FCC Reviews EEO Compliance at License Renewal & With Audits**
- **FCC Enforces Rules Primarily Through EEO Audits**
- **Generally 2 Audit Cycles per Year (5% of Stations)**
  - February/March
  - Summer
- **Typical Violations Cited**
  - Failure To Provide Notification of Vacancies
  - Failure To Notify Sources That Requested Vacancies
  - Failure To Maintain Records
  - Failure to Self-Assess
  - Penalties Range From Admonishments to **\$20,000+ Fines** & Imposition of Additional Compliance Procedures & Reporting Requirements
    - License Revocation?
  - Last *Audit* Enforcement Action Was in 2018 (Admonishment); 2022 Renewal (\$32,000)

## Practical Considerations

- Don't Rely Entirely on Employee Referrals, Private Contacts, or Walk-In Applicants; Must Engage in **Widespread Recruitment**
- Keep Track of Organizations That Request To Be Notified of Full-Time Job Vacancies and Ensure That Those Organizations Are Notified When a Vacancy Arises
- The EEO Rules Generally Apply to **All Full-Time Vacancies** – But What About Promotions and Extraordinary Hires? It Depends.

## Practical Considerations

- Be Diligent in Maintaining EEO Records—**Records Are Critical** to Demonstrating Compliance With the FCC’s EEO Rules
  - Stations Must **Proactively Generate and Retain Records** or Risk Being Unable to Effectively Respond to an EEO Audit
- Tie Outreach Activities to Broadcast Careers and Broadcast Employment
- Make It a Special Point of Emphasis to **Evaluate and Discuss EEO Programs** and the Successes or Failures of Particular Recruitment Sources and Techniques and Outreach Activities—And Document that You Did!
- Consider How to **Add to Existing Outreach Activities**, Particularly in Light of **COVID-19**



BROOKS  
PIERCE  
FOUNDED 1897

## QUESTIONS?

**Elizabeth Spainhour & Patrick Cross**

Brooks, Pierce, McLendon, Humphrey & Leonard, L.L.P.

150 Fayetteville Street, Ste. 1700, Raleigh, NC 27601

P.O. Box 1800, Raleigh, NC 27602

(919) 839-0300

Thanks for your attention!

