

**WWYN-FM, WHHM-FM, WFKX-FM, WZDQ-FM, WJAK-AM
EEO PUBLIC FILE REPORT
04/01/21-3/31/22**

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Lane College: Darlette Samuels: 545 Lane Avenue, Jackson, TN 38301, 731-426-7600 (dsamuels@Lanecollege.edu)	Yes	0
2	NAACP: Harold Carter: P.O. Box 2404, Jackson, TN 38305, 731-427-7332	Yes	0
3	Jackson State Community College: Amy West, 2046 N. Parkway, Jackson, TN 38301, 731-424-3520 (awest12@JSCC.edu)	Yes	0
4	Memphis Urban League: Sandra Dallas: 413 N Cleveland Street, Memphis, TN 38104 (sdallas@mphsurbanleague.com)	Yes	0
5	Bethel University: Heather Stone: 325 Cherry Avenue, McKenzie, TN 38201, 731-352-4000	Yes	0
6	Union University Career Services 1050 Union University Drive, Jackson, TN 38305, 721-661-5316 (jhowell@uu.edu)	Yes	0
7	Freed-Hardeman University: Ron Means: 158 East Main Street, Henderson, TN 38340 (rmeans@fhu.com)	Yes	0
8	Thomas Media: WWYN, WHHM, WFKX, WZDQ, WJAK: Sherrie Powell: 111 West Main Street, Jackson, TN 38301, 731-427-9616	Yes	0
9	Referrals: 111 West Main Street, Jackson, TN 38301	Yes	0
10	Walk-ins: 111 West Main Street, Jackson, TN 38301	Yes	0
11	All Access: Joel Denves: 28955 Pacific Coast Hwy, Suite 210, Malibu, CA 90265 (www.allaccess.com)	Yes	0
12	TAB: Chris Baker: Two International Plaza Drive, Suite 507, Nashville, TN 37217 (www.Tabtn.org)	Yes	0
13	www.mystar1077.com : 111 West Main Street, Jackson, TN 38301	Yes	0

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14	www.wyn1069.com : 111 West Main Street, Jackson, TN 38301	Yes	0
15	www.therocketjackson.com : 111 West Main Street, Jackson, TN 38301	Yes	0
16	www.my96KIX.com : 111 West Main Street, Jackson, TN 38301	Yes	0
17	: 111 West Main Street Jackson, TN 38301	Yes	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			0

III. RECRUITMENT INITIATIVES

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	12/8/2021 TAB Virtual Job Fair Recruiter: Chip Thomas, General Manager	Online Job Fair hosted by TAB
2	5/18/2021 Thomas Media Career Fair Recruiter: Chip Thomas	Career Fair covering West Tennessee at Carl Perkins Civic Center
3	9/10/2021 Thomas Media Career Fair	Career Fair at Carl Perkins Civic Center

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Hope for the Holidays Adopt A Teen	Live Interviews & Promos
COVID-19 Updates	Regular interviews and PSAs providing the latest information affecting the community
Lifeline Blood Services	Daily updates on community blood drives
Giving Tuesday local charity support	Provided consistent information to the community on how to help local charities through their Giving Tuesday Campaigns
Union University partnership	Monthly interviews providing community information of the resuming of various activities

V. TRAINING INITIATIVES

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	TYPE OF ACTIVITY	BRIEF DESCRIPTION OF ACTIVITY
1	5/12/2021 – “7 Steps to a Fantastic Recovery” Attended: Chip Thomas	LBS Broadcast Sales Webinar with TAB
2	8/11/2021 “Budgeting after an economic slowdown” Attended: Jeff Jones	LBS Broadcast Sales Webinar
3	1/19/2022 – “Broadcast Sellers 10 Commandments” Attended: Chip Thomas	LBS Broadcast Sales Webinar

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15	<u>www.therocketjackson.com</u> : 111 West Main Street, Jackson, TN 38301	Yes	0
16	<u>www.my96KIX.com</u> : 111 West Main Street, Jackson, TN 38301	Yes	0
17	<u>www.Hot961.com</u> : 111 West Main Street Jackson, TN 38301	Yes	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			0

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	3/27/23 TAB Virtual Job Fair Recruiter: Chip Thomas, General Manager	Online Job Fair hosted by TAB
2	5/18/22 Thomas Media Career Fair Recruiter: Chip Thomas	Career Fair covering West Tennessee at Carl Perkins Civic Center
3	9/14/22 Thomas Media Career Fair	Career Fair at Carl Perkins Civic Center

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IV. OUTREACH INITIATIVES

Lifeline Blood Services

RIFA Food Drives

Adopt-A-Teen/Hope for the Holidays

Union University

Jackson State C.C.

W.R.A.P. TN

Community Blood Drive Updates

Live Events and On-Air Promos

On-Air Interviews and Promos

Community Info of School Activities

Community info of School Activities

On-Air Interviews and PSAs

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V. TRAINING INITIATIVES

	TYPE OF ACTIVITY	BRIEF DESCRIPTION OF ACTIVITY
1	11/9/22 – “How to Quadruple your local sales” Attended: Chip Thomas	LBS Broadcast Sales Webinar with TAB
2	9/14/22 – “Why winging it with Social Media doesn’t work” Attended: Chip Thomas	LBS Broadcast Sales Webinar
3	5/18/22 – “Does price really matter to your clients” Attended: Sales Staff	LBS Broadcast Sales Webinar

THOMAS MEDIA, INC.



WFKX



WHHM



WJAK



WWYN



WZDQ

Although we didn't make any new hires during this 2 year window, we do regularly pay attention to our EEO practices to make sure we are on track and have a good plan.

In an effort to stay on top of our EEO Recruitment Program, we utilize the Tennessee Association of Broadcasters (Chris Baker) for advice and direction. I am on the Board of the TAB, so I get to communicate with them regularly.

In addition, every year when preparing budgets for the next year, we typically will review our employees pay, benefits, promotion opportunities, etc for fairness. I will also include the TAB in these conversations if needed.

We have no Union agreements within our Cluster.

THOMAS MEDIA, INC.



WFKX



WHHM



WJAK



WWYN



WZDQ

Our General Manager, Chip Thomas, is responsible for maintaining and implementing the Groups EEO policies. Part of those responsibilities include, but not limited to, posting any job openings to our e-mail list of local organizations and colleges (complete list is on our EEO Public File Report), completing and filing our annual EEO Report on time, organizing or scheduling our EEO outreach initiatives (job fairs, etc) and overall making sure all bases are covered during any recruitment initiatives.

Our EEO policies are posted inside our building in poster form and any and all job postings or produced commercials in the community all clearly state that we are an equal opportunity employer.

WFKX • WHHM • WJAK • WWYN • WZDQ

111 WEST MAIN • JACKSON, TN 38301

PHONE: 731-427-9616 • FAX: 731-427-9302 • FAX 731-424-2473

Station Websites:

WZDQ: www.therocketjackson.com

WWYN: www.wyn1069.com

WFKX: www.my96kix.com

WJAK: www.hot961.com

WHHM: www.star1077.com

Thomas Media in Jackson, TN has 24 full time employees. Our Metro's population is approximately 85,000, none of our station's operating markets are 250,000 in population. Our market is required to have 2 points worth of initiative activities.

Attached are the 4 Career Expo's that we performed and participated in during this 2 year window.

Station Facility ID Numbers

WWYN: 54947

WFKX: 73392

WJAK AM: 54035

WZDQ: 54032

WHHM: 10766

Station Representative: cthomas@thomasmedia.fm

You're invited to the BIGGEST career fair in West Tennessee.

CAREER EXPO



Wednesday, May 18th
11:00-3:00 pm
Carl Perkins Civic Center

Come meet your potential new employer! HUNDREDS of positions available, and connect with over 50 employers. Bring a copy of your resume, and professional dress is recommended!

FREE to the public

www.wyn106.9/careerexpo

You're invited to the BIGGEST career fair in West Tennessee.

CAREER EXPO



Wednesday, Sep. 14th
11:00-3:00 pm
Carl Perkins Civic Center

Come meet your potential new employer! HUNDREDS of positions available, and connect with over 50 employers. Bring a copy of your resume, and professional dress is recommended!

FREE to the public

www.wyn106.9/careerexpo

You're invited to the BIGGEST career fair in West Tennessee.

CAREER EXPO



Tuesday, May 18th
10:00-1:00 pm

Carl Perkins Civic Center

Come meet your potential new employer! HUNDREDS of positions available, and connect with over 50 employers. Bring a copy of your resume, and professional dress is recommended!



FREE to the public

www.wyn106.9/careerexpo



You're invited to the BIGGEST career fair in West Tennessee.

COLLEGE & CAREER EXPO



Friday, Sept. 10th

JMCSS Seniors - 11:00-1:00 pm

Public - 2:00 - 6:00 pm

Carl Perkins Civic Center

Come meet with recruiters from local colleges, trades, and employers.
Over 50 vendors with hundreds of career opportunities.

FREE to the public

www.wyn106.9/careerexpo