

ANNUAL EEO PUBLIC FILE REPORT **FOR "OPTION A" BROADCAST STATIONS**

The purpose of this Annual EEO Public File Report for "Option A" Broadcast Stations (this "Report") is to comply with Section 73.2080(c)(6) of the Commission's EEO Rules.

This report has been prepared on behalf of the station employment unit (the "Station Employment Unit") which is comprised of the following broadcast stations: WSJM, Inc. Mishawaka IN (the "Reporting Station") and is intended to be placed in the public inspection files, and on the web site, if any, of the Reporting Station by the applicable Commission deadline.

The information contained in this Report covers the time period from April 1, 2023 to, and including, April 1, 2024 (the "Reporting Period").

Under the Commission's EEO Rules, the Station Employment Unit has elected Option A, "Supplemental Recruitment Measures" for the Reporting Station for the duration of the Reporting Period.

The Commission's EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(ii) of the

Commission's EEO rules, which should be separately identified), identified by name, address, contact person, and telephone number;

3. The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source utilized in connection such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the Commission's EEO Rules during the Reporting Period.

For the purposes of this Report, a vacancy was deemed "filled" not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or on the phone.

This report was prepared on April 1, 2024.

WNSN, WQLQ, WSBT-AM, WZOC
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I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Director of Business Development	2-3, 5-11	6
Business Development Specialist	1-5, 7-9, 11	2
Business Development Specialist	1-5, 7-9, 11	1
Business Development Specialist	1-5, 7-9, 11	1

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Employee Referral	N	3
2	Indeed Indeed.com Indeed.com, Indiana 46545 Phone : jobs@midwestfamilysouthbend.com Patricia Morris Manual Posting	N	4
3	Indiana Broadcasters Association PO Box 902 Carmel, Indiana 46082 Phone : 317-770-0970 Dave Arland Manual Posting	N	0
4	Indiana Career Connect 220 W. Colfax St. South Bend, Indiana 46601 Phone : 574-780-3751 Url : indianacareerconnect.com Email : dan.mcmillion@gotoworkone.com Dan McMillion	N	0
5	LinkedIn https://www.linkedin.com/ Sunnyvale, California Phone : 5742474310 Url : https://www.linkedin.com/ Pat Morris Manual Posting	N	0
6	Media Staffing Network 715 E. Thirsty Cactus Ln Scottsdale, Arizona 85266 Phone : 847-222-3258 Url : mediastaffingnetwork.com Cori Hirsh Manual Posting	N	4
7	Mid-West Family website 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-273-1000 Url : http://midwestfamilybroadcasting.com/ Email : rj.brachman@midwestfamilybroadcasting.com RJ Brachman	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Mid-West South Bend Building PO Box 960 South Bend, Indiana 46624 Phone : 574-247-4310 Email : pmorris@midwestfamilysouthbend.com Pat Morris	N	0
9	MWF South Bend WNSN-WSBTAM-WZOC-WQLQ Website P.O. Box 960 South Bend, Indiana 46624 Phone : 2474310 Pat Morris Manual Posting	N	0
10	Work One 851 S. Marietta Suite 600 South Bend, Indiana 46601 Phone : 574-237-9675 Ext 2631 Url : http://www.gotoworkone.com/home/index.asp Email : Doug.Mappin@gotoworkone.com Doug Mappin	N	0
11	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			11

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	4/25/2023	Establishment of a mentoring program	2023 Walker Broadcast Management Institute. Designed to broadcast managers and those seeking or being prepared for broadcast management.	1	Director of Content-Music Stations
2	5/9/2023	Establishment of training programs for station personnel	Sales University Training. This is for newly promoted or new hires that have missed other training. Usually via Zoom. This provides beginning training that provides opportunities to acquire new skills and sharpen current skills. Provides education and training on professional and self improvement thereby providing trainees with skills to advance in their chosen careers.	3	Director of News & Sports Business Development Specialist Promotions Assistant
3	5/31/2023	Establishment of training programs for station personnel	Training program to qualify to become a Notary Public Official.	1	Business Manager
4	9/17/2023	Establishment of training programs for station personnel	Annual Sales Conference for all Sales and Production employees that provides education and training on upper level sales techniques and production techniques that allows employees the opportunity to further their careers in broadcast sales.	8	General Manager Regional & National Sales Director of News & Content Business Development Specialist
5	9/27/2023	Participation in Job Fairs	Fall 2023 IU South Bend Career & Internship Fair September 27, 2023	2	Nyc Ellison
6	Ongoing Event	Establishment of training programs for station personnel	Training to improve sales on knowledge of digital products offered by Mid-West Family South Bend.	7	Regional VP of Integrated Strategy Business Development Specialist. Business Development Specialist Sales Assistant
7	2/6/2024	Establishment of training programs for station personnel	Sales University Getting Ready Training for new employees that provides training for the Mid-West Family programs and to acquire new skills and sharpen current ones. Provides educations and training on professional and self improvement thereby providing trainees with skill to advance in their chosen field.	2	Business Development Specialist Major Accounts Business Development Specialist.
8	3/27/2024	Participation in Job Fairs	Spring Job Fair IUSB	2	Sales Assistant Director of Business Development