



EEO PUBLIC FILE REPORT

April 1, 2021 – March 31, 2022

WKOA-FM, WASK-FM, WASK-AM, WKHY-FM, WXXB-FM

1. VACANCY LIST

| <u>Job Description</u> | <u>Date Filled</u> | <u># of Applicants Interviewed</u> | <u>Interviewee Sourced</u> | <u>Recruitment Sources Used</u> |
|-----------------------------|--------------------|------------------------------------|----------------------------|---------------------------------|
| Full Time Digital Sales | 6/16/2021 | 4 | Sources 1,2,11 | 1,2,3,11,13 |
| Full Time Creative Director | 10/1/2021 | 5 | Sources 2,3,4,11 | 2,3,4,11,13 |

2. NEW HIRES

| <u>Job</u> | <u>Hire Date</u> | <u>Source</u> |
|-----------------------------|------------------|---------------|
| Full Time Digital Sales | 6/16/2021 | 11 |
| Full Time Creative Director | 10/1/2021 | 3 |

3. MASTER RECRUITMENT LIST

1. WASK AM-FM, WKHY-FM, WKOA-FM, WXXB-FM On Air Announcements
3575 McCarty Lane
Lafayette, Indiana 47905
765-447-2186

Neuhoff Media of Lafayette
3575 McCarty Lane
Lafayette, Indiana 47905



2. WASK AM-FM, WKHY-FM, WKOA-FM, WXXB-FM station web sites
3575 McCarty Lane
Lafayette, Indiana 47905
765-447-2186
3. Indiana Broadcasters Association
3003 E. 98th Street #161
Indianapolis, IN 46280
317-573-0119
4. www.allaccess.com
Industry Recruitment Website
5. Ball State University
2000 W. University Ave
Muncie, IN 47306
765-286-1241
6. Valparaiso University
1700 Chapel Drive
Valparaiso, IN 46383
219-464-5000
7. Indiana University Purdue University Indianapolis
420 University Blvd
Indianapolis, IN 46202
317-274-5555
8. NAACP of Lafayette/West Lafayette
Branch #3056
Lafayette, Indiana 47903
765-464-2085
9. National Association of Black Journalists
1100 Knight Hall, Suite 3100
College Park, MD 20742
301-405-0248

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10. University of Notre Dame
Notre Dame, In 46556
574-631-5000
11. University of Indianapolis
1400 East Hanna Avenue
Indianapolis, Indiana 46227
317-788-3368
12. Purdue University
West Lafayette, IN 47906
765-494-4636
13. Neuhoff Media Website
www.neuhoffmedia.com

RECRUITMENT INITIATIVES

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| 1. Ball State University TCOMM 344 Class speaking engagement | Neuhoff Media Lafayette Operations Manager Joe Lacay spoke virtually with Ball State University TCOM 344 class about radio programming and promotions. The presentation covered the five radio stations and their programming. It also covered the different types of promotions each station has. 9/29/21 and 2/16/2022 |
| 2. Q & A University of Indianapolis | General Manager Mike Shamus spoke with students at The University of Indianapolis with P1 Learning to discuss opportunities in radio and digital sales via zoom. 4/23/2021 |
| 3. Neuhoff Summer Media Camp | This annual program featured 12 students attending the week of June 21st, 2021 at the Danville Area |

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Community College. The program focused on careers in the media field in general, but with an emphasis on radio, television broadcasting and writing. Members of the Neuhoff staff conduct hands on training in announcing, interviewing, reporting and public relations. Participants were told of employment opportunities in the each of the Neuhoff markets. This was the 25th year of the program, the Summer Media Camp is directly responsible for a number of current or past staff members across the company.

4. University of Indianapolis-
Student Interview Program

On May 3rd, 2021, Neuhoff Media COO Mike Hulvey conducted one-on-one interviews with broadcast students at the University of Indianapolis. The students were informed of the opportunities that were available within the industry in general, at all the Neuhoff facilities specifically related to their field of study. These students included sales, news, sports, video and writing related interests. There were eight students participating in the program. A student was hired by the company directly from this program.

5. Lafayette Trade Fair

On September 20th, 2021, General Manager Mike Shamus attended a Free trade Fair at Lafayette Central Catholic Jr. Sr. High School for area students to explain opportunities in radio.

6. Junior Achievement

Neuhoff Media Lafayette volunteers as a the Media partner for Junior Achievement's Biz Town, where students learn the inner workings of a radio station, the jobs available

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and the role the radio station plays in the local economy. MNL managers are leading classroom work and practical applications hands on, experiential training of students to understand broadcasting.

7. Scholarship Program

In conjunction with the Indiana Broadcasters Association, Stations contributed to the annual scholarship program of the Indiana Broadcasters Foundation. Foundation grants 10 - 5,000 scholarships to students pursuing careers in the broadcast industry

8. Routine Listings

The Licensee routinely lists each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities, such as The Indiana Broadcasters Association