



## EEO PUBLIC FILE REPORT

April 1, 2019 – March 31, 2020

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>Hiree Sourced</u>	<u>Recruitment Sources Used</u>
Full Time All Stations Sales	7/1/19	7	3	2,3,9,14,15

### 2. NEW HIRES

<u>Job</u>	<u>Hire Date</u>
Account Executive	7/1/19

### 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. 98<sup>th</sup> Street #161  
Indianapolis, IN 46280  
317-573-0119
4. [www.allaccess.com](http://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. [www.lafayettehelpwanted.com](http://www.lafayettehelpwanted.com)

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10. National Association of Black Journalists  
1100 Knight Hall, Suite 3100  
College Park, MD 20742  
301-405-0248
11. University of Notre Dame  
Notre Dame, IN 46556  
574-631-5000
12. University of Indianapolis  
1400 East Hanna Avenue  
Indianapolis, Indiana 46227  
317-788-3368
13. Purdue University  
West Lafayette, IN 47906  
765-494-4636
14. Neuhoff Media Website  
[www.neuhoffmedia.com](http://www.neuhoffmedia.com)
15. [www.lafayetteadvertising.com](http://www.lafayetteadvertising.com)

## RECRUITMENT INITIATIVES

- |  |   |
|--|---|
| 1. Ball State University<br>Programming and<br>Audience Class speaking<br>engagement | Outreach to students studying broadcasting<br>about the applications of programming and<br>research in the workplace. Discuss<br>employment opportunities in today's job<br>market. September 11, 2019. |
| 2. Job Shadow  | A Harrison High School student,<br>spent time as a job shadow to<br>WXXB-FM Program Director Joe Lacay.<br>Discussion of the relationship between<br>programming and promotion to grow<br>audiences     |

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3. IBA Job Fair

Contributing a specified amount for booth rental for the Broadcasters Career/Internship Fair; Attending the Broadcasters Career / Internship Fair, Wednesday, October 23, 2019, working in the booth collecting resumes and interviewing qualified candidates

4. Internship

A Ball State University student, was a summer intern for college credit at Neuhoff Media Lafayette's station, WXXB-FM, under the supervision of Program Director, Joe Lacay. They learned and participated in day-to-day radio programming and promotional tasks. They also assistant in some remote broadcasts and events.

5. Internship

A Purdue University student, was a fall intern for college credit at Neuhoff Media Lafayette. Through this program they were able to explore radio programming, promotion and sales. This program was managed by Promotion Manager, Program Director and General Manager. .

6. University of Indianapolis

Neuhoff Media Lafayette General Manager Chris Fleming participated in a interview project for UIndy students where they received real world media experience of how to prepare and success in resume writing for media and employment interview itself. GM conducted over 20 reviews and critiques of prospective candidates for UIndy.

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7. Ball State University

WXXB-FM Program Director Joe Lacay spoke to with the Programming and Promotion Class at BSU on February 19<sup>th</sup>, 2020. He discussed the integration of programming and promotion and the jobs available within both of those departments.

8. Wabash Center

Neuhoff Media VP of programming Mike Shamus met with an employee training specialist at Wabash Center to convey information for her client. They are interested in employment in the voice over/voice actor business. Mike reached out to several professional voice over artists and provided feedback, advice and websites to learn more.

9. 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 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.

10. Scholarship Program

In conjunction with the Indiana Broadcasters Association, Stations financially contruted and particiapated I the judging of the annual scholarship program of the Indiana Broadcasters Foundation. Foundation grants 10 - 5,000 scholarships to students pursing careers in the broadcast industry

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#### 11. Virtual Job Fair

To comply with social distancing, Stations participated in a virtual job fair in conjunction with the Indiana Broadcasters Association. Participants were able to virtually interview and question station managers about future job openings

#### 12. 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

#### 13. Neuhoff Summer Media Camp

This annual program featured 20 students attending camp the week of June 24th, 2019 at the Danville Area Community College. The program focused on young people interested in 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. In its 23rd year, the Summer Media Camp is responsible for a number of current or past staff members.