



EEO PUBLIC FILE REPORT

April 1, 2020 – March 31, 2021

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 All Stations Sales	3/16/21	4	Sources 1,2, 14	1,2,14

2. NEW HIRES

<u>Job</u>	<u>Hire Date</u>
Account Executive	3/16/21

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. www.lafayettehelpwanted.com
10. National Association of Black Journalists
1100 Knight Hall, Suite 3100
College Park, MD 20742

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3575 McCarty Lane
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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
15. www.lafayetteadvertising.com

RECRUITMENT INITIATIVES

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| <ol style="list-style-type: none">1. Ball State University
Programming and
Audience Class virtual
speaking engagement | <p>Neuhoff Media Lafayette's Operations Manager, Joe Lacay, spoke virtually to Ball State University Professor Karen Han's TCOM 344 class on February 10, 2021. He discussed how each of the five radio stations cater to their key demographic through its programming, promotions, and social media.</p> |
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2. University of Indianapolis
-Broadcast student
interview program

On April 27th, 2020, 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 news, sports, video, music and writing related interests. There were ten students participating in the program.
3. IBA Career Fair Panel

Neuhoff Media Lafayette General Manager Mike Shamus was a guest speaker on the Indiana Broadcaster's Virtual Career Fair panel on October 12th, 2020. Mike Shamus discussed the recruitment process during covid, how to interview well and took questions from the moderator.
4. IBA Spring Career Fair

Neuhoff media Lafayette General Manager took part in the IBA Spring Career fair February 25th and 26th. Interested candidates were interviewed via zoom conference calls.
5. Greater Lafayette Career
Fair

Neuhoff media Lafayette General Manager Mike Shamus took part in the Greater Lafayette Virtual Career Fair on March 10th from 10am to 5pm. Interested candidates were able to upload resumes and set up zoom interviews.
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 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.

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7. 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

8. Senior Leadership EEO Training

Annually the Neuhoff Leadership Team is provided with training on best practices concerning equal employment opportunities. We have provided outside experts to train our staff in the prevention of discrimination, harassment, and other related matters.