

EEO PUBLIC FILE REPORT

WRKA-FM/WQNU-FM/WVEZ-FM/WSFR-FM

APRIL 1, 2016 – MARCH 31, 2017

FULL-TIME POSITIONS FILLED

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	Sales Account Executive	04/28/16	08/01/16	Station Website	2	
				Employee Referral	2	2
				On Air Recruitment	2	
2	WQNU Morning Show Host	02/19/16	06/01/16	All Access.com	2	
				Country Aircheck.com	1	
				Industry Referral	1	1
3	Sales Account Executive	02/24/16	05/12/16	Station Website	2	1
				Online Advertisement- Indeed	1	
				Client Referral	1	
4	Sales Assistant	07/06/16	08/02/16	Station Website	2	
				Online Advertisement- Indeed	1	1
				Louisville Ad Fed	1	
				Employee Referral	2	
					20	5

***The Attached List of Recruitment Sources were contacted for the above openings**

Information Regarding Recruitment Sources for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Advertising Federation of Louisville		1	
2	Industry Referral		1	
3	Summit Media Website/ station websites Recruit/ ads WRKA/ WQNU/ WVEZ/ WSFR		6	
4	On Air Recruitment		2	
5	Client Referral		1	
6	Employee Referrals		4	
7	AllAccess.com		2	
8	Country Aircheck.com		1	
9	Indeed		2	
Total			20	

**Long Term Recruitment Initiatives
Implemented During Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	10/05/16	Bellarmine Job Fair	Job Fair for those interested in a career in Louisville, KY	Interviewed individuals, collected resumes, discussed career opportunities.	Brent Turner

LONG TERM RECRUITMENT INITIATIVES
SUMMIT MEDIA – WRKA-FM/WVEZ-FM/SWFR-FM/WQNU-FM
APRIL 1, 2016 – MARCH 31, 2017

ONGOING

INTERNSHIP PROGRAM

DESCRIPTION: CONTINUED OUR DEDICATION TO THE DEVELOPMENT OF YOUNG ADULTS INTERESTED IN WORKING IN THE FIELD OF BROADCAST.

SCOPE OF INVOLVEMENT: EDUCATE INTERNS ON THE VARIOUS OPPORTUNITIES WITHIN RADIO AND THE BROADCASTING FIELD. ALLOW INTERNS TO WORK SIDE BY SIDE WITH EMPLOYEES IN SEVERAL DIFFERENT POSITIONS WITHIN OUR LOCATION. GIVE INTERNS HANDS ON EXPERIENCE IN BROADCASTING, MARKETING, AND GENERAL BUSINESS OFFICE PROCEDURES.

PERSONNEL INVOLVED: BRENT TURNER

ONGOING

TRAINING PROGRAMS

DESCRIPTION: CSS TRAINING, EXECUTIVE LEADERSHIP PROGRAM, AND MANAGEMENT SEMINARS. THESE VARIOUS TRAINING PROGRAMS ARE OFFERED TO MANAGERS AND ACCOUNT EXECUTIVES TO HELP STATION PERSONNEL ACQUIRE SKILLS THAT COULD QUALIFY THEM FOR HIGHER LEVEL POSITIONS.

SCOPE OF INVOLVEMENT: EMPLOYEES ATTENDED VARIOUS CLASSES, SEMINARS, AND TRAINING SESSIONS TO ADVANCE THEIR KNOWLEDGE.

PERSONNEL INVOLVED: MONIQUE THORNOCK, ERIC FOW, AND ACCOUNT EXECUTIVES

ONGOING

TRAINING PROGRAMS

DESCRIPTION: SDS

SCOPE OF INVOLVEMENT: TRAINING TO ENSURE EMPLOYEES ARE USING SDS – THE COMPANY ADVERTISING, BILLING, AND ACCOUNTS RECEIVABLE SOFTWARE PROPERLY

PERSONNEL INVOLVED: ALL EMPLOYEES USING SOFTWARE PRODUCT

EEO NARRATIVE
SUMMIT MEDIA LOUISVILLE – WRKA-FM/WVEZ-FM/WSFR-FM/WQNU-FM
APRIL 1, 2016 – MARCH 31, 2017

SUMMIT MEDIA LOUISVILLE STRIVES TO ACHIEVE BROAD AND INCLUSIVE OUTREACH IN THE RECRUITMENT AND HIRING OF A DIVERSE WORKFORCE IN SEVERAL WAYS. SUMMIT MEDIA NOT ONLY UTILIZES OUR LARGE CORPORATE CAREER NETWORK, LOCAL/NATIONAL CLASSIFIED LISTINGS, AND PROFESSIONAL/TRADE JOB POSTINGS, BUT IS ALSO ABLE TO TAKE ADVANTAGE OF THE WIDE VARIETY OF PROFESSIONAL AND EDUCATIONAL EMPLOYMENT ORGANIZATIONS IN THE LOUISVILLE AREA – HELPING SUMMIT MEDIA REACH ALL AREAS OF THE DIVERSE LOUISVILLE COMMUNITY (IE: ADVERTISING FEDERATION OF LOUISVILLE.). THE GROWTH OF ONLINE JOB POSTING HAS ALSO ADDED TO OUR ABILITY TO REACH A WIDER VARIETY OF APPLICANTS THAN EVER BEFORE.

SUMMIT MEDIA LOUISVILLE HAS A LONG-STANDING AND VERY POPULAR INTERNSHIP PROGRAM. THIS HIGHLY SUCCESSFUL PROGRAM DRAWS A VARIETY OF HIGH SCHOOL AND COLLEGE STUDENT APPLICANTS QUARTERLY. MANY OF THE STUDENTS WHO HAVE WORKED WITH SUMMIT MEDIA LOUISVILLE AS INTERNS HAVE GONE ON TO BECOME EMPLOYEES OF THE COMPANY.

FINALLY, SUMMIT MEDIA LOUISVILLE UTILIZES THE VAST NUMBER OF EDUCATIONAL INSTITUTIONS IN THE AREA BY ACTIVELY PARTICIPATING IN JOB FAIRS OR BUSINESS SCHOOL NETWORKING EVENTS ON AREA CAMPUSES. SUMMIT MEDIA EMPLOYEES FROM VARIOUS DEPARTMENTS TAKE THIS OPPORTUNITY TO DISCUSS CURRENT AND FUTURE OPPORTUNITIES WITH STUDENTS ENTERING THE JOB FORCE, COLLECT RESUMES/APPLICATIONS, AND EVEN CONDUCT INTERVIEWS ON THE SPOT WHEN APPLICABLE.