

WWKI(FM)
EEO PUBLIC FILE REPORT
April 1, 2020 – March 31, 2021

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 |
|-----------------------------|--|-------------------------------|
| Sales Representative | 1-9, 11-12, 15-18, 22-23 | 18 |

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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 | Adzuna , www.adzuna.com | No | 0 |
| 2 | CareerBuilder , www.careerbuilder.com | No | 0 |
| 3 | Cumulus Jobs Website www.cumulusjobs.com | No | 4 |
| 4 | Employee Referral | No | 0 |
| 5 | Glassdoor , www.glassdoor.com | No | 0 |
| 6 | Indeed , www.indeed.com | No | 0 |
| 7 | Indiana Broadcasters Association Attn: Gwen Piening 3003 East 98 th Street, Suite 161 Indianapolis, IN 46280 www.indianabroadcasters.org | No | 0 |
| 8 | Indiana University-Kokomo Attn: Sheryl Phillips 2300 S. Washington Street Kokomo, IN 46902 (765) 455-9301 | No | 0 |
| 9 | Internal Posting (<i>email staff & post on bulletin board</i>) | No | 0 |
| 10 | Internal Transfer/Promotion | No | 0 |
| 11 | SEU Job Fair(s) (<i>see Section III</i>) | No | 0 |
| 12 | Job is Job , www.jobisjob.com | No | 0 |
| 13 | Kokomo Tribune/Career Builder Attn: Kathie Gifford 300 N. Union Street Kokomo, IN 46904 (765) 854-6722 | No | 0 |
| 14 | LinkedIn , www.linkedin.com | No | 0 |
| 15 | Monster , www.monster.com | No | 0 |
| 16 | My Job Helper , www.myjobhelper.com | No | 0 |
| 17 | Oodle , www.oodle.com | No | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|--|---|--|
| 18 | Word-of-Mouth Referral | No | 1 |
| 19 | On-Air Announcements (<i>one or more SEU stations</i>) | No | 0 |
| 20 | Station Website Posting (<i>one or more SEU stations</i>) | No | 0 |
| 21 | SEU Facebook Pages | No | 0 |
| 22 | The Job Spider , www.thejobspider.com | No | 0 |
| 23 | Trovit , www.trovit.com | No | 0 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 5 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|---|---|---|
| 1 | Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination | On July 22, 2020 our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, “The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained. |
| 2 | Participate in Job Fair | On November 4, 2020, our SEU participated in Eastern Indiana Works Job Fair, held at the New Castle Public Library. Our SEU’s Market Manager attended this event and spoke with candidates from a wide variety of backgrounds. He discussed career opportunities in radio broadcasting as well as current vacancies within the SEU, and accepted resumes from interested attendees. |
| 3 | Participate in Collegiate Career Expo | On March 1, 2021, our SEU participated in the Indiana University – Kokomo Career Fair virtually due to COVID restrictions. Our Programming Director attended this event and answered students’ questions about career opportunities in broadcasting as well as the SEU’s internship program. |
| 4 | Participate in program sponsored by educational institution relating to careers in broadcasting | On March 18, 2021, our SEU’s Sales Manager spoke to a large group of students in the Department of Telecommunications at Ball State University about career opportunities in radio broadcasting as well as openings within our SEU. He also conducted practice interviews and answered all questions posed by the students. |