

EEO PUBLIC FILE REPORT

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

MARCH 31, 2015

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	3/21/14	05/02/2014	Ad Fed	1	
				Job Board	6	1
				Station Website	2	
				On Air Recruitment	1	
				LinkedIn	2	
2	Sales Account Executive	5/5/14	5/22/14	Job Board	11	
				Referrals (Employees)	3	2
3	Sales Account Executive	5/22/14	7/7/14	Referrals (Employees)	6	1
				Job Board	1	
				LinkedIn	1	
4	Sales Account Executive	11/4/14	1/5/15	Station Website	1	
				LinkedIn	1	
				Recruitment Event	4	
				Referrals (Employees)	1	1
5	Sales Assistant	6/3/14	6/23/14	Job Board	5	
				Referrals (Employees)	3	1
				Station Website	1	

6	Digital Sales Assistant	11/2014	12/01/14	Internal Candidate	1	1
7	General Manager	5/15/14	8/18/14	Inside Radio	3	
				Referral (Employee)	2	1

***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		<u>1</u>	
2	Job Board		<u>23</u>	
3	Summit Media Website/ station websites Recruit/ ads WRKA/ WQNU/ WVEZ/ WSFR		<u>4</u>	
4	On Air Recruitment		<u>1</u>	
5	LinkedIn		<u>4</u>	
6	Employee Referrals		<u>13</u>	
7	Recruitment Event		<u>4</u>	
8	Inside Radio		<u>1</u>	

LONG TERM RECRUITMENT INITIATIVES
SUMMIT MEDIA – WRKA-FM/WVEZ-FM/SWFR-FM/WQNU-FM
APRIL 1, 2014 – MARCH 31, 2015

ONGOING

INTERNSHIP PROGRAM

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

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 PRODECURES.

PERSONNEL INVOLVED: BRIAN EICHENBERGER

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: TODD SCHUMACHER, TARA BERMAN, 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, 2014 – MARCH 31, 2015

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.