

**WIVK-FM, WOKI(FM), WNML(AM), WNML-FM  
EEO PUBLIC FILE REPORT  
April 1, 2019 - March 31, 2020**

**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
Account Executive	1-25	13
Account Executive	1-25	14
Promotions	1-25	16
Program Director	1-25	16
Account Executive	1-25	14
Account Executive	1-25	21
Account Executive	1-25	13

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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	<b>South College</b> 3904 Lonas Drive Knoxville, TN 37909 (865) 251-1800 Contact: Gary Taylor	No	0
2	<b>NAACP</b> P. O. Box 14096 Knoxville, TN 37914 (865) 546-5567 Contact: Ezra Maize	No	0
3	<b>Pellissippi State Job Placement Service</b> P. O. Box 22990 Knoxville, TN 37933-0990 (865) 694-6400 Contact: Doris Rutledge	No	0
4	<b>Roane State Community College</b> 276 Patton Lane Harriman, TN 37748 (865) 539-6904 Contact: Gail Russell	No	0
5	<b>Knoxville College Job Placement</b> 901 College Street Knoxville, TN 37921 (865) 524-6511 Contact: Rev. Frank Houston	No	0
6	<b>YWCA</b> 420 W. Clinch Avenue Knoxville, TN 37902 (865) 523-6126 Contact: Human Resources Counselor	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
7	<b>Tennessee Career Center</b> 1610 University Avenue, Suite 106 Knoxville, TN 37921 (865) 594-5500 Contact: Ginger Armstrong	No	0
8	<b>University of Tennessee Minority Student Affairs</b> 812 Volunteer Boulevard Knoxville, TN 37996-4200 (865) 974-6861 Contact: Placement Advisor	No	0
9	<b>University of Tennessee Center for Career Development</b> 1015 Phillip Fulmer Way Knoxville, TN 37996-4820 (865) 974-5435 Contact: Placement Advisor	No	0
10	<b>Knoxville Area Urban League</b> 1514 Fifth Avenue Knoxville, TN 37917 (865) 524-5511 Contact: Bill Myers	No	0
11	<b>Tusculum College</b> 1305 Centerpoint Boulevard Knoxville, TN 37932 (865) 693-1177 Contact: Placement Advisor	No	0
12	<b>Tennessee Career Center</b> 599 Oak Ridge Turnpike Oak Ridge, TN 37830-5359 (865) 483-7474 Contact: Mahalia Griffith	No	0
13	<b>Word-of-Mouth Referral</b>	No	5
14	<b>Cumulus Broadcasting – Knoxville</b> Station Websites: www.wivk.com www.991thesportsanimal.com www.987newstalk.com	No	10
15	<b>Internal Posting</b> (all Cumulus Broadcasting Markets)	No	7

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
16	<b>Internal Referral</b> Receptionist 4711 Old Kingston Pike Knoxville, TN 37919 (865) 588-6511	No	2
17	<b>Cumulus Job Board</b> Cumulus.hrmdirect.com	No	0
18	<b>Monster</b> <a href="http://www.monster.com">www.monster.com</a>	No	0
19	<b>Glass Door</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	No	4
20	<b>Link Up</b> <a href="http://www.linkup.com">www.linkup.com</a>	No	0
21	<b>Indeed</b> <a href="http://www.indeed.com">www.indeed.com</a>	No	7
22	<b>All Access</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	No	3
23	<b>Linked In</b> <a href="http://www.linkedin.com">www.linkedin.com</a>	No	6
24	<b>Zip Recruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	No	2
25	<b>Facebook</b> WIVK 107.7 News Talk 987 Sports Radio WNML	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>46</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Internship Program	<p>Our SEU offers internships to area college students for required credits in communications/broadcasting, marketing, and journalism curriculums. These students obtain hands-on instruction which is considered toward completion of their majors.</p> <p>During this reporting period, our SEU hosted three (3) student interns from the University of Tennessee’s Media/Broadcasting department(s), who were supervised by our Market Manager, Promotions Directors, Program Directors, and Sales Managers and received training in many facets of radio broadcasting by working closely with personnel in each department. The students were also able to seek career advice from SEU staff.</p>
2	Scholarship Program	<p>The Citadel Broadcasting of Knoxville Journalism Scholarship was created by our SEU years ago to aid students pursuing an education in Journalism, Mass Media, or Media Technologies from Pellissippi State Technical Community College, located in Knoxville, Tennessee. A scholarship in the minimum amount of \$350 is awarded to one student annually who meets the eligibility requirements established for the Program.</p>
3	Host event/program sponsored by a community organization relating to careers in broadcasting	<p>On August 15, 2019, our SEU hosted a breakfast tour of our facilities for members of the Farragut Chamber of Commerce, during which our market manager and members of the sales and programming departments shared what it takes to operate a cluster of radio stations as well as the variety of careers opportunities available in broadcasting.</p>
4	Participate in Job Fair	<p>On October 9, 2019, our Promotions Director attended the University of Tennessee Job and Internship Fair, held on its campus, during which job and internship opportunities at our stations were discussed with students interested in pursuing careers in radio broadcasting.</p>

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
5	Host event/program sponsored by a community organization relating to careers in broadcasting	On January 14, 2020, our Promotions department hosted members of the Leadership Board of Anderson County for a tour of our facilities, which included a question-and-answer session about the various career opportunities in broadcasting.
6	Host event/program sponsored by an educational institution relating to careers in broadcasting	On March 22, 2020, our Promotions department hosted students from Grace Christian Academy for a tour of our facilities, during which they shared what it takes to operate a cluster of radio stations followed by a question-and-answer session about career opportunities in broadcasting.
7	Participate in event/program designed to disseminate information about careers opportunities in broadcasting	During the 2-week period of June 17, 2019 – June 28, 2019, our Market Manager attended and taught sessions at the Tennessee Association of Broadcasters Talent Institute held on the University of Tennessee campus. The Radio Talent Institute provides the campus-to-career connection that students seek to begin their career in broadcasting while enabling broadcasters to discover and hire entry-level talent.
8	Participate in event/program sponsored by an educational institution and community organization relating to careers in broadcasting (8)	Each month beginning September, 2019 – March, 2020, our SEU in collaboration with Shoney’s Restaurants and Knox County Schools participate in “Shoney’s Super Kid” program. Knoxville area Shoney’s and Knox County Schools select a child to spotlight and present with an award! Each child that wins is welcomed by our SEU for an on-air interview on WOKI-FM, and receives a station tour along with a few friends that includes a question-and-answer session about opportunities in radio.
9	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April 2019, this SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, “Workplace Harassment Prevention,” designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.