

**WHYN, WHYN-FM, WRNX**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2020 - November 30, 2021**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	2-3, 5-6, 8-12, 14-18, 20-24, 26-28	10
Senior Marketing Consultant	1-7, 9, 12-13, 15, 18-19, 21, 25-28	3

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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	Career Point 850 High St Holyoke, Massachusetts 01040 Phone : 413-535-3098 Email : info@massshireholyo.org Career Services	N	0
2	Elms College 291 Spfld St Chicopee, Massachusetts 01013 Phone : 413-265-2272 Email : careers@elms.edu Career Services	N	0
3	Employee Referral	N	2
4	Franklin Hampshire Career Center 178 Industrial Drive Suite 1 Northhampton, Massachusetts 01060 Email : bizteam@massshirefhcareers.org Fax : 1-413-784-1170 Michael Truckey	N	0
5	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
6	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
7	Indeed.com - Not directly contacted by SEU	N	1
8	Internal Posting	N	1
9	Jewish Federation of Springfield 1160 Dickinson St Springfield, Massachusetts 01108 Fax : 1-413-739-4747 Career Services	N	0
10	LinkedIn - Not directly contacted by SEU	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	MA Career Development Institute 140 Wilbraham Rd Springfield, Massachusetts 01109 Phone : 413-781-5640 Sadie Stanley Manual Posting	N	0
12	MA Commission Against Discrimination 436 Dwight Street Springfield, Massachusetts 01103 Phone : 413-739-2145 Email : mcad@mass.gov Leon Davidson	N	0
13	MASSHIRE SPRINGFIELD CAREER CENTER 95 Liberty Street Springfield, Massachusetts 01105 Phone : 413-858-2800 Url : MassHireSpringfield.org Email : admin@masshirespringfield.org Career Services	N	0
14	Mount Holyoke College 50 College Road South Hadley, Massachusetts 01075 Phone : 413-538-2000 Career Services Manual Posting	N	0
15	NAACP of Springfield 25 St. James Ave Springfield, Massachusetts 01109 Phone : 413-734-2765 Email : info@naacpspringfieldmo.org Career Services	N	0
16	Reg Employmnt Board of Hampden County 1441 Main St Suite 111 Springfield, Massachusetts 01103 Phone : 413-787-1547 Fax : 1-413-787-1547 Patricia Forton	N	0
17	Spanish-American Union 2335 Main Street Springfield, Massachusetts 01107 Phone : (413) 439-0231 Najat Fayad Manual Posting	N	0

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18	Springfield College 263 Alden Street Springfield, Massachusetts 01109 Phone : 413-748-3000 Email : career@springfieldcollege.edu Career Services	N	0
19	Springfield Technical Community College One Armory Square Springfield, Massachusetts 01105 Email : Emlevy@stcc.edu Michelle Kraefft	N	0
20	Station Website (One or More SEU Stations) (navigation link to corporate careers website) Url : www.WHYNAM560.com, www.mykix1009.com, wwwmix931.com Manual Posting	N	0
21	UMASS Amherst 37 Mather Drive Amherst, Massachusetts 01003 Phone : 413-545-0111 Email : careerservices@umass.edu Career Services	N	0
22	Unknown (source not adequately identified upon inquiry by SEU)	N	1
23	Urban League of Springfield 765 State Street Springfield, Massachusetts 01109 Phone : 413-739-7211 Fax : 1-217-789-0830 Career Services	N	0
24	Valley Opportunity Council 300 High Street Holyoke, Massachusetts 01040 Phone : 413-533-0214 Career Services Manual Posting	N	0

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25	Work Opportunity Center, Inc. PO Box 481 1094 Suffield Street Agawam, Massachusetts 01001 Phone : 413.786.8830 Email : info@wocinc.org Paul Burns	N	0
26	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
27	Youthbuild YWCA of Western Massachusetts One Clough Street Springfield, Massachusetts 01118 Phone : 413.732.3127 Url : www.yvworks.org Email : mligus@newnorthcc.org Tracey Carpenter	Y	0
28	YWCA of Springfield 1 Clough Street Springfield, Massachusetts 01118 Phone : 413-732-3121 Fax : 1-413-747-0542 Career Services	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>7</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	5/13/2021	Participation in events or programs sponsored by educational institutions	On May 13, 2021, our Market President hosted a Zoom call with students from Isenberg School of Management along with a professor of sports management. Our Market President discussed careers in broadcasting and media and the skills needed to succeed. He also addressed various career opportunities available in Springfield.	1	Market President
2	5/20/2021	Participation in events or programs sponsored by educational institutions	On May 20, 2021, our Market President hosted a Zoom call with students from Isenberg School of Management along with a professor of sports management. Our Market President described the sales process for commercial radio stations, including digital sales and advertising. He also addressed the skills needed to succeed in broadcast and digital sales.	1	Market President
3	5/27/2021	Participation in events or programs sponsored by educational institutions	On May 27, 2021, our Market President hosted a Zoom call with students from Isenberg School of Management along with a professor of sports management. On this call, our Market President spoke specifically about selling radio advertising for the Valley Blue Sox in Springfield and the Worcester Red Sox in Worcester. The students were tasked with pitching in-game advertising to a hypothetical auto dealership and asked to present their pitch during the next Zoom call.	1	Market President
4	6/3/2021	Participation in events or programs sponsored by educational institutions	On June 3, 2021, our Market President hosted a Zoom call with students from Isenberg School of Management along with a professor of sports management. During the call the students made their sales pitches and were assessed by our Market President based on their persuasiveness and how well they demonstrated the skills necessary to sell advertising on radio programs. Our Market President assisted the professor with grading the students.	1	Market President

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5	10/15/2021	Provision of training to management	In October 2021, our SEU's Vice President took the Valuing Diversity Training Course provided by iHeartMedia Learning Center. The online course emphasized the many ways in which a diverse workforce and a culture of inclusion are a source of strength for an organization.	1	Vice President