

EEO PUBLIC FILE REPORT
 WMKV-FM Maple Knoll Communities, Inc.
 June 1, 2021-May 31, 2022

Section 1. Vacancy List

| Job Title | Recruitment Source (RS) Used to Fill Vacancy | RS that Referred the hiree |
|---------------------|---|-----------------------------------|
| Radio Host/Producer | 4,5,6,7,8,9,10,11 | 4 |

Section 2. Recruitment Source List

| RS Number | RS Information | Apps received from RS over 12-month period | No. of Interviews Referred by RS over 12-month period |
|--|------------------------------|---|--|
| 1 | Employee Referral | 2 | 2 |
| 2 | Word of Mouth | 3 | 2 |
| 3 | E-mail to Station | 3 | 1 |
| 4 | Maple Knoll/Station Website | 26 | 7 |
| 5 | Indeed | 62 | 4 |
| 6 | Career Builder | 4 | 1 |
| 7 | LinkUp | 1 | 0 |
| 8 | ZipRecruiter | 1 | 0 |
| 9 | Facebook/Facebook Job Boards | 6 | 0 |
| 10 | Get Creative Jobs | 1 | 0 |
| 11 | Monster.com | 1 | 0 |
| Total Number of Interviews over 12-month period: 17 | | | |

Section 3. Recruitment Initiatives/Employee Enrichment

| Type of Recruitment/Enrichment | Brief Description of Activity |
|---|---|
| June-August 2021 WMKV Music Mobile Maple Knoll Village XXX-XXX-XXXX | WMKV's General Manager spent one Wednesday afternoon each month from June-August of 2021 playing music for residents outside their residences from a van known as the WMKV Music Mobile. It was great exposure for the station and a comfort for those isolated at the time. |

**Weekly June 2021 through May 2022
WMKV meetings and recordings with
Greater Cincinnati Business Leaders for
BusinessWise at MCM Accounting
Offices
XXX-XXX-XXXX**

Virtually every week, Station GM met and recorded segments with area business leaders and entrepreneurs at the Cooney/MCM offices. These meetings produced excellent radio programs but also exposed WMKV to many business leaders in Cincinnati.

**Ongoing June 2021-May 2022
Community Internship Program**

WMKV Staff including Operations Manager and General Manager are working with a community phone volunteer for the WMKV Trivia Tuesday show, including the volunteer adding questions to the show and making occasional appearances on the show.

**Ongoing through 2021-22
Training station volunteers**

General Manager continues editing training with a community volunteer on his new show The Sunday Drive. We are also discussing new volunteer opportunities with a new volunteer program host.

**Monthly, June 2021 through May 2022
Participation in events/programs with
educational institutions relating to
career opportunities in broadcasting**

Each month during the period, staff welcomed guests from the Lakota Local School District, faculty and students, plus leaders from the West Chester, Ohio community to be part of the half-hour show (Listen Up Lakota!), increasing knowledge of WMKV to a wide range of potential applicants and volunteers. Guests come to the station or do phone interviews which are aired twice monthly.

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| <p>Ongoing, 2021-22 Mentoring program for station personnel</p> | <p>Station Director and Operations Manager work with staff members and volunteers to add new duties and skills improving on-air work and hosting programs, plus sharing editing expertise including the new NCH editing software, plus Adobe Audition, including the new CS6 and Wide Orbit software. We are also working with the Operations Manager to learn more about putting programs on a new digital array.</p> |
| <p>June 2021-May 2022 Training to enable station personnel to acquire skills that could qualify them for higher positions</p> | <p>Operations Manager, GM, and other staff have been training on Comrex communication units and working with a community volunteer to advance technology acquired during Covid to use it for interviews and coordination of new programs for air, including promos and Kaleidoscope.</p> |
| <p>July 10, 2021 Jeffrey G. Hoeh Golf Scramble Fundraising Event Aston Oaks Golf Course XXX-XXX-XXXX</p> | <p>WMKV GM and a volunteer appeared on behalf of WMKV and Zahnadu Productions and DJed the 12 hour charity event.</p> |
| <p>Weekly 2021-22 (ongoing) Training for station volunteer XXX-XXX-XXXX XXX-XXX-XXXX</p> | <p>We have a volunteer training on the phone system and radio background with our Computer Talk program Tuesdays 1-2pm at WMKV, and also helping with clerical duties including filing and stuffing envelopes.</p> |
| <p>August 11, 2021 Pro Seniors Seniors Who Rock Virtual Event proseniors.org</p> | <p>WMKV was a media sponsor for the special event saluting seniors who have excelled in service to our area. WMKV's GM was host for the virtual event. We also broadcast the acceptance speeches on WMKV's Spotlight program.</p> |

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| <p>August 16, 2021 WMKV 25th Annual Golf Classic Maketewah Country Club XXX-XXX-XXXX</p> | <p>WMKV's GM and other staff and volunteers attended the WMKV golf outing to meet supporters and listeners. GM emceed and provided PA for the event.</p> |
| <p>October 13, 2021 Participation in events/programs with educational institutions relating to careers in broadcasting</p> | <p>WMKV On-Air Host represented the station on a virtual panel discussion of the history and future of radio for media students at U.C. Blue Ash.</p> |
| <p>October 15, 2021 Participation in events/programs with educational institutions relating to careers in broadcasting</p> | <p>On-Air Host represented WMKV at a virtual presentation and discussion of WMKV, radio, and radio history at the Osher Lifelong Learning Institute.</p> |
| <p>October 20, 2021 Independent Living Activity Day Maple Knoll Village Springdale, OH</p> | <p>GM represented WMKV at the Independent Living Activity Day talking about WMKV opportunities. We found some possible guests for Spotlight shows and recorded 6 new testimonials from residents who listen to and love the station.</p> |
| <p>December 16, 2021 Forest Park Women's Club and Male Auxiliary Holiday Celebration</p> | <p>WMKV's GM appeared at the holiday celebration, meeting members of the club and supplying music for the event.</p> |
| <p>January 5, 2022 Quarterly Public Issues FCC Training</p> | <p>GM and Operations Manager received instruction and training on new facets of the FCC's quarterly issues/programs reporting for 2022 from outside counsel.</p> |
| <p>January 10, 2022 Agreement for WMKV to be a media sponsor and appear at City of Blue Ash Tuesday Summer Concerts this coming Summer City of Blue Ash XXX-XXX-XXXX</p> | <p>WMKV negotiated agreement for WMKV to return as media sponsor and event hosts every Tuesday this coming Summer at the Blue Ash Nature Park Amphitheater where we interface with the public about things going on at WMKV.</p> |

February 20, 2022
Northwest HS Alumni Association
Trivia Afternoon
XXX-XXX-XXXX

GM from WMKV's Trivia Tuesday show was the emcee and host for the Northwest HS Alumni Association Trivia Afternoon fundraiser. GM met listeners and represented WMKV, handing out materials on the station.

February 26, 2022
WMKV Flyers in branches of the Public
Library of Cincinnati and Hamilton
County
PLCHC
XXX-XXX-XXXX

The Public Library branches are posting flyers about WMKV events and programming in all branches in the region.

March 24, 2022
Ohio Consumer Fraud Forum
Maple Knoll Village Auditorium
Pro Seniors
XXX-XXX-XXXX

GM co-hosted the vendor fair and panel discussion on consumer affairs with representatives of the FBI, Ohio AG's Office, HHS, ProSeniors, U.S. Attorney's Office, Social Security and OSHIP among others the show was recorded and broadcast on April 28, 2022.

April 7, 2022
Northwest HS Alumni Association
Quarter Auction Event
XXX-XXX-XXXX

WMKV GM provided music and met people at the Northwest HS Alumni Association Quarter Auction fundraiser.

April 14, 2022
Maple Knoll Annual Fund Event
XXX-XXX-XXXX

WMKV GM provided music and met people at the Maple Knoll Village fundraiser.

May 6, 2022
Local 12 Retirement Fair Sharonville
Convention Center
SBG TV
XXX-XXX-XXXX

WMKV GM appeared at the event and played music, made announcements, and met families and individuals to discuss WMKV, its programming, and opportunities.