

Saga South Communications, LLC - WOGK/WYND/WNDD/WNDN
Outreach Activity Description Form
For the Period 10/1/2023 – 9/30/2024

Name of Activity: Provide training to management level personnel to ensure EEO and prevent discrimination.

Description of Initiative:

Saga South Communications, LLC reinforced its expectation of EEO and the prevention of discrimination upon its introduction to employees as new owners. The following activities were taken:

- I. The company EEO policy is stated on page 7 of the Saga handbook that all employees received upon Saga South Communications, LLC's ownership, and upon hire thereafter, while acknowledge receipt of the handbook and any revision with their signature.

Name of Activity: Job Postings

Description of Initiative:

Saga South Communications, LLC posted open positions on Sagacom.com, Wind-FM.com, facebook.com/windfm, 937kcountry.com, facebook.com/937kcountry, talentcenter.org, allaccess.com, linkedin.com and employflorida.com.

Name of Activity: Recruitment Advertising

Description of Initiative:

Saga South Communications, LLC aired recruitment commercials for Account Manager positions on WOGK-FM, WYND-FM, WNDD-FM and WNDN-FM.

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Name of Activity: Training Programs

Description of Initiative:

Saga South Communications, LLC regularly conducts training for the staff. All employees are trained in various aspects of the areas of their business.

Staff and management training took place on these dates:

05-Oct-23	eCommerce Deals Program
09-Oct-23	eCommerce Deals Program
10-Oct-23	Futuri – Spot On Spec Spot Training
14-Mar -24	WordPress
8-Apr-24	Saga Concierge Spec Spot Training
11-Apr-24	Blended Selling Workshop
12-Apr-24	Blended Selling Workshop
28-May-24	Search Engine Marketing Introduction
25-Jul-24	Blended Selling
08-Aug-24	Blended Selling
29-Aug-24	Blended Selling
04-Sep-24	Saga Leadership Meetings
05-Sep-24	Saga Leadership Meetings
09-Sep-24	WaterDragon Spec Spot Training
24-Sep-24	Blended Everywhere Training
25-Mar-24	Blended Everywhere Training

Additionally, all employees are required to take regular online courses dealing with anti-harrassment and cyber-security and must satisfactorily complete the course exam after each one.

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Appendix 1

FULL-TIME VACANCIES:

- I. Job Title: Reporter
Date Filled: 5/1/2024
Number of Persons Interviewed: 12
Recruitment/Referral Sources Used: See Addendum 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Ben Baugh
Referral Source of person hired: ncfmgroup.com

- II. Job Title: Editor
Date Filled: 8/25/2024
Number of Persons Interviewed: 13
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Kathy Dugan Adkins
Referral Source of person hired: WOGK-FM (Internal Promotion)

- III. Job Title: Digital Coordinator
Date Filled: 1/22/2024
Number of Persons Interviewed: 2
Recruitment/Referral Sources Used: See Addendum 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Sophia Ewers
Referral Source of person hired: ncfmgroup.com

- IV. Job Title: Morning Show Co-host
Date Filled: 9/18/2024
Number of Persons Interviewed: 2
Recruitment/Referral Sources Used: See Addendum 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Krystle Bonet
Referral Source of person hired: Allaccess.com

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V. Job Title: Promotion Director
 Date Filled: 9/23/2024
 Number of Persons Interviewed: 2
 Recruitment/Referral Sources Used: See Addendum 2
 Total # of Interviewees per Recruitment/Referral Sources: See Appendix 3
 Person Hired: Natalia Rodriquez-Juarez
 Referral Source of person hired: Sagacom.com

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Appendix 2

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy – 4 Vacancies Total

Sources:

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>Contact Person</u>
Ncfmgroup.com	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
937kcountry.com	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
Windfm.com	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
WOGK-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
WYND-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
WNDD-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
WNDN-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri
Sagacom.com	73 Kercheval Avenue Grosse Pointe Farms, MI 48236	313-886-7070	Eric Christian
talentcenter.org	3003 SW College Road, Ste 101 Ocala, FL 34474	352-840-5760	Chris Wilkinson
EmployFlorida.com	3003 SW College Road, Ste 101 Ocala, FL 34474	352-840-5760	Chris Wilkinson
College of Central FL	3001 SW College Road Ocala, FL 34474	352-854-2322	Bonnie Hayes
Career Source CLR	2703 NE 14th St. Ocala, FL 34470	352-291-9559	Laura Byrnes

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Appendix 2 (continued)

Allaccess.com	24955 Pacific Coast Hwy Ste C303 Malibu, California, 90265	310 457-6616
Country Aircheck	914 18th Ave. S. Second Floor Nashville, TN 37212	615-320-1450
LinkedIn.com		

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Appendix 3

<u>Referral Source</u>	<u>Contact Person</u>	<u># Interviewees</u>	Referred Person Hired?
Internal Staff	Howard Tuuri	1	1
WOGK-FM	Howard Tuuri	0	0
WYND-FM	Howard Tuuri	0	0
WNDD-FM	Howard Tuuri	0	0
WNDN-FM	Howard Tuuri	0	0
937kcountry.com	Howard Tuuri	0	0
facebook.com/937kcountry	Howard Tuuri	0	0
Windfm.com	Howard Tuuri	0	0
facebook.com/windfm	Howard Tuuri	0	0
Sagacom.com	Howard Tuuri	24	1
talentcenter.org	Howard Tuuri	0	0
Ncfmgroupp.com	Howard Tuuri	47	1
Linkedin.com	Howard Tuuri	5	0
Countryaircheck.com	Bob Forster	4	0
Allaccess.com	Hunter Wallace	2	1