

Annual EEO Public File Report
Covering the Period From December 1, 2023 to November 30, 2024
Comprising Station Employment Unit: WAQY / WLZX / WHMP / WRSI / Rewind / Pure Oldies

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

A. Full-Time Vacancies Filled During Past Year

1. Job Title:	Digital Marketing Sales Representative - WAQY/WLZX	Date Filled:	12/11/2023
2. Job Title:	Media Advisor - WRSI/WHMP/Rewind/Pure Oldies	Date Filled:	1/22/2024
3. Job Title:	Program Director - WRSI	Date Filled:	4/15/2024
4. Job Title:	Account Executive/Media Advisor - WAQY/WLZX	Date Filled:	9/17/2024
5. Job Title:	Account Executive/Media Advisor - WAQY/WLZX	Date Filled:	11/11/2024
6. Job Title:	Media Advisor - WRSI/WHMP/Rewind/Pure Oldies	Date Filled:	10/1/2024

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title:	Digital Marketing Sales Representative - WAQY/WLZX		Date Filled:	12/11/2023
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source	
Internal Posting	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0	
EEO Distribution List	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0	
WAQY/WLZX Websites	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0	
WAQY/WLZX Radio Ads	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	2	
Saga Communications	www.sagacom.com	313 886 7070	0	
All Access Music Group	www.allaccess.com	310 457 6616	0	
Referral			2	
Total Number of Persons Interviewed:			4	
Recruitment source that referred the hiree: Referral				

2. Job Title: Media Advisor - WRSI/WHMP/Rewind/Pure Oldies		Date Filled: 1/22/2024	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Posting	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
WRSI Website	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
Massachusetts Broadcasters Association	www.massbroadcasters.org	800 471 1875	0
Phone In	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
Employee Referral	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
Total Number of Persons Interviewed:			2
Recruitment source that referred the hiree: Employee Referral			

3. Job Title: Program Director - WRSI		Date Filled: 4/15/2024	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Posting	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
EEO Distribution List	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
WRSI Website	15 Hampton Ave, Northampton, MA 01060	413 586 7400	2
Massachusetts Broadcasters Association	www.massbroadcasters.org	800 471 1875	1
Saga Communications	www.sagacom.com	313 886 7070	3
Indeed (links from Saga Communications)	www.indeed.com	800 475 4361	3
Total Number of Persons Interviewed:			10
Recruitment source that referred the hiree: Internal Posting			

4. Job Title: Account Executive/Media Advisor - WAQY/WLZX		Date Filled: 9/17/2024	
5. Job Title: Account Executive/Media Advisor - WAQY/WLZX		Date Filled: 11/11/2024	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Posting	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0
EEO Distribution List	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0
WAQY/WLZX Websites	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	4
WAQY/WLZX Radio Ads	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0
Massachusetts Broadcasters Association	www.massbroadcasters.org	800 471 1875	0
Saga Communications	www.sagacom.com	313 886 7070	0
Referral			1
Total Number of Persons Interviewed:			5
Recruitment source that referred the hiree: Station Website & Referral			

6. Job Title: Media Advisor - WRSI/WHMP/Rewind/Pure Oldies			Date Filled: 10/1/2024
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Posting	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
EEO Distribution List	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
WRSI Website	15 Hampton Ave, Northampton, MA 01060	413 586 7400	0
WRSI/WHMP Radio Ads	15 Hampton Ave, Northampton, MA 01060	413 586 7400	2
Massachusetts Broadcasters Association	www.massbroadcasters.org	800 471 1875	0
Saga Communications	www.sagacom.com	313 886 7070	0
Indeed (links from Saga Communications)	www.indeed.com	800 475 4361	2
Referral			2
Total Number of Persons Interviewed:			6
Recruitment source that referred the hiree: Referral			

C. Total Number of Persons Interviewed for All Full-Time Vacancies	27
---	-----------

D. Total Number of Interviewees Referred by Each Recruitment Source			
Source	Address	Tel #	Per Recruitment Source
Internal Posting	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0
EEO Distribution List	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	0
WAQY/WLZX Websites	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	4
WAQY/WLZX Radio Ads	45 Fisher Ave, East Longmeadow, MA 01028	413 525 4141	2
Internal Posting	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
WRSI Website	15 Hampton Ave, Northampton, MA 01060	413 586 7400	2
WRSI/WHMP Radio Ads	15 Hampton Ave, Northampton, MA 01060	413 586 7400	2
Massachusetts Broadcasters Association	www.massbroadcasters.org	800 471 1875	1
Saga Communications	www.sagacom.com	313 886 7070	3
All Access Music Group	www.allaccess.com	310 457 6616	0
Indeed (links from Saga Communications)	www.indeed.com	800 475 4361	5
Referral			5
Phone In	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
Employee Referral	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1

E. Outreach Activities
Attach a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.

Scholarship Program - Massachusetts Broadcasters Association (MBA)

In May 2024, WAQY/WLZX/WRSI/WHMP/Rewind/Pure Oldies completed its fourth and final component of the 2024 MBA Student Broadcaster Scholarship Program. We reviewed 27 finalists and ranked with our top 15 selections. We ran radio advertisements and listed details of the scholarship program on our websites and how to apply. We also contributed financially to the Scholarship Program.

Internship Program

The goal of the WAQY/WLZX/WRSI/WHMP/Rewind/Pure Oldies 96.9 Internship Program is to provide college students with a unique and practical experience in the radio industry. Internships are available for those full-time students who are seeking approved college credit hours.

WHMP had an intern in the Summer & Fall of 2024. They had the opportunity to assist with the scheduling of *Talk the Talk* on WHMP, learned about board operation & production and assisted in the day-to-day operations of the radio station.

EEO Training for Management

October 17, 2024 webinar "Psychological Safety In The Workplace" with Binu Palta Hill, Wisconsin School of Business hosted by the Massachusetts Broadcasters Association.

Mentoring

WAQY/WLZX implemented a mentoring program in September 2016 to help potential management prospects learn leadership skills. A Veteran Salesperson on our staff has been selected to lead the program. The Veteran Salesperson is mentoring our least experienced salesperson. The Veteran Salesperson speaks with this person daily, attends some sales presentations with them, meets with them once per week for a formal one on one meeting and generally helps them through the sales process. As we hire new sellers, they will report to the Veteran Salesperson as part of the Mentoring Program.

Other Activities

1/25/24 The Chinese Immersion School visited WRSI/WHMP/Rewind/Pure Oldies for a tour of the building and questions/answers about podcasting and the radio industry.

10/15/24 A student and teachers from Berkshire Hills Music Academy visited WAQY/WLXZ to get a tour of the building and learn about the different careers in radio. They spent time in the on-air studio getting to learn how to operate the equipment.

10/21/24 WAQY/WLZX On-Air DJ visited Liberty Prep school in Springfield to speak to the students about careers in Radio and talked about their experiences in the radio industry.

10/25/24 WLZX On-Air DJ visited Washington Elementary School in Springfield for their Annual Career Day. They went from classroom to classroom talking to the students about the many career opportunities in radio and explained what their job entailed.

WAQY/WLZX/WRSI/WHMP/Rewind/Pure Oldies 96.9 routinely contact various community organizations to notify them of job opportunities at the radio stations through email, fax, and mail and through on-air broadcasts informing them to contact jobs@rock102.com, jobs@lazer993.com, careers@wrsi.com, jobs@whmp.com or careers@myrewind943.com to be included in future distributions.

Provided copies of Massachusetts Broadcasters Association "Careers in Radio Broadcasting" for distribution at WAQY & WLZX Station Events. Copies are also available at the front reception desk at station offices.

Provided link on station job openings webpages to Massachusetts Broadcasters Association for more information on jobs in the broadcasting industry.

Continually analyze recruitment program on an ongoing basis and regularly update internal database to achieve broad outreach to potential applicants.