

Saga South Communications, LLC - WOGK/WYND/WNDD

Outreach Activity Description Form

For the Period 10/1/2025 – 9/30/2026

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 acknowledging 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, and WNDD-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:

10/1/2025	Blended academy with corporate leaders
10/24/2025	Reports and attribution meeting
10/29/2025	Blended workshop for sales
1/14/2026	New Timecard Training
1/27/2026	Quarterly NCFM staff luncheon
1/28/2026	Blended academy with corporate leaders
1/29/2026	Marketron Onboarding
2/11/2026	Blended leadership training
2/12/2026	NCFM staff meeting
2/24/2026	Marketron VCreative Integration
3/10/2026	NCFM staff meeting
4/1/2026	Content Creator Social Media Video Training
5/12/2026	352today overview for New media advisors
4/17/2026	GM call with corporate leaders
4/22/2026	Quarterly Staff luncheon
4/29/2026	NCFL Deals Training for Content Creators
5/10/2026	May Cybersecurity training
5/15/2026	GM call with corporate leaders
5/20/2026	Weekly Blended Leadership Training
6/1/2026	Zendesk training/rollout

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6/5/2026	GM call with corporate leaders
6/9/2026	Compass Training-Borrell Research
6/20/2026	June Cybersecurity training
6/22/2026	GM call with corporate leaders
6/24/2026	Monthly NCFM staff luncheon
7/14/2026	GM Call with corporate leaders
7/20/2026	July Cybersecurity Training
7/30/2026	Marketron NXT Training
8/4/2026	Political issues & compliance call with FCC Attorney
8/5/2026	GM call with Chris Forgy
8/6/2026	Staff meeting to announce UF partnership
8/19/2026	GM & Sales manager call with corporate leaders
8/26/2026	Business Manager Training for NXT
8/30/2026	August Cybersecurity training
9/17/2026	Saga Sales Training for E Invoicing in Marketron
9/22/2026	New GM Coaching Call with Paul O'Malley
9/23/2026	NCFM Staff Luncheon-Organization update
9/29/2026	September 2026 Cybersecurity training

All employees are required to take regular online courses dealing with anti-harassment 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: Media Advisor
Number of Persons Interviewed: 5
Recruitment/Referral Sources Used: See Addendum 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: N/A
Referral Source of person hired: N/A
- II. Job Title: Digital Campaign Manager
Date Filled: N/A
Number of Persons Interviewed: 4
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: N/A
Referral Source of person hired: N/A
- III. Job Title: PT Media Advisor
Date Filled: N/A
Number of Persons Interviewed: 2
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: N/A
Referral Source of person hired: N/A
- IV. Job Title: Media Advisor
Date Filled: May 6, 2026
Number of Persons Interviewed: 13
Recruitment/Referral Sources Used: See Appendix 2
Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3
Person Hired: Stan Creel
Referral Source of person hired: Personal referral
- V. Job Title: FT News Reporter
Date Filled: June 22, 2026
Number of Persons Interviewed: 5

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Recruitment/Referral Sources Used: See Appendix 2

Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3

Person Hired: Jamie Berube

Referral Source of person hired: Emailed resume to jobs@ncfmgroup.com

VI. Job Title: Media Advisor

Date Filled: June 15, 2026

Number of Persons Interviewed: 13

Recruitment/Referral Sources Used: See Appendix 2

Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3

Person Hired: Anna Marshall

Referral Source of person hired: Emailed resume to jobs@ncfmgroup.com

VII. Job Title: Media Advisor

Date Filled: June 15, 2026

Number of Persons Interviewed: 13

Recruitment/Referral Sources Used: See Appendix 2

Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3

Person Hired: Sarah Matthews

Referral Source of person hired: Personal referral

VIII. Job Title: Wind FM Morning Show Co-Host

Date Filled: N/A

Number of Persons Interviewed: 13

Recruitment/Referral Sources Used: See Appendix 2

Total # of Interviewees per Recruitment/Referral Sources: See Addendum 3

Person Hired: N/A

Referral Source of person hired: N/A

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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 until 3/31/26 Lisa Varner after 4/1/26
937kcountr.com	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri until 3/31/26 Lisa Varner after 4/1/26
Windfm.com	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri until 3/31/26 Lisa Varner after 4/1/26
WOGK-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri until 3/31/26 Lisa Varner after 4/1/26
WYND-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri until 3/31/26 Lisa Varner after 4/1/26
WNDD-FM	1901 E. Ft. King Street Ocala, FL 34471	352-622-5600	Howard Tuuri until 3/31/26 Lisa Varner after 4/1/26
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	352-840-5761	Maite 'Maria' Marz
EmployFlorida.com	3003 SW College Road, Ste 101 Ocala, FL 34474	352-840-5761	Maite 'Maria' Marz
College of Central FL	3001 SW College Road Ocala, FL 34474	352-854-2322	Bonnie Hayes
LinkedIn.com	1000 W Maude Avenue Sunnyvale, California 94085		
Radio Insight	https://radioinsight.com/jobs/		
Radio Jobs	https://radiojobs.org		

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Media Jobs	https://mediajobs.com
RAMP	https://ramp247.com
UF CJC Jobs	https://jobs.jou.ufl.edu
Journalism Jobs	https://www.journalismjobs.com

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Appendix 3

<u>Referral Source</u>	<u>Contact Person</u>	<u># Interviewees</u>	<u>Referred Person Hired?</u>
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	1	0
Windfm.com	Howard Tuuri	0	0
facebook.com/windfm	Howard Tuuri	0	0
Sagacom.com	Howard Tuuri	0	0
talentcenter.org	Howard Tuuri	1	0
Ncfmgroupp.com	Howard Tuuri	1	1
Linkedin.com	Howard Tuuri	5	0
Internal Staff	Lisa Varner	3	2
Internal Staff	Tonya Asher	5	0
Internal Staff	Sammie Paradiso	1	0
RAMP Jobs	Rebecca Wallace	1	0
UF CJC Jobs	Rebecca Wallace	1	0
Radio Jobs	Rebecca Wallace	1	0
Radio Insight	Rebecca Wallace	1	0
Media Jobs	Rebecca Wallace	1	0
Journalism Jobs	Scott Harrell	5	1