

Narrative for Schedule 396 EEO Report

A summary of the last two Annual Public File Reports, 2020-2021 and 2019-2020 for the Springfield Rocks Radio Group and the Northampton Radio Group is detailed below:

TYPE OF INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY AND PARTICIPATION OF STATION MANAGEMENT AND STAFF
SCHOLARSHIP PROGRAM - MASSACHUSETTS BROADCASTERS ASSOCIATION	In May 2020 and May 2021, WAQY/WLZX/WRSI/WHMP/Rewind/Pure Oldies 96.9 completed its fourth and final component of the 2020 and 2021 MBA Student Broadcaster Scholarship Program. We reviewed 25 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	<p>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.</p> <p>WAQY/WLZX had an intern in the Summer of 2021 and WHMP had an intern in the Fall of 2021. Our interns had the opportunity to experience a variety of facets of the radio industry including working with Promotions for on-site appearances, live remotes and coordination of on-air contests; working with the on-air staff, assisting with show prep, and operating studio equipment including OMT, Music Master, Adobe Audition as well as a mixing board; attending client meetings with the Sales Team; and working with Finance, Human Resources, and Traffic departments. One intern is still working for us as a member of our promotions department.</p>
EEO TRAINING FOR MANAGEMENT	<p>December 3, 2019, MBA Webinar "When Taking Care of Business Requires Working Overtime".</p> <p>February 18, 2021, MBA Webinar "Leadership in Crisis: We Will Come Out Bitter or Better - It's Your Choice!"</p> <p>March 24, 2021, MBA Webinar "EEO" presented by David Oxenford of the law firm Wilkinson Barker Knauer.</p>

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MENTORING PROGRAM	<p>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.</p>
OTHER ACTIVITIES	<p>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.</p> <p>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.</p> <p>Provided link on station job openings webpages to Massachusetts Broadcasters Association for more information on jobs in the broadcasting industry.</p> <p>Continually analyze recruitment program on an ongoing basis and regularly update internal database to achieve broad outreach to potential applicants.</p>