

EEO Public File Report 7/26/23

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WWIB/WOGO

WWIB(FM) is a religious station with a strong Christian family-oriented format. We require all of our employees to believe in Christian values, which are important to both our programming and our image and relations with the community. Therefore, we are exempt from some of the FCC's specific equal employment opportunity recruitment requirements, but we may not discriminate based on race, color, national origin, or gender. However, we do make an effort to disseminate information about job opportunities and attempt to assist people who meet our Christian qualifications in finding employment.

Examples of education activities for the staff during the last year are:

1. **Sales Team & Sales Manager Video Instruction & Webinars:** all training was with LBS
<http://localbroadcastsales.com> "Sales 101: Getting Phone Calls Returned"
<http://localbroadcastsales.com/category/videos/sales-101/>; "Why Should And Must A Business Advertise"; <http://localbroadcastsales.com/category/lbssellingskills/why-should-and-must-a-business-advertise/>; "How to Get Appointments"
<http://localbroadcastsales.com/category/lbssellingskills/how-to-get-appointments/>;
"Creative for Radio" <http://localbroadcastsales.com/category/videos/creative-for-radio/>; "Client Case Studies" <http://localbroadcastsales.com/category/lbssalesideas/case-studies/>; "Interactive Case Studies" <http://localbroadcastsales.com/4-interactive-case-studies-from-emmis-interactive/>; LBS Webinar "Drive Them To The Website"
<https://localbroadcastsales.com/drive-them-to-the-website/>; "Selling to Personality Styles"
<http://localbroadcastsales.com/category/videos/selling-by-personality-style/>;
"5 Reasons Ads Do Not Work"<http://localbroadcastsales.com/category/videos/5-reasons-ads-dont-work/>; "Making New Hires an Instant Success!" "Q&A With A Broadcast Expert"
<http://localbroadcastsales.com/category/videos/webinars/>;
<http://localbroadcastsales.com/category/videos/webinars/>; Webinar: "Stop Chasing Orders!"
<http://localbroadcastsales.com/your-sales-results-will-skyrocket-stop-chasing-orders-and-start-doing-this/>; Webinar: "On the Spot With Paul Weyland"
<http://localbroadcastsales.com/on-the-spot-with-paul-weyland/>; "Creative and Innovation"
<http://localbroadcastsales.com/creative-and-innovation-your-unique-competitive-advantage/>; "Sales for Small Market Radio"
<http://localbroadcastsales.com/category/videos/small-market-radio-sales/>;
"Closing"<http://localbroadcastsales.com/category/videos/closing/>;"How to Write A Creative Spot in Minutes"<https://localbroadcastsales.com/how-to-write-a-reative-spot-in-minutes-part-1/>;
"Discovering New Prospects" + Real Estate Ideas"
<http://localbroadcastsales.com/category/lbssalesideas/real-estate-sales-ideas/>
2. **Engineer Training:** 7/19/23 Next Best Thing Media Tour Roadshow hosted by *Broadcasters General Store and Second Opinion Communications, Inc.*

WOGO(AM) has a talk/news/sports format but operates on an automated/satellite basis without a separate staff. Our Christian values requirement applies to all employees of both stations.

There were no hires for full-time job positions at WWIB/WOGO during the reporting period 8/2/22-7/26/23