

EEO PUBLIC FILE REPORT

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2014 – March 31, 2015

FULL TIME POSITIONS FILLED

Full-Time Position Title	Station(s)	Date Filled	Recruitment Source of Hiree	Recruitment Sources Used	Number Interviewed
Assistant Promotions Director	WSBG-FM WWYY-FM WVPO-AM	6/1/14	Internal Posting	Radio Ads WVPO	1
				Internal Posting	1
				Referral	1
				Walk In	1
				Station Website	0
				Northampton Comm. College	0
Total Number of Interviewees: 4					

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No.	Recruitment Source		Contact		Entitled to Notification
1.	Company:	Connoisseur Website	Name:		Y
	Address:		Phone:	570-421-2100	
2.	Company:	Employee Referral	Name:	Various	Y
	Address:		Phone:		
	Address:		Phone:		
3.	Company:	Internal Posting	Name:		Y
	Address:	Station Employment Area	Phone:	570-421-2100	
4.	Company:	Walk In	Name:	Various	Y
	Address:		Phone:	570-421-2100	
5.	Company:	On-Air Announcements	Name:	Various	Y
	Address:		Phone:	570-421-2100	
6.	Company:	Northampton Community College	Name:	Laura Shamburger	Y
	Address:	205 Old Mill Rd.	Phone:	570-620-9221	
	Address:	Tannersville, PA 18372	Phone:		

OUTREACH AND RECRUITMENT INITIATIVES

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1.	April – Ongoing	Disseminating Information regarding radio station(s).	Station Tours	Connoisseur Media provides all contest winners, and any visitors of the stations the opportunity to tour the radio stations and talk with the staff. During this time, careers in broadcasting are discussed and visitors are educated about the broadcasting industry. The tour includes information about how the broadcasting industry strives to serve its local community. Visitors are asked to give their opinions as to what the hottest topics in the local community are. Four tours were given during the period of 4/1/1 through 3/31/15.	Front Office Staff
2.	June 2014 – August 2014	Samantha H.-East Stroudsburg University	Internship Program	An internship with the Promotions and Marketing Department. Student learning first-hand how the department and radio stations operate.	Kyleen Waters, Promotions Director
3.	April – Ongoing	Establishment of Training Program	Training programs	Connoisseur Media provides training to current employees involved in the traffic and promotions department which enables them to gain specific skills needed for promotion	Various Department Managers
4.	April 15, 2014	Career Quest 2014	Career Fair	Anton Koury of Connoisseur Media manned a booth at Pennsylvania Career Link's 2014 Career Quest. Potential candidates were spoken to and questions were answered regarding all aspects of radio and potential job opportunities in the radio industry. Resumes were	Anton Koury, Assistant Promotions Director

				collected from interested job seekers.	
5.	October 28, 2014	ESU Career Expo	Career & Internship Fair	Becky Shevlin and Kyleen Waters manned a booth at East Stroudsburg University's Career Expo. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.	Becky Shevlin, Business Manager Kyleen Waters, Promotion Director
6.	March 24, 2015	ESU Employment Expo	Career & Internship Fair	We manned a booth at East Stroudsburg University's Employment Expo – Spring 2015. Potential candidates were spoken to about internships, part-time employment opportunities, and marketing consultant opportunities in radio. Questions were answered regarding the radio stations and all aspects of it. Applications were on hand and were distributed to interested candidates and resumes were collected.	Becky Shevlin, Business Manager Kyleen Waters, Promotion Director
7.	April – Ongoing	American Advertising Federation (AAF) of the Greater Lehigh Valley	Scholarship Committee Participation	Patrick Lincoln, GM, is a founding chair of the Scholarship Committee, which provides scholarships for students for supplies for art and advertising classes. Funds were given to Northampton Community College, DeSales University, Kutztown University, Lehigh University, and Moravian College; all who are sources used for all types of recruitment.	Patrick Lincoln, General Manager
8.	April – Ongoing	American Advertising Federation (AAF) of the Greater Lehigh Valley	Education Committee Participation	Patrick Lincoln, GM, is the founding chair of the Education Committee which provides outreach to high school and college students regarding careers in radio and advertising.	Patrick Lincoln, General Manager

9.	April - Ongoing	American Advertising Federation (AAF) of the Greater Lehigh Valley	Addy Committee Participation	Patrick Lincoln, GM, founded and directs enrollment in to the Addy Awards from local colleges. One of the specific awards is for best radio commercials, which encourage students to get involved in the radio industry, while teaching potential candidates about careers in radio.	Patrick Lincoln, General Manager
10.	April – Ongoing	Big Brothers Big Sisters	Board of Directors	Patrick Lincoln sits on the Board of Directors for Big Brothers Big Sisters where job opportunities in radio are discussed, tours of the radio station are offered to Little Brothers Little Sisters and questions are answered regarding the radio station, how it operates, and job opportunities.	Patrick Lincoln, General Manager
11.	April – Ongoing	DeSales University – Business Advisory Council	Hold Board position on the Business Advisory Council and Ethics Board	Patrick Lincoln, GM, is a Board Member of the Business Advisory Council at DeSales University where he advised the Business Department, which directly impacts students in the advertising and marketing fields at both a Bachelors and Master’s degree level. He also sits on the Ethics Board which also impacts students in the advertising field. He is available to answer questions regarding advertising and radio careers and can assist students when necessary.	Patrick Lincoln, General Manager
12.	April – Ongoing	Various Locations	Public Speaking – Disseminate information regarding opportunities in radio.	Patrick Lincoln speaks at various local colleges, such as Northampton Community College, East Stroudsburg University, Moravian College, and Kutztown University about careers in radio and advertising. He answers questions and informs students about radio opportunities.	Patrick Lincoln, General Manager