

EEO PUBLIC FILE REPORT

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

FULL TIME POSITIONS FILLED

Full-Time Position Title	Station(s)	Date Filled	Recruitment Source of Hiree	Recruitment Sources Used	Number Interviewed
Account Executive	WSBG-FM WWYY-FM WVPO-AM	1/30/2017	Station Website	Radio Ads WSBG/WVPO	2
				Internal Posting	0
				Referral	0
				Walk In	0
				Station Website	1
				Indeed.com	0
Mid-Day Personality	WSBG-FM	1/3/2017	Referral	Referral	2
				American Advertising Federation of the Greater Lehigh Valley	0
				Station Website	1
				Internal Posting	0
				Northampton Community College	0
				All Access	0
				Indeed.com	1
				East Stroudsburg University	0
				Walk In	0

Production Director, Part-time to Full- time	WSBG-FM WWYY-FM WVPO-AM	1/3/2017	Internal Posting	Internal Posting Radio Ads WSBG/WVPO Referral	3 0 1
Total Number of Interviewees:					11

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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:		
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:	Indeed.com	Name:		Y
	Address:		Phone:		
7.	Company:	EEO Mailing list (attached)	Name:		Y
	Address:		Phone:		

EEO MAILING LIST

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FIRST	LAST	COMPANY	ADDRESS 1	CITY	STATE	ZIP	PHONE	EMAIL
Joel	Denver	All Access	24955 Pacific Coast Highway, C303	Malibu	CA	90265	310-457-6616	jdenver@allaccess.com
Career Services		Northampton Community College	3835 Green Pond Rd.	Bethlehem	PA	18020	610-861-5344	
Career Services		East Stroudsburg University	200 Prospect St.	East Stroudsburg	PA	18301	610-437-5627	

William	Childs	American Advertising Federation of the Greater Lehigh Valley	PO BOX 90507	Allentown	PA	18109	610-365-7916	William.Childs@trifecta.com
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OUTREACH AND RECRUITMENT INITIATIVES

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

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. Two tours were given during the period of 4/1/16 through 3/31/17.	Front Office Staff
2.	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
3.	April 2016 through June 2017	Job Shadowing/Skill assessment	Job Shadowing/Skill assessment	Various members of Fitzmaurice Community Services job shadowed Norm Sullivan working in Production, where they were evaluated by their supervisors at Fitzmaurice to see if they could perform the tasks of working in Production, potentially allowing him them career in radio advertising. A total of four assessments were performed during this time period.	Norm Sullivan, Production Director

4.	February 13, 2017	Job Shadowing	Job Shadowing	A member of Fitzmaurice Community Services Job Shadowed Chuck Seese working on the WSBG Morning Show, where they were shown how the Morning Show runs, allowing them to learn more about a potential career in radio advertising.	Chuck Seese, WSBG Morning Show Host
5.	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
6.	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
7.	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
8.	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	Patrick Lincoln, General Manager

				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.	
9.	April-Ongoing	Various Locations	Public Speaking – Disseminate information regarding opportunities in radio.	Patrick Lincoln speaks at various local colleges, such as East Stroudsburg University and DeSales University, about careers in radio and advertising. He answers questions and informs students about radio opportunities.	Patrick Lincoln, General Manager
10.	April 19, 2016	Career Quest 2016	Career Fair	Becky Shevlin and Kyleen Waters of Connoisseur Media manned a booth at Pennsylvania Career Link's 2016 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 collected from interested job seekers.	Becky Shevlin, Business Manager Kyleen Waters, Promotion Director
11.	Sept. 29, 2016	ESU Employment & Internship Expo	Employment & Internship Expo	Becky Shevlin and Kyleen Waters manned a booth at East Stroudsburg University's Employment & Internship 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
12.	March 22, 2017	Northampton Community College Monroe Campus Spring Job Fair	Career Fair	Becky Shevlin and Kyleen Waters manned a booth at Northampton Community College's Spring Job Fair. Potential candidates were spoken to about internships and all opportunities working in radio. Questions were	Becky Shevlin, Business Manager Kyleen Waters, Promotion Director

				answered regarding the radio stations and all aspects of it. Resumes and applications were accepted.	
13.	March 29, 2017	ESU Career and Internship Expo	Employment & Internship Expo	Becky Shevlin and Kyleen Waters manned a booth at East Stroudsburg University's Career & Internship 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