

EEO PUBLIC FILE REPORT

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2017 – March 31, 2018

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 | 6/01/2017 | Job Fair | Internal Posting Referral Walk In Northampton Comm. College Spring Job Fair | 0 0 0 1 |
| Total Number of Interviewees: 1 | | | | | |

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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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(WILKES BARRE EMPLOYEE UNIT)
April 1, 2017 – March 31, 2018

| 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 | |

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

OUTREACH AND RECRUITMENT INITIATIVES

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2017 – March 31, 2018

| 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 4/1/17 through 3/31/18. | 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. | November 14, 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 |
| 4. | 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 | Patrick Lincoln, General Manager |

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|----|----------------|--|---|---|----------------------------------|
| | | | | College, DeSales University, Kutztown University, Lehigh University, and Moravian College; all who are sources used for all types of recruitment. | |
| 5. | 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 |
| 6. | 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 |
| 7. | 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 |
| 8. | April-Ongoing | Various Locations | Public Speaking – Disseminate information regarding opportunities in radio. | Patrick Lincoln speaks at various local colleges, such as East Stroudsburg University, about careers in radio and advertising. He answers questions and informs students about radio opportunities. | Patrick Lincoln, General Manager |
| 9. | April 18, 2017 | Career Quest 2017 | Career Fair | Becky Shevlin and Kyleen Waters of Connoisseur Media manned a booth at Pennsylvania Career Link’s 2017 Career Quest. Potential candidates were | Becky Shevlin, Business Manager |

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| | | | | 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. | Kyleen Waters, Promotion Director |
| 10. | October 5, 2017 | ESU Employment & Internship Expo | Career & 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 |
| 11. | October 24, 2017 | Northampton Community College Monroe Campus Fall Job Fair | Career Fair | Becky Shevlin and Kyleen Waters manned a booth at Northampton Community College's Fall Job Fair. 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 29, 2018 | ESU Career and Internship Expo | Career & 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 |
| 13. | May 2017 – August 2017 | Jessica T., Fairleigh Dickinson University | Internship Program | An internship with the Promotions and Marketing Department. Student learning first-hand how the department and radio stations operate. Intern spends time with Department Heads in each department. | Kyleen Waters, Promotions Director |