

EEO PUBLIC FILE REPORT

WWYY-FM, WSBG-FM, WVPO-AM

(WILKES BARRE EMPLOYEE UNIT)

April 1, 2015 – March 31, 2016

FULL TIME POSITIONS FILLED

Full-Time Position Title	Station(s)	Date Filled	Recruitment Source of Hiree	Recruitment Sources Used	Number Interviewed
Account Executive 2 Hired	WSBG-FM WWYY-FM WVPO-AM	10/15/15	Indeed.com	Radio Ads WSBG/WVPO	2
				Internal Posting	0
	WSBG-FM WWYY-FM WVPO-AM	11/16/15	Radio Ads WSBG	Referral	0
				Walk In	0
				Station Website	1
Indeed.com	1				
Full-Time Announcer/Social Media Director	WWYY-FM	5/1/15	All Access	Referral	0
				PA Career Link Lehigh Valley	0
				Station Website	0
				Lehigh Carbon Community College	0
				Internal Posting	0
				Lafayette College	0
				Lehigh University	0
				Northampton Community College	0
				All Access	1
				Friday Morning Quarterback	2

				RAMP Media, Inc.	1
Total Number of Interviewees:					8

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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	
Mark	LaSpina	Friday Morning Quarterback	1930 East Marlton Pike E, Suite F-36	Cherry Hill	NJ	08003	856-424-9114	
Kevin	Carter	RAMP Media, Inc.	25379 Wayne Mills Place, #382	Valencia	CA	91355	661-294-9408	
Career Services		Lafayette College	201 Hogg Hall	Easton	PA	18042	610-330-5000	

Career Services		Lehigh Carbon Comm. College	4525 Education Park Drive	Schnecksville	PA	18078	610-499-2121	
Career Services		Lehigh University	621 Taylor St.	Bethlehem	PA	18015	610-758-3000	
Career Services		Northampton Community College	3835 Green Pond Rd.	Bethlehem	PA	18020	610-861-5344	
Don	Stewart	PA Careerlink – Lehigh Valley	1601 Union Blvd.	Allentown	PA	18109	610-437-5627	

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 4/1/15 through 3/31/16.	Front Office Staff
2.	May 2015 – August 2015	Amber M. – Kings College	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
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.	January 27, 2016	Job Shadowing/Skill assessment	Job Shadowing/Skill assessment	A member of Fitzmaurice Community Services job shadowed Norm Sullivan working in Production, where he was evaluated by his supervisor at Fitzmaurice to see if he could perform the tasks of	Norm Sullivan, Production Director

				working in Production, potentially allowing him a career in radio advertising.	
5.	Jan 2016- April 2016	Conner S. – East Stroudsburg University	Internship Program	An internship with the Promotions, Marketing, Production, On-Air, and Traffic 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
6.	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
7.	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
8.	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
9.	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	Patrick Lincoln, General Manager

				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.	
10.	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
11.	April 8, 2015	Northampton Community College Career Fair	Career Fair	Becky Shevlin and Kyleen Waters manned a booth at Northampton Community College's Career 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.	April 14, 2015	Career Quest 2015	Career Fair	Becky Shevlin and Kyleen Waters of Connoisseur Media manned a booth at Pennsylvania Career Link's 2015 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
13.	Sept. 24, 2015	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	Becky Shevlin, Business Manager Kyleen Waters, Promotion Director

				answered regarding the radio stations and all aspects of it. Resumes and applications were accepted	
14.	February 8, 2016	ESU Career Week 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