

EEO PUBLIC FILE REPORT
STEPHENS MEDIA GROUP – WATERTOWN, LLC
02/01/2023 to 01/31/2024

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
WFRY-FM	71094	Watertown, NY	WTNY-AM	154	Watertown, NY
WCIZ-FM	153	Watertown, NY	WNER-AM	71093	Watertown, NY

Recruitment Sources			
Source	Contact	Address	Phone
Indeed	Stephanie Lancaster	www.indeed.com	918-492-2660 580-504-4657
Walk-ins/Station Website/Radio Spots	Justina Jarrard Stephanie Lancaster	134 Mullin St, Watertown NY	315-788-0790 580-504-4657
Career Eco Career Fair/Job Boards	Gena Mitchell Bob Thornton Kerry Knight Amber Ishikawa	www.careereco.com	918-492-2660
The Work Place/Job Board	Ethan Brown	1222 Coffeen Street, Watertown NY https://co.jefferson.ny.us/Theworkplace	315-782-9252

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
News Director	12/18/23	Radio Ads/Station Website	1	1
		Indeed	0	0
		The Work Place Job Board	0	0
		CareerEco Career Fair/Job Boards	0	0
		Total:	1	1
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
			Total:	
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
			Total:	

Menu Options

Date	Menu Number	Total Complete	Description
02/01/2023 – Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program allows the Format Captains to be able to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
03/15/23	1	.25	Participated in the Career Eco Career Fair where Students from Universities across the US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in career opportunities. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.
03/22/23	1	.25	Participated in the Career Eco Career Fair where 10 Big 12 Schools were participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
04/05/23	1	.25	Participated in the Career Eco Career Fair where 29 SEC & ACC Schools Participating in a virtual career fair open to students and alumni of the participating universities. 2280 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales & On-Air positions
05/19/23, 05/26/23, & 06/02/23	8	1	Sales, On-Air/Programming, and Management participated in a 3 Part Training lead by David Stephens on the AI Tool Chat GPT where use of the AI in the Industry was discussed. How to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails.
06/07/23,06/16/23,06/21/23, 06/27/23,06/28/23	8	1	Sales, Programming, and Management took part in a 5-Part training workshop provided by Nielsen to learn more about Tapscan,

			Nielsen Ratings Data, Retail Spending Power Data, and Scarborough Consumer Data so they understand their stations and listener bases and were instructed on how and how not to use this data.
09/20/23, 09/22/23, 09/27/23, 10/02/23, 10/05/23, 10/09/23	8	1	Sales and Management took part in several training workshops presented by Vendasta designed to assist the sales team provide more opportunities and services to their clients.
10/26/23	1	.25	Participated in the Career Eco Career Fair for 14 AAC Universities open to Students and alumni of the participating universities. 406 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Position & On-Air Positions.
02/01/23 - Ongoing	6	.25	Participated in the Career Eco Job Bank with ongoing Full Time & Part Time jobs posted, Account Executive & On-Air. This online job board & virtual event platform is free to jobseekers & students.
Total Menu Options Completed:			5.25