

Annual EEO Public File Report December 2014

The purpose of this EEO Public File Report is to comply with the FCC's EEO rules. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WVMT Burlington and WXXX South Burlington, and is required to be placed in the public inspection files of these stations and posted on their websites.

The information in this report covers the period beginning 12/1/2013 – 12/01/2014.

The FCC EEO Rule requires that this report contain the following information:

- 1) A list of full time vacancies filled by the stations during the year and the job title: WXXX Mid-Day Announcer Sept 2014.
- 2) The recruitment sources used to fill the vacancies:

A) Outreach Organizations:

Abenaki Self Help Assoc. Gustavo Team PO Box 275, Swanton, VT 05488

African/American Student Union Blundall House, UVM, Redstone Campus, Burlington, VT 05401

Alliance for Progress of Hispanic Americans 83 Hanover Street, Manchester, NH 03101

Boston University Career Service 19 Deerfield Street, Boston, MA 03328

Broadcasting & Cable Kristin Parker PO Box 7247-7026, Philadelphia, PA 19170

Burlington Women's Council City Hall, Burlington, VT 05401

Castleton State College Job Placement Office Seminary Street, Castleton, VT 05735

Champlain College Patricia Boera Career Planning 163 So. Willard Street, Burlington, VT 05401 860-2720

College of St. Joseph Director Career Planning 71 Clement Road, Rutland, VT 05701-3899

Community College of Vermont S south Main Street, Waterbury, VT 05676

Dartmouth College Career & Employment Office 6208 College Center, Hanover, NH 03755

Howard University School of Communications 525 Bryant Street, NW, Washington, DC 20059

Jobs in VT Cathy Landry [www.jobsinvt.com](http://www.jobsinvt.com) P: 877-374-1088-X13

Johnson State College Career Services 337 College Hill, Johnson, VT 05656

Latin American Center 541 Maple Street, Manchester, NH 03104

Lyndon State College Career Services Lyndonville, VT 05851

NAACP PO Box 534, Manchester, NH 03105

NH Commission on Status of Women Rm. 334, State House Annex, Concord, NH 03301

Northeastern University Office of Career Service Rm. 108, Stearns Hall, 360 Huntington Ave. Boston, MA, 02115

Northeast Broadcasting School Pledge of Alleg. Bldg. 142 Berkley Street, Boston, MA 02116

Older Women's League Roberta Strauss 8 Deborah Drive, So. Burlington, VT. 05403

Plattsburgh State University Carolyn Delcore Career Development 101 Broad St. Plattsburgh, NY 12901  
518-564-2071

St. Michael's College Career Develop Office Ingrid Peterson Winooski Park, Colchester, VT 05439 654-2540

University of NH David Holmes Huddleston Hall, UNH, Durham, NH 03824

University of VT Career Dev, Bldg 8 Living & Learning Center Pamela Gardener, UVM, Burlington, VT 05405 656-3450

VABIR Kathy Shevlin 108 Cherry Street, Burlington, VT 05401 651-1830

VT Job Service 59 Pearl Street, Burlington, VT 05401

Department of Employment & Training PO Box 310 Burlington, VT 05402 652-0301

VT Technical College Dean of Admissions Randolph, VT 05641

Women in Communications 360 River Road, Tewksbury, MA 01876

Women's Business Center 83 Hanover Street, Manchester, NH 03101

VAB Website Job Listings Jim Condon PO Box 4489 Burlington, VT 658-1230

B) Internal Postings – 1 – Employee Kitchen area

C) Advertising :

All Access

3) The recruitment source that referred the hiree for each full time vacancy:

Intern Program

4) Data reflecting total number of persons interviewed for full time vacancies:

2

5) The total number of interviewees referred by each recruitment source:

0

5) A list and brief description of the initiatives undertaken pursuant to Section 73.2080 (2) of the FCC rules "Supplemental Outreach Activities"

Initiative 1) Continued ongoing internship program with area colleges and high schools to assist members of the community acquire the skills and experience needed for broadcasting employment.

#### Introduction:

Sison Broadcasting's internship program gives students/individuals the opportunity to go beyond their classroom learning and get professional, hands-on experience. We teach interns what it's really like to work in radio, and prepare them for what to expect as they look for employment in the broadcasting industry.

Sison Broadcasting offers two distinct internship programs. The WXXX program is based on promotions and public relations. The WVMT program focuses on news-gathering and producing for talk radio. Interns are not limited to these two concentrations. We encourage all interns to seek-out someone from each department to learn what their job duties include. It's not uncommon for an intern to start an internship in one department and then change to another to better meet their future plans.

#### Recruiting:

Sison Broadcasting maintains relationships with the Career Planning Departments of all of the area colleges (Including Champlain College, St. Michael's College, The University of Vermont and Plattsburgh State). We do not actively recruit interns, but word of mouth from previous interns has provided a steady stream of excellent candidates to choose from.

#### Selection:

Sison Broadcasting accepts internship requests from both students and non-students. Applications for internships are reviewed on a first come-first served basis. Most applicants are asked to come in for an interview. During the interview we evaluate the applicant to find out if they will benefit from our program. Potential interns should have a basic knowledge about the Broadcast Industry and have an idea about what they want to learn during their internship, and where they want to be once they complete it. Most interns have at least one semester of classes remaining after they complete their

internship. Several of them have changed their class schedule based their experiences during their internship.

#### Referring/Retaining:

Throughout the entire internship we provide feedback. Interns spend several hours each week by the side of their supervisor. They support the staff and experience the constantly changing situations a radio station faces daily. We work very closely with our interns and supervise all of their activities. Most interns require a written evaluation from their site supervisor to be provided to a school advisor at the completion of their internship. If the internship is not-for-credit we still provide feedback to the intern so they can gauge their abilities as they enter the job market. Several of our interns have started their professional careers as part-time employees of Sison Broadcasting.

#### Description:

Following is a brief outline of the duties interns are expected to accomplish.

##### WXXX 95.5-FM:

- Assist on-air personalities at live broadcasts. Help set-up equipment, interact with advertising clients and listeners.
- Work with the production department to create advertisements and learn proper vocal techniques. Record commercials and promotional announcements for on air broadcast.
- Assist Promotions Director to brainstorm contests, write speculative proposals for contest sponsorships and press releases for news media promoting station events.
- Help maintain the radio station website. Assisting with the creation of graphics and content.
- Organize prize inventory and distribution. Speak to contest winners to verify information and send out prizes. Select prizes for weekly promotional giveaways at events. Speak with record company representatives to obtain giveaway product.

##### WVMT620-AM:

- Assist morning show host to co-produce daily 6AM to 10AM radio show.
- Research potential guests for on-air interviews. Searching the internet, reading through radio trade publications and press releases to find guests appropriate to

news topics.

- Enterprise reporting. Finding local newsmakers or stories to profile on the morning show.
- Assist sports department to provide live updates from University Of Vermont athletic events.
- Morning news host. (Duties involve compiling news stories, gathering business and weather reports to be incorporated into hourly news broadcasts.
- Learning how to use radio broadcast equipment.

#### Initiative 2)

Several times each year, Owner Paul S Goldman is a speaker and a volunteer at Colchester High School, Porters Point Elementary School, Rice Memorial High School and Malletts Bay School. In his regular appearances there, he speaks about the radio industry and answers questions about radio opportunities from the students and staff.

#### Initiative 3)

WXXX website specifically solicits for and gives details of the Sison Internship Program.

#### Initiative 4)

Annually, this year on November 20th, the Norwich University Communications Department brings a bus load of students to tour Sison Broadcasting and interview employees in each department about their careers and how they obtained employment in broadcasting.

#### EEO Recruitment

2014

##### Potential EEO Recruitment Sources & Promotion of Sison Broadcasting

Stations WVMT-AM and WXXX-FM an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local Community Organizations

in referring qualified applicants to our station. Community organizations that wish to receive our vacancy

information should contact EEO Officer at Stations WVMT-AM and WXXX-FM thru their websites, or PO Box 620 Colchester, VT 05446

In addition, all listeners are encouraged to visit VAB.org for an online listing of job openings.