

2024

ANNUAL EEO PUBLIC FILE REPORT

Lehigh Valley Community Broadcasters Association, Inc.

April 1, 2023 to March 31, 2024

Station: WDIY (FM-NCE)

Community of License: Allentown, PA

No. of Full-time Employees: 5 – 10

Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

2 Full Time Employees were hired during this period and 2 Full Time Employees departed. No additional hires are anticipated.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The Pandemic continued to unfortunately interfere with what is usually a very robust internship at WDIY. WDIY maintained a best efforts internship program designed to assist college-level members of the community to acquire skills needed for multiple facets of broadcasting and future broadcast employment. Some of our internship work in the area of internet social media posting was conducted by an intern at home. The WDIY College Internship Program gives students real career experience in broadcasting, both on the content side and on the engineering side. We have graduates of the WDIY intern program who have progressed on to become broadcast professionals at a number of different stations. During this period WDIY had 2 College interns and 1 high school intern. At times they worked/are working from home during the reporting this period. This is a newer trend that we see occurring more frequently due to a change in work habits. We are now in the process of creating additional internships approaching 6 area colleges that hopefully will increase our internships to 3.

WDIY Participated in online job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

WDIY established and maintains an Internet presence with our own website, through which our radio programming also is streamed. We also have a Facebook page and Twitter feed. As of March 2024, we have over 4,400 Facebook likes, over 5,100 Facebook followers, over 2,650 X followers, and over 2,000 Instagram followers. The WDIY website and social media include information about all of WDIY's Culture Calendar series, our online Community Calendar, and our weekly E-Waves newsletter covering our upcoming on-air programming features and other station announcements. The WDIY website also contains information regarding employment opportunities when these opportunities exist, financial reports, EEO reports and various committee meeting schedules. For the second year in a row WDIY has won the 2023 Pennsylvania Association of Broadcasting award for "Outstanding Use of Digital Media-The WDIY App."

Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

WDIY is proud of its Youth Media training program for high-school-level and middle school-level students to be trained in and gain practical, hands-on experience in various radio reporting, interviewing, production and broadcast skills. As of March 2024, we have increased the number of YMP programs to 4 airing on the station quarterly throughout the year: Teen Scientist, Teen Connect, and Middle School Perspective and Teen Money Matters. Each program is produced and hosted by a different student from a Lehigh Valley school. For this period the Pennsylvania Association of Broadcasters awarded WDIY with the Outstanding Radio Public Affairs Program/Program Series 2024 for the program "Teen Scientist."

Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.

WDIY reached out to the following local minority groups to create new programs that are now on WDIY. For over a year WDIY is continuing its alliance with Promise Neighborhoods of the Lehigh Valley to find a host of and create a program to discuss the challenges of the African American Community. The program titled "The Talk" airing with Dr. Hasshan Batts addresses issues confronting the African American community. The Lehigh Valley is 8 percent African American.

WDIY also connected with Lehigh County, Northampton County and the Hispanic Center of the Lehigh Valley to find a member of the Latino/a community to present a program addressing the issues of the Hispanic Community that represents nearly 30 percent of our Lehigh Valley Community. In late 2021 WDIY introduced the program “Charla Comunitaria” with host Aurea Ortiz. Aurea will often repeat portions of her conversations in Spanish for the benefit of our Hispanic Community as she discusses the needs of her community. WDIY also connected with the Bradbury/ Sullivan LGBTQ Center in Allentown to find a host of the new WDIY program Q-LV. Our host Ashleigh Strange identifies with the LGBTQ Community. WDIY also reached out to Movement Moves Media to locate a teacher/youth advocate to work with students in the media space with a specific emphasis on the First Amendment. WDIY has launched a program “Inside the 610” with host Michael Frassetto to organize community events to enhance the lives of young people and their communities. Michael who identifies as multi-racial encourages and helps our community youth to do positive work in the inner-city neighborhoods of Allentown and Bethlehem.

Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

We had 2 full time positions to fill during this period. The position of Director of News and Public Affairs. After a search the best candidate to lead this department was/is James Zipprodt. James is a recent graduate of Kutztown University with a Bachelor’s of Science in Cinema, Television, and Media Production. James identifies in the Caucasian category. The position of Executive Director was also filled during this period by Margaret McConnell. Margaret is a widely-respected strategic partnership, marketing and not-for-profit professional. A Lehigh Valley native, she is an alumna of King’s College with a Bachelor of Arts in English. She identifies as a Caucasian and also a member of the LGBTQ+ community. Both jobs were posted on our website and on our local newspaper, The Morning Call’s online job recruitment pages. A diverse group of candidates were interviewed for both positions.

WDIY maintains a broadcast training program designed to teach a broad spectrum of members of the community to acquire skills needed for radio program production and presentation. Most notable are training sessions on how to do your production from your house for greater access and efficiency. We have found that while the pandemic was challenging it also taught us new ways to connect. We have found that while the pandemic was challenging it also taught our staff of 5 new ways to connect with volunteers, members, and diverse community groups and teach them how to do remote programs. WDIY currently has over 120 volunteers, over 90 participating in on-air hosting or production.

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hiree
12/18/23	Director of News & Public Affairs	Internet Job Posting
2/5/24	Executive Director	Internet Job Posting

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Mcall.com Advanced Package: careerbuilder.com; linkedin.com; twitter; Indeed.com; ziprecruiter.com; glassdoor.com; maxrecruit.com	3
Station Website posting	4
Total Number of Persons Interviewed during the Reporting Period:	7

RECRUITING SOURCES USED

Job Title of Position: Director of News & Public Affairs Date of Hire: 10/24/22

REFERRAL SOURCE *	*	ADDRES S OF SOURCE	CONTAC T PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Mcall.com Advanced Package: careerbuilder.com ; linkedin.com; twitter; Indeed.com; ziprecruiter.com; glassdoor.com; maxrecruit.com	N	Via Internet	Did online, no contact person	https://hiring.mcall.com/purchase/post-now/

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: Executive Director Date of Hire: 2/5/24

REFERRAL SOURCE *	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Mcall.com Advanced Package; careerbuilder.com ; linkedin.com; twitter; Indeed.com; ziprecruiter.com; glassdoor.com; maxrecruit.com	N	Via Internet	Did online, no contact person	https://hiring.mcall.com/purchase/post -now/

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

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