

## **Annual EEO Public File Report**

**WDDH (FM), WKBI (AM), & WKBI (FM) Laurel Media, Inc.**

**The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is composed of the following stations: WDDH-FM, WKBI-AM, and WKBI –FM, in St. Marys, Pa., and is required to be placed in the public inspection files of these stations, and posted on their websites.**

**The information contained in this report covers the time period beginning on March 22, 2015, to and including March 20, 2016, (the Applicable Period).**

**The FCC’s 2002 EEO Rule requires that this report contains the following information:**

- 1. A list of all full-time vacancies filled by the stations comprising the Station Employment Unit during the Applicable Period;**
- 2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified, identified by name, address, contact person, and telephone number;**
- 3. The recruitment source that referred the hiree for each full-time vacancy during the hiring period;**
- 4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and**
- 5. A list and brief description of the initiatives undertaken pursuant to section 73.2080(c)(2) of the FCC rules.**

**For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.**

**EEO PUBLIC FILE REPORT**  
**MARCH 20, 2015\_\_ – MARCH 21, 2016\_\_**

This Employment Unit includes: WDDH(FM), WKBI(AM) & WKBI-FM (Laurel Media, Inc.)  
 All stations licensed to St. Marys, Pennsylvania.

**I. Full Time Jobs Filled During Reporting Period and Recruitment/Referral Sources Used**

<b>Position</b>	<b>Hire Date</b>	<b>Hiring Source</b>	<b>Recruitment Sources Used (Number of Interviewees per Source)</b>	<b>Interviewee Total</b>
Marketing Representative	September 8, 2015	Employment Unit Radio Stations	Department of Comm. And Media Studies Edinboro University of Pa. (0) UPB/Director of Broadcast Communications Program Bradford, Pa. (1) Clarion University Communications Dir. (0) Employment Unit Radio Stations (6) Air Talents.com (3) Career Services Counselor PSU Dubois (2)	12

**II. Recruitment Sources, Interviewees and Hires via Each Recruitment Source**

<b>Recruitment Sources</b>	<b>Number of Interviewees Source Provided in Reporting Period</b>	<b>Number of Hires via Source During Reporting Period</b>
Dept. of Communications and Media Studies Compton Hall #208 Edinboro University of Pa. Edinboro, Pa. 16412 (Contact: Nylene Baney, Tel. 814-732-2444	0	0
Communications Director at Clarion University of Pa.	0	0

<b>166 Marwick Boyd Clarion, Pa. 16214 (Contact: Dr. Myrna Kuhn, Tel. 814-393-2286</b>		
<b>Employment Unit Radio Stations (On-Air Announcements) Laurel Media Inc. 14902 Boot Jack Road Ridgway, Pa. 15853 (Contact: Barry Morgan, Tel. 814-772-9700)</b>	<b>6</b>	<b>1</b>
<b>Air Talents.com Website for radio Careers</b>	<b>3</b>	<b>0</b>
<b>Career Services Counselor at PSU Dubois 1023 Hiller Bldg. 1 College Place Dubois, Pa. 15801 (Contact: Anna Akintunde, Tel. 814-375-4700</b>	<b>2</b>	<b>0</b>
<b>Director of Broadcast Communications Program at UPB Bradford, Pa. 16701 (Contact: Jeff Guterman, Tel. 814-362- 7500)</b>	<b>1</b>	<b>0</b>

*EEO Public File Report, cont. (WDDH(FM), WKBI(AM) & WKBI-FM)*

### **III. Employment Unit Initiatives**

#### **1. Career Day Programs for:**

- a. Boy Scouts on April 14, June 22, and September 1 in 2015
- b. Big Brothers/Big Sisters on September 2 and 22, 2015, March 2, 2016
- c. Junior Achievement on May 16, 2015

- d. 10<sup>th</sup> grade career class of Ridgway on September 28 and December 16, 2015, and March 3, 2016.
- e. Job shadowing by Ridgway student on March 30, 2015, and January 5 and 27, 2016.

All groups were given tours of the facilities, seeing how the equipment works, and received explanations of the Emergency Alert System, scheduling the music, and showed how commercials are produced. Duration of the tours was approximately an hour

- 2. Staff Mentoring
- 3. Sales Skill Training for Staff
- 4. Broadcast Technical Skills Training for Staff
- 5. Financial and logistical support to local High School's broadcast education program, including airing of weekly student-produced program.
- 6. Family Day open house at Employment Unit studios, on May 29, 2015 allowing community members to learn about the business of broadcasting and career opportunities in the field – with senior managers on site to respond to inquiries.
- 7. Participation in Job Fairs by Station Management:
  - a. Job Fair at University of Pittsburgh at Bradford on March 24, 2015, participating employees were Barry Morgan and JJ Michaels. The company operated a booth for the benefit of students interested in exploring career opportunities in radio sales and broadcasting.
  - b. Job Fair at PSU Dubois on April 1, 2015, participating employees were Barry Morgan and JJ Michaels. The company operated a booth for the benefit of students interested in exploring career opportunities in radio sales and broadcasting.
  - c. Job Fair at Kane High School on September 23, 2015, participating employees were Barry Morgan and Jason Hoffman. The company operated a booth for the benefit of students interested in in exploring career opportunities in radio sales and broadcasting.

**On September 1, 2015, I contacted by phone the Department of Communications and Media Studies at Edinboro University, Pa. with the following message:**

**Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for a marketing representative on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.**

**On September 1, 2015, I contacted by phone the Director of Broadcast Communications Program at the University of Pittsburgh at Bradford, Pa. with the following message:**

**Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for a marketing representative on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.**

**On September 1, 2015, I contacted by phone the Communications Director of Clarion University, Pa. with the following message:**

**Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Glassy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for a marketing representative on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.**



WDDH 97.5 The Hound  
 Laurel Media, Inc  
 P.O. Box 0  
 Ridgway, PA 15853  
 814-722-8700

# WDDH Invoice

Invoice ID: 15090178  
 Invoice Date: 9/30/2015  
 Account ID: 0085  
 Order ID: 0085-075  
 Account Rep: House Accounts

Amount Due: \$0.00  
 Amount Paid: \_\_\_\_\_

HOUSE  
 P.O. BOX 0  
 RIDGWAY, PA 15853

THANK YOU FOR ADVERTISING ON "THE HOUND!"

Sponsor: HOUSE / Employment  
 HOUSE

Page 1

Date	Description	Times	Qty	Rate	Cost
9/1/2015	:30 Spot	03:20 PM 05:20 PM 08:20 PM	3	0.00	0.00
9/2/2015	:30 Spot	08:34 AM 11:20 AM 02:50 PM	3	0.00	0.00
9/3/2015	:30 Spot	03:50 PM 07:20 PM 09:20 PM	3	0.00	0.00
9/4/2015	:30 Spot	07:40 AM 10:38 AM 01:40 PM	3	0.00	0.00
9/5/2015	:30 Spot	03:20 PM 06:40 PM 09:40 PM	3	0.00	0.00
9/6/2015	:30 Spot	06:50 AM 10:40 AM 02:40 PM	3	0.00	0.00
9/7/2015	:30 Spot	06:00 AM 09:50 AM 02:20 PM	3	0.00	0.00
9/8/2015	:30 Spot	04:20 PM 08:20 PM 09:50 PM	3	0.00	0.00

24 Total items Total Cost: 0.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the Official Station Log, the above items were broadcast as shown on this invoice.

Amount Due: 0.00

STATE OF PA  
 COUNTY OF Elk  
 Subscribed and sworn before me this 10th day of October 2015  
 \_\_\_\_\_ NOTARY PUBLIC

COMMONWEALTH OF PENNSYLVANIA  
 NOTARIAL SEAL  
 KIERSTEN ANN AMACHER  
 Notary Public  
 RIDGWAY TWP, ELK COUNTY  
 My Commission Expires Oct 17, 2016

On Air Announcement  
9/1 - 8/2015

**LAUREL MEDIA EMPLOYMENT - SALES**

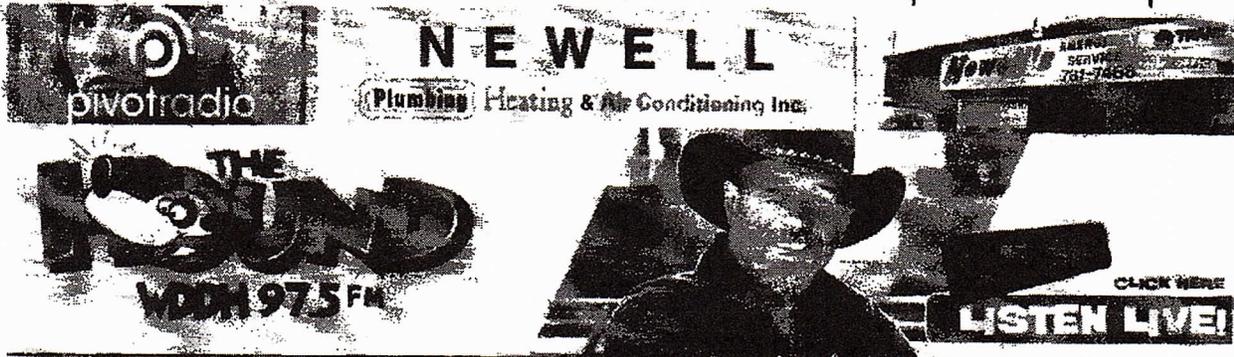
LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT MARKETING CONSULTANT. DUTIES WILL INCLUDE WORKING WITH CURRENT ADVERTISING CUSTOMERS THROUGH ADVERTISING CAMPAIGNS TO HELP GROW THEIR BUSINESS AND HELP DEVELOP OUR'S. DEVELOPMENT OF NEW CUSTOMERS IS EXPECTED AS WELL. PREVIOUS SALES EXPERIENCE IS A PLUS. SEND YOUR RESUME TO LAUREL MEDIA, INCORPORATED, PO BOX 0, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.

**On September 1, 2015, our station owner set up an account with Air Talents.com with the following message:**

**Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for a marketing representative on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.**

**On September 1, 2015, I contacted by phone the Career Services Counselor at Penn State DuBois, Pa. with the following message:**

**Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for a marketing representative on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.**



HOME PROGRAMS MUSIC EVENTS PHOTOS SOUND CLIPS ETHERS CONTACT

Enter Keyword Here  [Sign Up](#) [Sign In](#) [Register](#)

EMPLOYMENT OPPORTUNITIES

No Job Openings Now. Check

Back Again Soon.

Does your organization provide information about job opportunities or refer job seekers to potential employers? Click here to receive notification of jobs at our radio stations when they come open! Or call us at (814) 772-9700 to provide the organization's name, address, phone number, email (if available) and the name of the contact person in your organization.

Laurel Media, Inc. is an Equal Opportunity Employer.

INTERNSHIPS:

If you are interested in a internship with 97.5 The Hound WDDH, please contact Station Manager Barry Morgan by email, the address is [barry\(at\)houndcountry\(dot\)com](mailto:barry(at)houndcountry(dot)com)

ON AIR BY

**Jason Allan**  
3:00pm - 8:00pm  
Today's Best Country & Yesterday's Favorites!  
Make An E-Quest  
My Profile



INTERVIEW CHANNEL



Big D & Bubba now have links to their Podcast and interview pages!  
Click the Links below for more...

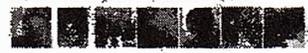
INTERVIEW CHANNEL  
PODCAST CHANNEL

Big D & Bubba... weekdays from 5-10AM on 97.5 The Hound!

FACEBOOK

97.5 The Hound  
Like Page 7,500 likes

Be the first of your friends to like this



97.5 The Hound  
2 hrs

Isn't digging through my loose change now!



Your Penny Could Be Worth More...  
Yes, you read that right. You could have more.  
HOUND.COUNTRY.COM

IF YOUR ORGANIZATION DISTRIBUTES INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES TO JOB SEEKERS OR REFERS JOB SEEKERS TO EMPLOYERS, AND WOULD LIKE TO RECEIVE JOB VACANCY NOTICES FOR LAUREL MEDIA, INCORPORATED, PLEASE PROVIDE US WITH THE NAME, MAILING ADDRESS, E-MAIL ADDRESS (IF APPLICABLE), TELEPHONE NUMBER, FAX NUMBER, AND CONTACT PERSON AND IDENTIFY THE CATEGORY OR CATEGORIES OF VACANCIES FOR WHICH YOU WOULD LIKE INFORMATION SPECIFIED ABOVE TO THE FOLLOWING PERSON AT LAUREL MEDIA: BARRY MORGAN, STATION MANAGER, P.O. BOX 0, 14902 BOOT JACK RD., RIDGWAY, PA 15853. PHONE (814) 772-9700. IT IS THE POLICY OF LAUREL MEDIA, INCORPORATED TO PROVIDE EQUAL EMPLOYMENT OPPORTUNITY TO ALL QUALIFIED INDIVIDUALS WITHOUT REGARD TO THEIR RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION OR ANY OTHER CHARACTERISTIC PROTECTED BY LAW, IN ALL PERSONNEL ACTIONS.

Period of March 22, 2015 through March 21, 2016

Recruitment Activities undertaken by WDDH, WKBI AM and WKBI FM

The Second Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, April , 2015, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. We discussed employment opportunities, of which there are currently none available. The employees are taking advantage of the sales seminars to enhance their marketing skills that was offered to them in December.

The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, July 14, 2015, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. We discussed the possibility of adding part-time announcing jobs for WDDH for the upcoming sports seasons.

The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, October 13, 2015 with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. The main discussion was how we could a host job recruitment activity at the station early in the first quarter of 2016.

The First Quarter meeting of the Laurel Media, Inc. EEO Committee has held on Tuesday, January 12, 2016, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. Discussion included upping the saturation of our EEO commercials and trying to get a better response of area businesses and individuals due to the remoteness of our location. It was decided to attend more job fairs if possible in the upcoming year.

# Laurel Media Tours

- Intro/Welcome
- Show Sales office
- Explain, with the help of a salesperson, their job and why radio sales are important
- Show front office
- Explain the job of the office manager/HR
- Tour on-air and production rooms
- History of the station
- Explain how the different equipment works
- Allow guests to experiment with recording and producing a commercial
- Talk about typical education requirements
- Allow for questions
- Explain we're an equal opportunity employer

## **Format for Job Fairs and Tours**

**For marketing opportunities:**

**Looking for a confident self-starter to join our team of professionals.**

- 1. Develop new clients striving to generate and retain customers**
- 2. Work directly with business owners and decision maker**
- 3. Create advertising campaigns focused on THEIR marketing needs**
- 4. Developing strong relationships to ensure success and repeat business**
- 5. Closing the sale and executing the contract**
- 6. Desired skills include, excellent listening skills and ability to learn your client's trust, understand marketing principles and be creative, proven ability to ask for business and get the signature on the contract, outside sales experience and ability to prospect and developing new business, computer literacy and proficiency in MS Office products (Word, Power Point, Excel, and a PASSION to be SUCCESSFUL!**
- 7. It is the policy of Laurel Media, Incorporated to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions**

## **Format for Tours and Job Fairs**

### **For on-air opportunities**

**Looking for a confident self-starter to join our team of professionals performing daily on-air duties including:**

- 1. Commercial production for sales reps and their clients.**
- 2. Computer literacy and proficiency in MS Office products (Word, Power Point, Excel).**
- 3. On-air shift with ability to work not only weekdays but weekends.**
- 4. Make public appearances for the station at events throughout the listening area.**
- 5. Become familiar with FCC broadcasting guidelines.**
- 6. Willingness to learn other aspects of the radio industry including billing, order insertion, log merging and generation.**
- 7. A broadcast school degree or broadcast experience is preferred, but not required.**
- 8. It is the policy of Laurel Media, Incorporated to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientations or any other characteristic protected by law, in all personnel action.**

## **Format for Office Manager Position**

**Looking for a confident self-starter to join our team of professionals performing daily duties including:**

- 1. Pick up and sort Mail daily**
- 2. In charge of accounts payable and accounts receivable**
- 3. Sending out monthly invoices**
- 4. Put monthly newsletter together for clients**
- 5. Printing of all weekly sales reports**
- 6. Performing all duties associated with payroll**
- 7. Purchasing office supplies**
- 8. Answering phone and directing all calls**
- 9. Entering all broadcast orders**

**Must be computer literate and proficient in MS Office Products (Word, Power Point, Excel, Publisher)**

**It is the policy of Laurel Media, Incorporated to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation, or any other characteristic protected by law, in all personnel actions.**

## **LAUREL MEDIA EMPLOYMENT – SALES**

LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT MARKETING CONSULTANT. DUTIES WILL INCLUDE WORKING WITH CURRENT ADVERTISING CUSTOMERS THROUGH ADVERTISING CAMPAIGNS TO HELP GROW THEIR BUSINESS AND HELP DEVELOP OUR'S. DEVELOPMENT OF NEW CUSTOMERS IS EXPECTED AS WELL. PREVIOUS SALES EXPERIENCE IS A PLUS. SEND YOUR RESUME TO LAUREL MEDIA, INCORPORATED, PO BOX 0, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.

## **LAUREL MEDIA EMPLOYMENT – ON AIR PERSONALITY**

LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT ON-AIR PERSONALITY. DUTIES WILL INCLUDE PRESENTING A DAILY ON-AIR PROGRAM, PRODUCTION OF RADIO COMMERCIALS, COMPILING AND REPORTING OF NEWS STORIES AND DAILY FACILITATION OF BROADCAST LOG UPLOADS. PREVIOUS RADIO EXPERIENCE IS A PLUS. SEND YOUR RESUME WITH ON-AIR DEMO AND PRODUCTION SAMPLES TO LAUREL MEDIA, INCORPORATED, PO BOX 0, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.