

## **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, 2016, to and including March 21, 2017, (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 22, 2016 \_\_\_ – MARCH 21, 2017 \_\_\_**

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

- I. **There were no job openings at Laurel Media, Inc. in the reportable period of March 22, 2016 through March 21, 2017**

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

- II. **Employment Unit Initiatives**

1. Career Day Programs for:

- a. Cub Scouts on April 10, June 23, and September 26 in 2016
- b. Big Brothers/Big Sisters on August 4, 2016 and February 26, 2017
- c. Cameron County Health Consortia on August 15, 2016
- d. 5th Grade Class from Sheffield Elementary School Career Day on January 6, 2017.
- e. Job shadowing by Ridgway student on March 25, 2016, and January 6 and 2017.

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. Job descriptions of on-air staff, office manager, and marketing representatives were also given, along with the fact that Laurel Media, Inc. is an Equal Opportunity Employer. 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. Family Day open house at Employment Unit studios, on May 29, 2016 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.
6. Participation in Job Fairs by Station Management:
  - a. Job Fair at University of Pittsburgh at Bradford on March 22, 2016, 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 Kane High School on September 21, 2016, 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.
  - c. Job Fair at University of Pittsburgh at Bradford on March 21, 2017, 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.
7. Job mentoring: Laurel Media, Inc. is running a program in conjunction with ELCAM, Inc. that is a work based experience sponsored by the Office of Vocational Rehabilitation designed to get individuals with disabilities the opportunity to work in an integrated, competitive employment situation. The program started on January 16, 2017, and will run for a period of 80 hours of which 22 have been completed at the time of this report.

Period of March 22, 2016 through March 21, 2017

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 11, 2016, 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. We decided to hold our annual Open House for the public on May 29, 2016. All employees will attend.

The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, July 11, 2016, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. We discussed the possibility of expanding the sales department with a potential opening in the Southern Tier of New York.

The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, October 11, 2016 with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. We discussed our open zero tolerance policy of activities creating hostile work environments and/or discrimination.

The First Quarter meeting of the Laurel Media, Inc. EEO Committee has held on Tuesday, January 9, 2017, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl by phone were in attendance. We talked about the pending purchase of the Warren, Pa. stations awaiting FCC approval and how we could enhance their employment experience being a part of our team.