

## **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, 2019, to and including March 21, 2020, (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, 2019 \_\_\_ – MARCH 21, 2020 \_\_\_**

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

1. There were no job openings at Laurel Media, Inc. in the reportable period of March 22, 2019 through March 21, 2020.

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

**I. Employment Unit Initiatives**

- 1) Career Day Programs for:
  - a. Ridgway High School Communications Class on April 22, 2019.
  - b. Johnsonburg High School Communications Class on May 17, 2019
  - c. Sheffield Elementary School 5<sup>th</sup> grade class on November 13, 2019.
  - d. Kane High School Communications Class on December 10, 2019
  - e. Beacon Light Behavioral Services on January 23, 2020

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

- 1) Staff Mentoring
- 2) Sales Skill Training for Staff
- 3) Broadcast Technical Skills Training for Staff.
- 4) Participation in Job Fairs by Station Management:
  - a. Job Fair at St. Marys High School for students from Elk and Cameron Counties on April 22, 2019, 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 23, 2019, participating employee was Barry Morgan. The company operated a booth for the benefit of students interested in exploring career opportunities in radio sales and broadcasting.
  - c. Careers on Wheels Day- Barry Morgan attended this event at the St. Marys Elementary School on May 7. Students were permitted 5 minute interviews asking what station used company vehicle for and were told live news broadcasts could be done along with on location broadcasts were available to area stores.
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- 5) Job mentoring: Laurel Media, Inc. ran a program in conjunction with Ridgway High School Communications classes under the guidance of Laurel Media management and Ridgway educators that involved 12 students who learned the history of radio, how to communicate verbally using a telephone with no texting or emailing allowed, and how to effectively achieve results for a marketing campaign with several area businesses. The students learned to write copy and produced commercials which were aired over a two- month period.
  - 6) Job mentoring: Laurel Media, Inc. ran a program in conjunction with Kane High School Communications classes under the guidance of Laurel Media management and Kane educators that involved 16 students who learned the history of radio, how to communicate verbally using a telephone with no texting or emailing allowed, and how to effectively achieve results for a marketing campaign with six local businesses. The students learned to write copy and produced commercials which were aired over a two- month period.
  - 7) Job mentoring: Laurel Media, Inc. ran a program in conjunction with Johnsonburg High School Communication classes under the guidance of Laurel Media management and Kane educators that involved 28 students who learned the history of radio, how to communicate verbally using a telephone with no texting or emailing allowed, and how to effectively achieve results for a marketing campaign with eight area businesses. The students learned to write copy and produced commercials which were aired over a two-month period.

**Period of March 22, 2019 through March 21, 2020**

**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 9, 2019, 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 cancel the Car Show originally scheduled for May 24, due to a conflict with another car show in the area. It is hoped we can reschedule the show for after July 4<sup>th</sup>.**

**The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, July 9, 2019, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. We discussed the possibility of broadcasting high school football on all 3 of our stations. With a new format on the AM, it may not be feasible.**

**The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, October 8, 2019 with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. We discussed our employment practices and the possibility of adding a new sales associate and an on-air position before the end of the year.**

**The First Quarter meeting of the Laurel Media, Inc. EEO Committee has held on Tuesday, January 7, 2020, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, Sales Manager, Kier Amacher and owner, Dennis Heindl by phone were in attendance. We talked about what we could do to enhance first quarter sales and how to keep our sales people and on-air staff motivated . Several new advertising plans were accepted to help retain**

**long time advertisers. Discussion was also held to do a more thorough job contacting political candidates in time for the primary elections.**