

EEO PUBLIC FILE REPORT

WODE-FM, WEEX-AM, WTKZ, WBYN-AM
 (ALLENTOWN EMPLOYEE UNIT)
 APRIL 1, 2016 – MARCH 31, 2017

FULL TIME POSITIONS FILLED

| Full-Time Position Title | Station(s) | Date Filled | Recruitment Source of Hiree | Recruitment Sources Used | Number Interviewed |
|-------------------------------------|---------------------------------------|-------------|-----------------------------|-----------------------------------|--------------------|
| Account Executive 1 hiree | WODE-FM WEEX-AM WTKZ WBYN-AM | 2/1/17 | Internal Posting | Lehigh Valley Live-Easton Express | 1 |
| | | | | Employee Referral | 3 |
| Senior Account Executive 1 hiree | WODE-FM WEEX-AM WTKZ WBYN-AM | 2/1/17 | Referral | Lafayette College | 2 |
| | | | | Lehigh University | 0 |
| | | | | Lehigh Carbon Comm. College | 1 |
| | | | | Northampton Comm. College | 0 |
| | | | | Connoisseur Website | 0 |
| | | | | Internal Posting | 1 |
| | | | | On-Air Announcements | 2 |
| | | | | Indeed Job Website | 5 |

Total Number of Interviewees: 15

WODE-FM, WEEX-AM, WTKZ, WBYN-AM

(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

| No. | Recruitment Source | Contact | Entitled to Notification |
|-----|---|--------------------------------------|--------------------------|
| | Company: Connoisseur Website Address: | Name: Phone: 610-258-6155 | Y |
| | Company: Employee Referral Address: | Name: Various Phone: | Y |
| | Company: Internal Posting Address: Station Employment Area | Name: Phone: | Y |
| | Company: On-Air Announcements Address: | Name: Various Phone: 610-258-6155 | Y |
| | Company: Indeed.com Address: | | Y |
| | Company: EEO Mailing List (Attached) Address: | Name: Phone: | Y |

EEO MAILING LIST**WODE-FM, WEEX-AM, WTKZ, WBYN-AM**

(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

| FIRST | LAST | COMPANY | ADDRESS 1 | CITY | STATE | ZIP | PHONE | EMAIL |
|-------|------|-------------------------------|------------------------------|---------------|-------|-------|--------------|-------|
| | | The Express-Times | 30 North 4 th St. | Easton | PA | 18042 | 610-258-7171 | |
| | | Lehigh Valley Live | Lehighvalleylive.com | Easton | PA | 18042 | 670-258-7171 | |
| | | Lafayette College | 201 Hogg Hall | Easton | PA | 18042 | 610-330-5000 | |
| | | Lehigh Carbon Comm. College | 4525 Education Park Drive | Schnecksville | PA | 18078 | 610-499-2121 | |
| | | Lehigh University | 621 Taylor St. | Bethlehem | PA | 18015 | 610-758-3000 | |
| | | Northampton Community College | 3835 Green Pond Rd. | Bethlehem | PA | 18020 | 610-861-5344 | |

OUTREACH AND RECRUITMENT INITIATIVES

WODE-FM, WEEX-AM, WTKZ, WBYN-AM

(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

| No. | Date | Initiative | Description | Scope of Involvement | Personnel Involved |
|-----|-------------------------|---|--------------------------|---|---|
| 1. | June 2016 – August 2016 | Thomas B. – Kutztown University | Internship Program | An internship with the Promotions and Marketing Department. Student learning first-hand how the departments and radio stations operate. | KJ Zabala, Promotions Director |
| 2. | January 2017 – May 2017 | Andrew T. – Northampton Community College | Internship Program | An internship with the Programming and Board Operating departments. Student learning first-hand how the departments and radio stations operate. | Tom Fallon, Program Director |
| 3. | April – Ongoing | Establishment of Training Program | Training programs | Connoisseur Media provides training to current employees involved in the traffic and promotions department which enables them to gain specific skills needed for promotion. | Various Department Managers |
| 4. | April 8 ,2016 | Lehigh Carbon Community College Job Fair | Career & Internship Fair | We were onsite at the Lehigh Carbon Community College Job Fair to speak to college students who hold an interest in radio after graduation, or those who were | Mitch Lambert, Part-time Promotions Assistant Devon Lotito, Part-time Promotions Assistant |

| | | | | | |
|----|--------------------|---|----------------------------|--|--|
| | | | | seeking an internship. | |
| 5. | May 26, 2016 | PA Career Link Lehigh Valley Sales & Marketing Job Fair | Sales & Marketing Job Fair | Ryan Goodwin and Devon Lotito of Connoisseur Media manned a booth at PA Career Link's Lehigh Valley 2016 Sales & Marketing Job Fair. Potential candidates were spoken to and questions were answered regarding all aspects of radio and potential job opportunities in the radio industry. Resumes were collected from interested job seekers. | Ryan Goodwin, Part-time Promotions Assistant Devon Lotito, Part-time Promotions Assistant |
| 6. | September 29, 2106 | Laura S. – Northampton Community College | Job Shadowing | Laura S., a Communications Major at Northampton Community College shadowed Rick Michaels on the WODE Morning Show and Kara Curry on WODE Mid-days to learn more about a career in radio broadcasting. | Rick Michaels, WODE Morning Show host Kara Curry, WODE Mid-day Personality |
| 7. | October 26, 2016 | DeSales Fall Career & Internship Fair | Career & Internship Fair | We were onsite at the DeSales Fall Career & Internship Fair to speak to college students who hold an interest in radio after graduation, or those who were | Devon Lotito, Part-time Promotions Assistant |

| | | | | | |
|-----|-------------------|---|-------------|--|--|
| | | | | seeking an internship. Resumes were collected and questions regarding careers in radio were answered. | |
| 8. | October 27, 2016 | Lehigh Carbon Community College Fall Job Fair | Job Fair | We were onsite at the Lehigh Carbon Community College Fall Job Fair to speak to college students who hold an interest in radio after graduation, or those who were seeking an internship. Resumes were collected and questions regarding careers in radio were answered. | Devon Lotito, Part-time Promotions Assistant |
| 9. | November 15, 2016 | Lehigh Valley Phantoms Career Fair | Career Fair | We were onsite at the Lehigh Valley Phantoms Career Fair to speak to potential candidates interested in a career in radio. Resumes were collected and questions regarding a career in radio were answered. | Devon Lotito, Part-time Promotions Assistant |
| 10. | February 20, 2017 | Sana G. – Southern Lehigh High School | Job Shadow | Sana G., a student from Southern Lehigh High School spent time at WODE learning all aspects of the radio station and what a career in radio would entail. | KJ Zabala, Promotions Director |