

Annual EEO Public File Report

Covering the Period From December 1, 2015 to November 30, 2016

Comprising Station Employment Unit: WAQY / WLZX / WHMP / WRSI / HITS 94.3

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

A. Full-Time Vacancies Filled During Past Year

1. **Job Title:** Account Executive/Salesperson - East Longmeadow **Date Filled:** 2/3/2016

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: Account Executive/Salesperson - East Longmeadow		Date Filled: 2/3/2016	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Postings	45 Fisher Avenue, E. Longmeadow, MA 01028 15 Hampton Ave, Northampton, MA 01060	413 525 4141 413 586 7400	0 0
WAQY/WLZX Websites	45 Fisher Avenue, E. Longmeadow, MA 01028	413 525 4141	1
WAQY/WLZX Radio Ads	45 Fisher Avenue, E. Longmeadow, MA 01028	413 525 4141	0
EEO Distribution List	45 Fisher Avenue, E. Longmeadow, MA 01028	413 525 4141	0
Saga Communications	sagacommunications.com	313 886 7070	0
Job Fair held 11/17/15 at Sister Stations	15 Hampton Ave, Northampton, MA 01060	413 586 7400	1
Referral			2
Total Number of Persons Interviewed:			4
Recruitment source that referred the hiree: Job Fair			

C. Total Number of Persons Interviewed for All Full-Time Vacancies

4

D. Total Number of Interviewees Referred by Each Recruitment Source

Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
Internal Postings	45 Fisher Avenue, E. Longmeadow, MA 01028 15 Hampton Ave, Northampton, MA 01060	413 525 4141 413 586 7400	0 0
WAQY/WLZX Websites	45 Fisher Avenue, E. Longmeadow, MA 01028	413 525 4141	1
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Referral			2

E. Outreach Activities

Attach a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.

Internship Program

The goal of the WAQY/WLZX/WRSI/WHMP/HITS 94.3 Internship Program is to provide college students with a unique and practical experience in the radio industry. Internships are available for those full-time students who are seeking approved college credit hours.

WAQY/WLZX had an intern from June 2016-August 2016. Our intern had the opportunity to experience a variety of facets of the radio industry including working with Promotions for on-site appearances, live remotes and coordination of on-air contests; working with the on-air staff, assisting with show prep, and operating studio equipment including OMT, Music Master, Adobe Audition as well as a mixing board; attending client meetings with the Sales Team; and working with Finance, Human Resources, and Traffic departments.

WHMP/Hits 94.3 had an intern from February-May 2016 (Paolo Freire Social Justice Charter High School). Our intern had the opportunity to help the sales process by creating and editing client proposals. They also interviewed local high school athletes and edited those items for broadcast.

Scholarship Program - Massachusetts Broadcasters Association (MBA)

In May 2016, WAQY/WLZX/WRSI/WHMP/HITS 94.3 completed its fourth and final component of the 2016 MBA Student Broadcaster Scholarship Program. We reviewed 24 finalists and ranked our top fifteen selections. We ran radio advertisements and listed details on our websites of the scholarship program and how to apply. We also contributed financially to the Scholarship Program.

EEO Training for Management

TBD - More training will be scheduled in 2017

Job Fair

WAQY/WLZX/WRSI/WHMP/HITS 94.3 and Saga stations WHAI/WPVQ hosted a Job Fair on November 17, 2015 at WRSI/WHMP/Hits 94.3 located at 15 Hampton Avenue, Northampton, MA. Resumes were collected for current positions and Massachusetts Broadcasters Association Brochures detailing "Careers in Radio Broadcasting" were handed out. Management and Support Staff were in attendance.

TBD - We plan to host a Job Fair in 2017

Mentoring Program

WAQY/WLZX implemented a mentoring program in September 2016 to help potential management prospects learn leadership skills. A veteran Salesperson on our staff (13 year radio sales experience) has been selected to lead the program. The veteran Salesperson will be mentoring a new hire with no radio sales experience. The veteran Salesperson speaks with the new hire daily, attends some sales presentations with them, meets with them every Monday for a one-on-one weekly review and generally helps them through the sales process. As we hire new sellers, they will report to the veteran Salesperson as part of the Mentoring Program.

General Outreach

WAQY/WLZX/WRSI/WHMP/Hits 94.3 routinely contact various community organizations to notify them of job opportunities at the radio stations through email, fax, and mail and through on-air broadcasts informing them to contact jobs@rock102.com, jobs@lazer993.com, and careers@wrsi.com to be included in future distributions.

Other Activities

Provided copies of Massachusetts Broadcasters Association "Careers in Radio Broadcasting" for distribution at WAQY & WLZX Station Events held Thursdays & Fridays at local establishments. Copies are also available at the front reception desk at station offices.

Provided link on station job openings webpages to Massachusetts Broadcasters Association for more information on jobs in the broadcasting industry.

Continually analyze recruitment program on an ongoing basis and regularly update internal database to achieve broad outreach to potential applicants.

The air staff at WRSI/WHMP/Hits 94.3 conducted tours of our stations in for a number of community groups. Among them were:

- Community Enterprises - Tour by Joan Holliday (2016)
- 2x Pathways School- Tour by Joan Holliday (2016)
- TDS Center for Communication and Social Learning - Tour by Joan Holliday (2015)
- People's Institute - Tour by Joan Holliday (2015)
- Girl Scout Troop of Northampton - Tour by Joan Holliday (2015)

We feel showing students and members of the community at large what we do here is important, and helps them understand all the ways we are partners with them here in the Valley. They also see how exciting and vibrant the world of radio is, and what care

We plan to continue to invite the community into Northampton Radio in the coming year as part of our community outreach efforts.