

EEO PUBLIC FILE REPORT
STEPHENS MEDIA GROUP-OGDENSBURG/MASSENA, LLC
 Dates: February 1, 2023 to January 31, 2024

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
WNCQ	3410	Canton, NY	WMSA	97	Massena, NY
WYSX	49708	Morristown, NY	WVLF	60470	Canton, NY
WPAC	77827	Ogdensburg, NY	WRCD	15821	Norwood, NY

Recruitment Sources			
Source	Contact	Address	Phone
On Air/Walk In/Call In	Dawn Merz	One Bridge Plaza Suite 204 Ogdensburg NY	(315) 393-1220
On Air/ Walk In/ Call In	Dawn Merz	2155 SH 420 Massena NY	(315) 769-3333
Facebook	David Merz	One Bridge Plaza Suite 204 Ogdensburg NY	(315) 393-1220
Indeed.com	Dawn Merz Gena Mitchell	www.indeed.com	(315) 393-1220 (918) 492-2660
North Country Now	Amanda Hitterman	P.O. Box 975, 4 Clarkson Ave., Potsdam, NY 13676	(315) 265-1000
Career Eco Career Fair / Job Boards	Gena Mitchell Bob Thornton Kerry Knight Amber Ishikawa	www.careereco.com	918-492-2660

Vacancies Filled During Period				
Position Filled Traffic Director/Office Manager	Date Filled 9/12/23	Source	# of Interviewee(s)	Hired
		North Country Now Job Posting	2	1
		Indeed	1	0
		Walk In/Call In	0	0
		Total:	3	1

Menu Options			
Date	Menu Number	Total Complete	Description
02/01/23 - Ongoing	6	.25	Outreach for Job Bank, spot bank of commercials annually promoting job opportunities in the Seaway Valley. Covering all of our communities of license.
02/24/23	5	.25	Attended SUNY Canton job fair
05/10/23	5	.25	Attended job mixer with post graduates hoping to practice interviewing and find employment
02/01/23 - Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program

			allows Format Captains to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
03/15/23	1	.25	Participated in the Career Eco Career Fair where Students from Universities across the US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in career opportunities. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.
03/22/23	1	.25	Participated in the Career Eco Career Fair where 10 Big 12 Schools were participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
04/05/23	1	.25	Participated in the Career Eco Career Fair where 29 SEC & ACC Schools Participating in a virtual career fair open to students and alumni of the participating universities. 2280 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales & On-Air positions
05/19/23, 05/26/23, & 06/02/23	8	1	Sales, On-Air/Programming, and Management participated in a 3 Part Training lead by David Stephens on the AI Tool Chat GPT where use of the AI in the Industry was discussed. How to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails.
06/07/23,06/16/23,06/21/23, 06/27/23,06/28/23	8	1	Sales, Programming, and Management took part in a 5-Part training workshop provided by Nielsen to learn more about Tapscan, Nielsen Ratings Data, Retail Spending Power Data, and Scarborough Consumer Data so they understand their stations and listener bases and were instructed on how and how not to use this data.
09/20/23, 09/22/23, 09/27/23, 10/02/23, 10/05/23, 10/09/23	8	1	Sales and Management took part in several training workshops presented by Vendasta designed to assist the sales team provide more opportunities and services to their clients.
10/26/23	1	.25	Participated in the Career Eco Career Fair for 14 AAC Universities open to Students and alumni of the participating universities. 406 students

			and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Position & On-Air Positions.
02/01/23 - Ongoing	6	.25	Participated in the Career Eco Job Bank with ongoing Full Time & Part Time jobs posted, Account Executive & On-Air. This online job board & virtual event platform is free to jobseekers & students.
Total Menu Options Completed:		6.0	