



## **EEO Program Public File Report – Recruitment Initiatives**

(For period 1/22/23 to 1/21/24)

WACK (AM), Newark, NY (Facility ID No. 52123)

WUUF (FM), Sodus, NY (Facility ID No. 71153)

### **Career Fair:**

- (1) WACK/WUUF sponsored and attended the “Wayne County Career Carnival” on 09/27/23 at the Wayne County Fairgrounds attended by hundreds of High School students from all the High Schools in Wayne County and by over 50 area businesses. Employees of our stations explained and demonstrated the different Career opportunities available to the students.
- (2) WACK/WUUF attended a virtual Career Fair through the New York State Dept. of Labor, “Finger Lakes Virtual Career Fair,” on 03/07/23. At the virtual Career Fair, we posted openings, received resumes and had live chats and interviews with potential job candidates.
- (3) WACK/WUUF sponsored and attended the “Newark Community Job Fair on 11/30/23 at the Newark Middle School. The Job Fair, in conjunction with the N.Y. State Department of Labor, was well attended and individuals could choose to apply from over 400 job openings from area businesses.

### **Mentoring Programs:**

- (1) We were selected to recruit an intern through the N.Y State Broadcasters Association internship program. We hired and trained and intern through this program. The intern is now a paid Board Operator with our stations.

### **Training:** We provide the following training to prospective and current employees:

- (1) Staff and management attending several NY State Broadcaster’s seminars and webinars.
- (2) Sales Staff were provided ongoing sales training thru NYSBA and other sources including the Certified Radio Marketing courses.
- (3) Prospective employees for the Board Operators positions were provided training by our Program Director for several weeks prior to them operating the station independently

**Web Site Posting:** We consistently post upper-level job listings online at the N.Y. State Broadcaster’s Assoc. job bank to reach substantial female and minority membership and increase our pool of applicants.

With less than 10 full time employees (6) and operating in a market of under 250,000 (10,000), WACK/WUUF has exceeded the minimum standard of participating in (2) outreach programs over a two-year period.

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