

Annual Equal Employment Opportunity Public File Report

WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

April 1, 2023 – March 31, 2024

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WWRR-FM, Scranton, PA; WMMZ-FM, Berwick, PA; WICK-AM, Scranton, PA; WYCK-AM, Plains, PA; WTRW, Carbondale, PA; WCDL, Carbondale, PA: and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this report covers the time period beginning April 1, 2023 up to and including March 31, 2024.

The FCC's 2002 EEO Rule requires that this report contain 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 such vacancy, the recruitment source(s) 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 identified separately by name, address, contact person and telephone number;
3. The recruitment source that referred the person hired for each full-time vacancy during the Applicable 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 72.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time positions listed on Appendix 1.

For the purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. The person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report

Covering the period April 1, 2023 to March 31, 2024

Stations Comprising the Station Employment Unit:
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 1: Vacancy Information

Bold Gold Media WBS, LP had no employment openings during this coverage period.

Total Number of Persons Interviewed During Applicable Period: 0

Annual Source Information

Recruitment Sources Employed for outreach during Applicable Period: 1

Recruitment ads aired on radio stations

Appendix 2

EEO Public File Report Form

Covering the period April 1, 2023 to March 31, 2024

Stations Comprising Station Employment Unit:
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
station recruitment ads	0	0

Appendix 3

Annual EEO Public File Report Form

Covering the period April 1, 2023 to March 31, 2024

Stations Comprising Station Employment Unit:
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

The following activities were undertaken during the Applicable Period. Details of activities are included in the appendix.

Appendix A-2024

Co-Hosted Northeast Broadcast Career Fair on Sep 21, 2023.

Appendix B-2024

Broadcast Equal Opportunity Employment Notices on all stations.

Appendix C-2024

Job / Career Fair Participation

Appendix A-2024
1. Event Narrative

Northeast Broadcast Career Fair

Sponsored by:

Bold Gold Media WBS, LP Licensee/Operator of
WWRR WMMZ WICK WYCK WTRW WC DL

Bold Gold Media Group, LP Licensee/Operator of
WDNH, WYCY, WPSN, WVOS-FM, WVOS (AM) WDNB, WSUL WHNB

Public Broadcasting WVIA-FM/TV

Bold Gold Media and Public Broadcasting WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Thursday, Sep 21, 2023 from 4:00 pm. to 6:00 pm. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting at a event open to the public with nine employers present. This event was conducted at no cost to the participating employers and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the weeks preceding the event to promote of the Career Fair. In addition, both sponsors promoted the event on station web sites. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by Bold Gold Media Business Manager Ashok Divecha and WVIA-FM Vice President for Radio Chris Norton. The sponsor representatives consulted in August, 2023 and drew up the outline for the career fair based on a successful promotion held in 2019. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors, and would be encouraged to promote the event on their stations.

In August 2023 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA would select a suitable date in September 2023. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but

interested in opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 pm. to 6:00 pm. as the time for the event.

Ashok Divecha and Chris Norton developed a list of broadcasters and Chris Norton extended written invitations on behalf of the sponsors to:

Times-Shamrock Communications
149 Penn Avenue
Scranton, PA 18503

Cumulus Communications
600 Baltimore Drive
Wilkes Barre, PA 18702

Auducy Wilkes Barre-Scranton
305 Route 315
Pittston Twp., PA 18640

Bold Gold Media Group
1049 North Sekol Road
Scranton, PA 18504

WVIA Radio-TV
100 WVIA Way
Pittston, PA 18640

WNEP-TV
16 Montage Mountain Road
Moosic, PA 18507

WBRE-WYOU
62 South Franklin St.
Wilkes Barre, PA 18701

WYNY
Neversink Broadcasting
PO Box 920
Port Jervis, NY 12771

Ion Media
WQPX
409 Lackawanna Ave Suite 700
Scranton, PA 18503

WPEL
Montrose Broadcasting Corp.
9 Locust St.
Montrose, PA 18801

WRGN
RR3
Hunlock Creek, PA 18621

Geos Communications
54 Wilmar Drive
Tunkhannock, PA 18657

WOLF-TV
1181 Highway 315
Plains Twp, PA 18702

WWRR/WMMZ/WICK/WYCK/WTRW/WCDL/WDNH/WYCY/WDNB/WHNB/WPSN and WVIA scheduled announcements during the four weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites. Promotion of the event was scheduled from Sept 05 to Sept 21, 2023.

Posters promoting the event were sent to communications departments of area colleges and universities:

Marywood University
University of Scranton
Keystone College
King's College

Wilkes University
Misericordia University
Luzerne County Community College

The sponsor representatives reviewed plans in mid-August.

On Thursday, Sept 21, 2023 the sponsors conducted the career fair. 6 employers: WNEP-TV, WBRE/WYOU-TV, WOLF/WSWB/WQMY-TV, Shamrock Communications, and the sponsors Bold Gold Media and WVIA-FM/TV reserved space to greet persons interested in broadcasting careers. The participating employers sent 11 total staff members to conduct the event. WVIA provided tables and chairs for the broadcasters in the station's main television studio. The location was large enough for the broadcasters to conduct private conversations with the attendees. Attendees were asked to register at a central location at the entrance to the room. They were free to meet with any employers they desired. A review of the central registration showed that over 20 individuals signed in for the event. Most attendees spoke with multiple broadcasters. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. Attendees included college students, recent college graduates, members of the public seeking information or opportunities with broadcasters and current or former broadcast employees seeking new opportunities for employment Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Attendees came from communities throughout the market area. The participation of multiple broadcasting companies made the event more valuable to the attendees because it offered a wide variety of potential employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

To ensure the success of the future event, the sponsors will evaluate avenues of promotion to identify additional means of outreach.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet to set the date and firm up the rest of the plans in the mid 2024

Appendix A-2024

2. Station Promotional Announcement

Bold Gold Media Group/WVIA Career Fair

Bold Gold Sponsor's Message

Are you considering a career in the field of broadcasting? The area's leading radio and television stations want to meet you at the Northeast Broadcasting Employment Fair on Thursday, September 21st. This will be your opportunity to explore a career in broadcasting. Meet with broadcasters and learn more about working in radio and television. The event is free and open to all. Thursday, September 21st from 4 to 6 PM at the WVIA Broadcasting Center in Pittston. Sponsored by Bold Gold Media Group, and WVIA Public Media, equal opportunity employers who hope to meet you there.

Broadcasters were permitted to customize this message.

Appendix A-2024
3. Social Media: Facebook
(published 16 Aug 2023)

facebook

Email or phone Password Log In Forgot Account?

Events

Search Events

Home

Categories

- Classics
- Comedy
- Crafts
- Dance
- Drinks
- Fitness & Workouts
- Foods
- Games
- Gardening

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2023 BROADCAST CAREER FAIR

BOLD GOLD **WVIA**

THURSDAY, SEPTEMBER 21, 2023 AT 4:00 PM – 6:00 PM EDT

2023 Broadcast Career Fair

WVIA

About Discussion Invite

Details

- 1 person responded
- Event by Bold Gold Media Group and WVIA
- WVIA
- Duration: 2 hr
- Public · Anyone on or off Facebook

Learn about employment opportunities in the exciting world of broadcasting. The Bold Gold Media Group and WVIA are hosting a Broadcast Career Fair at the Public Broadcasting Center... [See more](#)

Networking Yatesville, Pennsylvania

Hosts

- Bold Gold Media Group
- WVIA

Event Transparency

Facebook is showing information to help you better understand the purpose of this event. [See more](#)

Related Events

- HAPPENING NOW**
Transdev North Bergen Hiring Event!
5901 Tonnelle Ave, North Bergen, NJ ...
- HAPPENING NOW**
Lehigh Valley Job Fair
Lehigh Valley Mall
- WED, JAN 31 AT 9:00 AM EST**
Wonderful Wednesday at Horsham Center!
1425 Horsham Rd, North Wales, PA 19...
- THU, FEB 1 AT 4:00 PM EST**
IronPigs Job Fair 2024
Coca-Cola Park
- WED, JAN 31 AT 9:00 AM EST**
Transdev Sayreville Hiring Event!
2 Gowin Street, Sayreville, NJ 08872

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Appendix B-2024

EEO On-Air Outreach

WWRR/WMMZ/WYCK, WTRW and WICK/WCDL conduct regular on-air promotion of employment opportunities. Text of the announcements: Exhibit A, B, and C

Exhibit A

WWRR/WMMZ/WYCK, WTRW and WICK/WCDL

RECRUITMENT ANN

I have a phone number that may change your life for the better. Hi, I'm Michael G Stanton, Market Manager for Bold Gold Media Group; we're a locally owned marketing company, and I need sales people. I'm looking for someone that actually likes sales. If you like to get out of the office, talk to new people, business owners and managers and help their business grow... AND make money doing it! I want to talk to you. You've heard of money, right? Yes, you can make a lot of money with us. So, I guess I have 3 questions for you; do you want a new job? Do you want to do sales? Do you want to make good money? If you said yes 3 times call me 570-344-1221, 344-1221, 344-1221 extension 28. (And FYI, we have a great business culture too... people actually like to work for us and we keep growing). We're an equal opportunity employer. We're On air on line mobile social live and local. We're BGMG.... Yes, There is a difference. Let me also say, You don't NEED sales experience, but that definitely helps, 344-1221 extension 28.

Exhibit B

WWRR/WMMZ/WYCK

RECRUITMENT ANN

The River is an equal opportunity employer. Our station affords equal opportunity and employment to all qualified persons. No person will be discriminated against in employment by race, color, religion, national origin, or gender by this station. If your organization would like to be notified when The River is seeking applicates for employment, contact us by letter or fax, tell us the name of your organization, the mailing address, telephone or fax number, and the name of the person who will receive the notice. Our station will notify your organization of all full-time openings, or you may specify the job openings you want notice for. Mail your requests to The River, 1049 North Sekol Road, Scranton, PA 18504 or fax it to 570-344-0996. That's all you need to do to receive notice of employment opportunities and when The River has a job opening, we'll notify your group and post the opening on our website: www.105theriver.net.

Exhibit C

WTRW

RECRUITMENT ANN

943 The Talker is an equal opportunity employer. Our station affords equal opportunity and employment to all qualified persons. No person will be discriminated against in employment by race, color, religion, national origin, or gender by this station. If your organization would like to be notified when The Talker is seeking applicates for employment, contact us by letter or fax, tell us the name of your organization, the mailing address, telephone or fax number, and the name of the person who will receive the notice. Our station will notify your organization of all full-time openings, or you may specify the job openings you want notice for. Mail your requests to 943 The Talker, 1049 North Sekol Road, Scranton, PA 18504 or fax it to 570-344-0996. That's all you need to do to receive notice of employment opportunities and when WTRW has a job opening, we'll notify your group.

Interns and part-time employees will be recruited for positions as they occur using all resources available. Those part-time employees may apply for full-time openings and compete for those full-time positions with other qualified candidates as the employment unit performs outreach. In all recruiting and hiring the station employment unit will recruit and hire with full compliance to the Equal Employment Opportunity regulations.

Annual EEO Public File Report

Appendix C-2024

Bold Gold Media Group, LP participated in two job fairs held in the local region. All provided opportunities for job seekers to meet Bold Gold staff and learn about career opportunities throughout the company.

On Sept 21, 2023, Bold Gold Media Group sponsored, participated in and promoted the Northeast Broadcast Career Fair. Ashok Divecha represented Bold Gold Media. He met with local job seekers, explained employment opportunities in the field of radio broadcasting, and accepting resumes for future openings.

On Apr 4, 2023, Bold Gold Media Group sponsored, participated in and promoted a job fair organized by the Pike County Workforce Development Agency. Ashok Divecha represented Bold Gold Media. He met with local job seekers, explained employment opportunities in the field of radio broadcasting, and accepting resumes for future openings.



**WORKING PIKE
JOB FAIR**

TUESDAY, APRIL 4, 2023
10:00 a.m. to 2:00 p.m.
Best Western Inn at Hunts Landing
120 US-6, Matamoras, PA 18336

We're Hiring

- Entrance is **FREE** for Job Seekers
- The Area's Largest Tri-State Job Fair Event with 70+ Employers & Hundreds of Employment Opportunities available.
- PA, NY, & NJ employers from **all industries** expected, including Healthcare, Hospitality, Finance, Government, Real Estate, Logistics, Transportation, Management, Manufacturing, and other sectors.

OUR SPONSORS:



Pike County Workforce Development Agency
Pennsylvania CareerLink® Affiliate - Pike County
Shohola Business Center | 837 Route 6, Unit 2 | Shohola, PA 18458 | Workforce@pikepa.org | 570.296.2909

*WORKING PIKE is a proud dividend to building a stronger community through partnership of government, community, and faith-based organizations.