

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2022 – March 22, 2023.

- 1) **Employment Unit: Pathfinder Communications Corp. – Elkhart, IN – Mishawaka, IN –Niles, MI- Ligonier, IN**
- 2) **Unit Members (Stations and Communities of License): WAOR-FM, Ligonier, IN- WBYT-FM, Elkhart, IN, WTRC-AM, Elkhart, IN- WTRC-FM, Niles, MI**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: Pathfinder Communications Corp. 237 West Edison Road Mishawaka, IN 46545	Telephone Number: 888-333-6133
	Contact Person/Title: Anna Trim, Director of Human Resources
	E-mail Address: atrim@federatedmedia.com

4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

(Numbers refer to accompanying table for Recruitment Sources.)

Job Title	Recruitment Sources	Recruitment Source Referring Hiree
1. Broadcast Engineer	10, 28-31,33,34	Referral
2. Account Executive - WBYT	8, 28-31, 33	ZipRecruiter
3. Account Executive - WBYT	8, 28-31, 33	Indeed
4. Account Executive - WBYT	8, 28-31, 33	ZipRecruiter
5. Promotions Coordinator	28, 33	ZipRecruiter
6. Program Director- WAOR	28,30-32	Internal Employee/Posting
7. Account Executive - WTRC	28, 31, 33	Referral
8. Broadcast Engineer	10, 28-31, 33, 34	IBA Website

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Recruitment Sources

The Employment Unit periodically contacts the following organizations for full-time job openings, and received referrals as indicated in each job opening on the pages that follow:

	Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification? (Yes or No)
1.	All Access		Allaccess.com		No
2.	Ancilla College	Jim Cathon	P O Box, Donaldson, IN 46513	574-936-8898	No
3.	Andrews University	Carletta Witzel	NH204, Berrien Springs, MI 49104	269-471-3227	No
4.	Ball State	Nancy Carlson	200 University Ave, Muncie, IN 47306	765-285-2436	No
5.	Bethel College	Michelle Yager	1001 W McKinley, Mishawaka, IN 46545	574-257-2661	No
6.	Career Builder	N/A	200 N LaSalle, Chicago, Il 60601	866-4538-1485	No
7.	Elkhart Area Career Center	Warren Seegers	2424 California Road, Elkhart, IN 46514	574-262-5650	No
8.	Email/ Text Outreach		Edison Road, Mishawaka, IN 46545	888-333-6133	No
9.	Goodwill Industries of Michiana	Maria Stancati	PO Box 3846, South Bend, IN 46619	574-472-7300	No
10.	Indiana Broadcasters Association	Gwen Piening	3003 E 98 th St, Indianapolis, IN 46280	317-573-0119	No
11.	Indiana Radio Watch	Blain	IRW@well.com		No
12.	IUSB	Jeff Jackson	P O Box 7111, South Bend, IN 46634	574-520-4425	No
13.	Indiana University	David Boeyink	625 N Jordan, Bloomington, IN 47405	812-855-5234	No
14.	Ivy Tech	Gale Vaughn	220 Dean Johnson Blvd, So Bend, IN 46601	574289-7001	No
15.	Kalamazoo College	Lori Young	1200 Academy St, Kalamazoo, MI 49007	888-232-5966	No
16.	LaCasa of Goshen	Larry Gautsche	2020 No Cottage, Goshen, IN 46526	574-533-4450	No
17.	Malcom X College	Zerrie Campbell	1900 W VanBuren, Chicago, IL 60612	312-850-7000	No
18.	Michigan Association of Broadcasters	Karole White	819 N Washington, Lansing, MI 48906	800-968-7622	No
19.	NAACP	Trina Robinson	914 Lincoln Way West, South Bend, IN 46616	574-289-2123	No
20.	South Bend Human Rights	Lonnie Douglas	301 So St Louis Blvd, South Bend, IN 46617	574-235-9355	No
21.	Southwest Michigan College	Amy Anderson	58900 Cherry Grove, Dowagiac, MI 49047	269-687-5644	No
22.	Spec's Howard School of Broadcasting	Nicole LaDouceur	19900 W 9 Mile Road, Southfield, MI 48075	248-358-9000	No
23.	St Mary's College	Michael Sanders	162 Lemans Hall, Notre Dame, IN 46556	574-284-4775	No
24.	University of Notre Dame	Kathy Beaton	248 Flanner Hall, Notre Dame, IN 46556	574-631-5200	No
25.	Work One Elkhart	Business Serv Rep	430 Waterfall Drive, Elkhart, IN 46516	574-295-0105	No
26.	Work One of St Joseph County	Business Serv Rep	851 So Marietta St, South Bend, IN 46618	574-237-9675	No
28.	Company website/s	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	No
29.	LinkedIn.com		LinkedIn.com		No
30.	Indeed.com		indeed.com		No
31.	Employee/Business Referral				No
32.	Internal Employee/Posting				No
33.	ZipRecruiter		Ziprecruiter.com		No
34.	On-Air Radio Recruitment Ad				No

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5) Full-Time Job Vacancy Details

Only those sources listed in the charts below produced interviewees.

Job Title: 1. Broadcast Engineer

Referral Source(s) of Hiree: Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	1	N
IBA Website		Indianabroadcasters.org		1	N
ZipRecruiter		Ziprecruiter.com		1	N
Referral				4	N
On-Air Radio Ad				1	N

Job Title: 2. Account Executive – WBYT

Referral Source(s) of Hiree: ZipRecruiter

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		1	No
LinkedIn		LinkedIn.com		1	No
Email Outreach		Edison Road, Mishawaka, IN 46545		4	No
ZipRecruiter		Ziprecruiter.com		3	No
Referral				1	No

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Job Title: 3. Account Executive - WBYT **Referral Source(s) of Hiree:** Indeed

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		3	No
Email/Text Outreach		Edison Road, Mishawaka, IN 46545		3	No
ZipRecruiter		Ziprecruiter.com		3	No

Job Title: 4. Account Executive - WBYT **Referral Source(s) of Hiree:** ZipRecruiter

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		3	No
Email/Text Outreach		Edison Road, Mishawaka, IN 46545		3	No
ZipRecruiter		Ziprecruiter.com		3	No

Job Title: 5. Promotions Coordinator **Referral Source(s) of Hiree:** ZipRecruiter

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	1	No
ZipRecruiter		Ziprecruiter.com		3	No

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Job Title: 6. Program Director-WAOR **Referral Source(s) of Hiree:** Internal Employee/Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	1	No
Internal Employee/Posting				4	No
Referral				5	No
Indeed		Indeed.com		1	

Job Title: 7. Account Executive – WTRC **Referral Source(s) of Hiree:** Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Referral				2	No
ZipRecruiter		Ziprecruiter.com		4	No

Job Title: 8. Broadcast Engineer **Referral Source(s) of Hiree:** IBA Website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	1	N
IBA Website		Indianabroadcasters.org		1	N
ZipRecruiter		Ziprecruiter.com		1	N
Referral				4	N
On-Air Radio Ad				1	N

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6) **Total # of Interviewees Referred:** For the period from March 23, 2022 through March 22, 2023, this Employment Unit interviewed 65 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) Initiative: Job Fair Attendance

On March 26, 2022, the Indiana Broadcasters Association hosted a Career Fair. The event was located at 502 East Event Center in Carmel, IN. The event was attended by our General Sales Manager. Our contact person for the event was Alex Rusciano from the Indiana Broadcasters Association. The event took place from 1:30 PM through 4:00 PM. There were 31 businesses represented at this event. Students and the general public were invited to attend, and 28 students pre-registered. The General Sales Manager spoke to 19 people interested in careers with Federated Media. There were 12 candidates that left their resume for further consideration. Many of these candidates were Freshman and Sophomores who were graduating in May of 2023 and 2024. We are planning to interview 1 of the candidates for our Account Executive position. Other candidates were interested in pursuing position in audio production, video production, promotions, social media, and internships.

(b) Initiative: Job Fair Attendance

On October 3, 2022, the Indiana Broadcasters Association hosted a Career Fair. The Director of Strategic Marketing attended this event. Our contact person for the event was Sam Klemet, the Director of Member Services with the Indiana Broadcasters Association. The event took place from 3:30 PM through 6:30 PM. Students as well as the general public were invited to attend. During this time period, the Director of Strategic Marketing spoke to 13 people interested in a career at Pathfinder Communications. There were 12 candidates who left their resumes for further consideration. We are planning to further interview 4 of those candidates for possible internships and 9 candidates for open positions at Pathfinder Communications.

(c) Initiative: Job Fair Attendance

On January 25th, 2023, Ball State University in Muncie, IN hosted a career fair at their Alumni Center. The General Sales Manager for WBYT attended the event. Our contact person for this event was Chris Wilkey, BSU Director of Professional Selling. The event took place from 11:00am – 3:00pm. There were 37 businesses at the event. Students and the general public were invited to attend. During this time, the General Sales Manager spoke to 15 people interested in a Sales career with Pathfinder Communications. There were 4 candidates who left their resumes for further consideration, and others who were students at the school were able to upload their resumes for consideration. All of the candidates were graduating in either the Spring of 2023 or Fall of 2023. The General Sales Manager is planning to further interview all of the candidates for an Account Executive position.

(d) Initiative: Internship

Pathfinder Communications Internship program offers students interested in a broadcasting career a paid opportunity to gain practical industry experience. This program is led by our Director of Strategic Marketing. Information about internships is distributed at job fairs. This past summer, we had one intern from May 18, 2022 through August 4, 2022.

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During this time, he worked with the Promotions team assisting at events such as local parades, the B100 (WBYT) and Froggy (WAOR) sponsored events at the Elkhart County Fair. He also worked various remotes, setting up and breaking down equipment and interacting with listeners. On the programming side, he was able to observe and participate in the B100 morning show. He learned some of the basics of programming during his time here as well. He also assisted the sales department with prospecting clients.

(e) Initiative: General Outreach

On August 24, 2022, the Program Director from WAOR was invited to speak at Goshen College to speak about his experience working in broadcasting. He spoke to several professors and students and shared what he has learned over the past 14 years while working in commercial radio. He also shared ways the industry continues to be important for our community, listeners, and clients. The visit started with a tour of Goshen College's new broadcast facilities, followed by lunch. He then spoke to 3 different groups of student leaders for each department – Radio, Newspaper, and Television. In total, the Program Director spent about 4 hours on campus answering questions and sharing information about the industry.

(f) Initiative: General Outreach

On November 15, 2022, students studying radio broadcasting at Goshen College came to our studio for a tour of our facilities. This was led by our Program Director from WAOR. They started in the conference room with a presentation about Pathfinder Communications, a discussion about the importance of radio, and then a discussion about the Program Director's personal experience in the business. Another on-air personality joined in the conversation as well to provide another perspective and to answer questions from the students. The students were then taken on a tour of the building, visiting the On-Air studios as well as the productions studios, newsroom, sales department, and other offices within the building. During the tour, students were able to speak directly with another Program Director/Morning Show Host for our news/talk station on WTRC.

(g) Initiative: General Outreach

Beginning in September of 2021, Pathfinder Communications began an email outreach campaign to promote open positions within the company. Emails were sent out to those listed in each stations database who had opted in to learn more about careers within Pathfinder Communications. This outreach continued through all of 2022. From March 23 2022 through December 31, 2022, there have been a total of 241,774 emails sent across all of our stations. These emails directly identify the station name and contain links to begin the recruitment process.