

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2013 To March 31, 2014
Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /
WMLP-AM & WVLY/FM
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Section #1 – Vacancy Information

Position Filled	Recruitment Source of Hiree	Total of Interviewees
A. Account Executive	On-Air Announcement	8
B. Account Executive	Station Web Site	3

Total Number of Persons Interviewed During Applicable Period:		11

Section #2 – Recruitment Source Information *Note: SBC = Sunbury Broadcasting Corporation*

Source	# Of Interviews	Positions For Which Source Was Used
SBC On Air Announcements	3	A.B.
SBC Web Site Postings	2	A.B.
SBC Internal Posting	0	A.B.
Keystonehelpwanted.com	0	A.B.
McCann School of Business and Technology	0	A.B.
Staff Referral	0	A.B.
CareerBuilder.Com	6	A.B.
Exigent Circumstance	0	

Total	11	

Note: The stations in the reporting unit have aired announcements on the 1st and 15th of the month soliciting groups who wish to receive notification of job openings. To date no groups have responded to these announcements. We will continue to air these announcements.

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Job Shadow – Lewisburg Area School District
June 12, 2013

Station Participants: Drew Kelly

The stations of Sunbury Broadcasting Corp hosted a high school student who shadowed every aspect of our operation during her summer break. She spent time with us on the morning show and also accompanied us to several appearances and events. To get her involved, we trained her to perform various tasks and duties that one of our part time promotions assistants would do.

Bucknell University – Speaking Engagement
October 8, 2013

Station Participants: Drew Kelly

94KX Morning Show Host Drew Kelly spoke to a group of WVBU DJs about available careers in radio. He also used time to work with the DJs on proper technique as well as sharing his experience in the field. A pitch was made for any of the students to join us at Sunbury Broadcasting Corp for an interview to work as a part time employee or intern.

Job Fair – PA Career Link Northumberland, Union, Snyder Counties and Central Susquehanna Opportunities, Inc.
October 23, 2013

Station Participants: Drew Kelly

94KX Morning Show Host Drew Kelly hosted four different sessions at Mifflinburg High School's career day and spoke about careers in radio. Part of his presentation included a live, on-air demonstration that projected our station's automation system onto a large screen so students could interact with a live station as it was happening. Offers were made to attendees who wanted to visit the station to further explore part time opportunities available to high school students.

Job Fair – Central PA Business & Education Association, Milton High School & Central PA Chamber of Commerce
November 5, 2013

Station Participants: Drew Kelly and Ali Stevens

Drew and Ali attended a job fair for high school aged students and staffed a booth that provided information about our stations, including opportunities available in radio broadcasting. Student attendees were from all over the region. Ali hosted a "business fashion show" that showed students how to dress for various careers and Drew demonstrated various technical capabilities.

Elysburg Pack 3249– Cub Scout Tour
February 23, 2014

Station Participants: Codi Jade

A tour of our facility was given to a local Cub Scout Pack by one of our announcers with a good knowledge of our broadcast operation. The Scouts got to see all of our on air studios, and descriptions of careers in broadcasting were given to the group.

The Pennsylvania State University – Penn State Spring Career Days
March 27, 2014

Station Participants: Shawn Carey

The stations of Sunbury Broadcasting Corporation were represented at the Penn State Spring Career Days at the University Park Campus. A booth was set up with a power point presentation about our stations, as well as signs, banners and brochures to hand out. Positions advertised that day included: 94KX Promotions Assistants, WKOK part-time news positions, and Sports Producer positions for WKOK, WMLP, WEGH, and WVLY.

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Contact Summary

Source	Contact	Via
Keystonehelpwanted.com	Various Regional Help Wanted.com Inc. P. O. Box 95000-1630 Philadelphia, PA 19195-1630	E-mail at web site
McCann School of Business	Phil Campbell McCann School of Business/Technology North 4 th Street Plaza Sunbury, PA 17801	(570) 286-3058
Careerbuilder.com	Unknown Careerbuilder.com All contact via Internet	www.careerbuilder.com