

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2021 to March 31, 2022

Stations Comprising Station Employment Unit: WKOK-AM /WQKX-FM /WEGH-FM/WVLY-FM
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Section #1 – Vacancy Information

<u>Position Filled</u>	<u>Recruitment Source of Hire</u>	<u>Total of Interviewees</u>
A. Multimedia Marketing Consultant Referral/Corporate Website (Hired July 20, 2021)		3
B. Traffic Director (Hired October 4, 2021)	Referral/Corporate Website	1
C. Digital Media Specialist (Hired February 1, 2022)	Indeed.com	5
D. Morning Show Co-Host (Hired January 31, 2022)	Referral/Corporate Webpage	5

	Total Number of Persons Interviewed During Applicable Period:	14

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

<u>Source</u>	<u># Of Interviews</u>	<u>Positions for Which Source Was Used</u>
SBC On-Air Announcements	0	A
SBC Web Site Postings	2	A, C, D
SBC Internal Posting	0	A, C, D
Indeed.com	6	A, C
LinkedIn.com	0	A, C
ZipRecruiter.com	0	C
Facebook.com	0	A, C
All Access.com	5	D
Exigent Circumstance	1	B

Total	14	

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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Kutztown University Intern Program

July 12, 2021 – October 28, 2021

Station Participant – WKOK News Director, Matt Catrillo/ WKOK Program Director, Mark Lawrence/WQKX Program Director, Rob Senter

A Kutztown University student, Tony Confino, assisted with our On the Mark, Steve Jones Show and WQKX Morning Show podcast editing. He also worked as a producer for our On the Mark and Steve Jones Show programs on WKOK, assisted in the Newsroom with posting news stories to our website and social media outlets, assisted with commercial production and was a big part of our new live sports video production. He also voicetracked an airshift weeknight overnights on WQKX.

News Internship with Bloomsburg University

December 14, 2021 – January 20, 2022

Station Participant – WKOK News Director, Matt Catrillo

During the winter break of 2021, a Bloomsburg University student, Peyton Moylan, completed an Internship in the News Department of Sunbury Broadcasting Corporation. As an intern, she learned news writing, editing, and reporting with a focus on hard news including crime stories. She covered court proceedings, recorded video of our website and social media and posted these videos and stories on our website and social media.

News Internship with Bloomsburg University

January 25, 2022 - April 1, 2022

Station Participant: WKOK News Director, Matt Catrillo

A Bloomsburg University student, Lexi Fulmer, worked her internship to learn news writing and editing with a focus on climate change and environmental issues and stories. This included writing stories for on air, online and social media. Her experience included video stories that were used online and on our social media.

Vehicular Career Day – Line Mountain School District

October 5, 2021

Station Participant: WKOK News Director, Matt Catrillo

Matt Catrillo took our WKOK logoed vehicle to the Line Mountain Elementary School and explained how we use the vehicle to cover stories, show how we write news stories on the scene and how we broadcast live from news events when necessary.

“What Christmas Means to Me” – Line Mountain Elementary and Midd-West Elementary Schools

November and December 2021

Station Participants: WQKX Personality, Chad Evans/WKOK Program Director, Mark Lawrence

Chad Evans worked with 13 students at the Midd West Elementary and Mark Lawrence worked with 12 Line Mountain Elementary students to write and create individual 30-second messages that describes what makes the holiday season special in the student's families. These features were aired on WQKX, WKOK, WEGH and WVLY from December 6, 2021 to December 25, 2021.

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Contact Summary

Source	Contact	Via
Indeed.com	Various Indeed.com All contact via Internet	www.indeed.com
ZipRecruiter	Various ZipRecruiter.com All contact via Internet	www.ziprecruiter.com
All Access	Various AllAccess.com All contact via Internet	www.allaccess.com
LinkedIn	Various LinkedIn.com All contact via Internet	www.linkedin.com
Facebook	Various Facebook.com All contact via Internet	www.facebook.com
SBC On Air Announcements	WKOK/WEGH/WVLY/WQKX 1227 County Line Rd. Selinsgrove, PA 17870	
SBC Corporate Webpage	Sunbury Broadcasting Corp. 1227 County Line Rd. Selinsgrove, PA 17870	www.sunburybroadcastingcorporation.com