

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2023 to March 31, 2024
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 (Hired April 25, 2023)	Exigent	1
B. Multimedia Marketing Consultant (Hired September 18, 2023)	Indeed	3
C. Traffic Director (Hired November 10, 2023)	Internal Posting	4

Total Number of Persons Interviewed During Applicable Period: 8

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	B
SBC Web Site Postings	1	A,B
SBC Internal Posting	0	B,C
Indeed.com	6	B,C
Referral	0	A,B,C
PAB List	0	B
Exigent Circumstance	1	A

Total	8	

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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“The True Meaning of Christmas” – Various Area Elementary Schools
November and December 2023

Station Participants: Danielle Shirk, Marketing Consultant and Lynn Hall, Production Director

Our station personnel coached various elementary students in our area on writing and recording individual 30-second messages that described what makes the holiday season special in their family. Students from Midd-West, Selinsgrove, Lewisburg, Shikellamy, Mifflinburg and Danville school districts took part in the program. These features were aired on WQKX, WKOK, WEGH and WVLY from December 13, 2023, to December 25, 2023.

Katy Johnson Internship – Duquesne University
July to August 2023

Station Participants: Max Troutman, Sales Manager

Katy assisted sales and programming with live broadcasts, station events and helped to research sales leads that included profiling of the business’ marketing and spending.

Dante Colon Internship – Bloomsburg University
August to November 2023

Station Participants: Matt Catrillo, News Director

Dante assisted WKOK by creating promotional announcements for WKOK’s On the Mark program, Sean Hannity Show and Steve Jones Show. He selected the audio clips from each show and used them to create the promotional announcements with the station’s audio editing software. Dante also assisted with local sports broadcasts on WKOK as the producer and website scoreboard editor.

Max Reinhold Internship – Harrisburg Area Community College
February – March 2023

Station Participants: Lynn Hall, Production Director

Max worked with WKOK as a production assistant creating promotional announcements for WKOK’s On the Mark program, Sean Hannity Show and Steve Jones Show. Max selected the show clips for the promo and assembled the auto for on air use.

EEO Requirements Meeting with Programming Management

Station Participants – Rob Senter, Program Director, Sam Tyler, Assistant Program Director, Matt Catrillo, AM Program Director, Max Troutman, Sales Manager

Kevin Herr discussed the events that are included in EEO Outreach and what we can do to enhance our outreach. This includes interns that can be taught different elements of the industry, visits to Career Day events, speaking to local college broadcast clubs and job fairs and event our “What Christmas Means to Me” program that includes local elementary students. Also discussed was the EEO announcement that runs on the 1st and 15th of each month.

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Contact Summary

Source	Contact	Via
Indeed.com	Various Indeed.com All contact via Internet	www.indeed.com
Pennsylvania Assoc.of Broadcasters	208 N 3 rd Street Harrisburg, PA 17101	www,pab.org
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