

## Annual Equal Employment Opportunity (EEO) Report

March 31, 2015 - March 31, 2016

Radio Stations WCHX (FM), WVNW (FM), & WKVA (AM)

### Annual EEO Public File Report

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c) (6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WCHX FM, WVNW FM, and WKVA AM, and is required to be placed in the Public Inspection files of these stations and posted on their websites.

The information contained in this Report covers the time period beginning March 31, 2015 to and including March 31, 2016.

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 Station comprising the Station Employment Unit during the Applicable Period, identified by job title;
2. For each such vacancy, the recruitment source(s) utilized to fill the time vacancy, identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree 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 each such vacancy;
5. A list and brief description of the company initiatives undertaken pursuant to Section 73.2080 (c) (2) of the FCC Rules during the Applicable Period.

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 Position for Which This Source Was Utilized" refer to the number of full-time positions listed on Appendix 1.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

# March 31, 2015 – March 31, 2016

## Appendix 1 Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Recruitment Source of Hiree
1	Traffic Director / Administrative Assistant	Indeed.com
2	Account Executive	Indeed.com
3	Sports Director	Indeed.com
4	Traffic Director / Office Manager	Indeed.com
5	Account Executive	Word of Mouth/Personal Referral
6	Morning Drive On-Air Person	airtalents.com

Total Number of Persons Interviewed During the Applicable Period: **23**

## Appendix 1 Section 2: Recruitment Source Information

	Recruitment Source	Interviewees This Source Has Provided During This Period	Full Time Positions for Which This Source Was Utilized
A	Indeed.com	18	Traffic Dirs; Sports Dir; Acct Exec
B	Word of Mouth/Personal Referral	1	Sales Account Executive
C	airtalents.com	4	Morning Drive On-Air Person
D	PA Careerlink of Mifflin County	0	None
E	Station Website	0	None

# Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

## Attachment A

Job Title of Vacancy: Traffic Director and Administrative Assistant

Recruitment Source that referred the Hiree: Indeed.com

Date Vacancy Opened: 03/02/15

Total Number of Persons Interviewed: 1

Date Vacancy Filled: 05/18/15

## Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
Indeed.com	470 West Avenue, Suite 2002, Stamford, CT 06902	NA	1-800-475-4361	11	NA

# Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

## Attachment B

Job Title of Vacancy: Account Executive

Recruitment Source that referred the Hiree: Indeed.com

Date Vacancy Opened: 03/07/15

Total Number of Persons Interviewed: 11

Date Vacancy Filled: 06/01/15

## Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
Indeed.com	470 West Avenue, Suite 2002, Stamford, CT 06902	NA	1-800-475-4361	37	NA
PA Careerlink of Mifflin County	6395 SR 103 North MCIDC Plaza, Building 58, Lewistown, PA 17044	Alton Phillips	717-248-4942	0	NA
wchx105.com, star967.com, wkva920.com	PO Box 911 Lewistown, PA 17044	Dale Armstrong or Scott Bratton	717-242-1493	0	NA

# Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

## Attachment C

Job Title of Vacancy: Sports Director

Recruitment Source that referred the Hiree: Indeed.com

Date Vacancy Opened: 06/02/15

Total Number of Persons Interviewed: 3

Date Vacancy Filled: 09/28/15

## Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
Indeed.com	470 West Avenue, Suite 2002, Stamford, CT 06902	NA	1-800-475-4361	3	NA

# Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

## Attachment D

Job Title of Vacancy: Traffic Director and Office Manager

Recruitment Source that referred the Hiree: Indeed.com

Date Vacancy Opened: 10/12/15

Total Number of Persons Interviewed: 3

Date Vacancy Filled: 11/30/15

## Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
Indeed.com	470 West Avenue, Suite 2002, Stamford, CT 06902	NA	1-800-475-4361	5	NA

# Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

Attachment F

Job Title of Vacancy: Morning Drive On-Air Person

Recruitment Source that referred the Hiree: airtalents.com

Date Vacancy Opened: 03/18/16

Total Number of Persons Interviewed: 4

Date Vacancy Filled: 03/28/16

## Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
airtalents.com	NA	webmaster@airtalents.com	NA	4	NA

WCHX 105.5 FM, WVNW 96.7 FM, AND WKVA 920 AM  
Equal Employment Opportunity Initiatives  
March 31, 2015 - March 31, 2016

During the Applicable Period, WCHX – FM, WVNW – FM and WKVA – AM were involved in numerous supplemental recruitment activities and events. All activities were non-vacancy specific and were undertaken to fulfill the requirements of Section 73.2080 (c) (2) of the FCC Rules and Regulations.

1. During the week of August 3, 2015 through August 8, 2015, all 3 stations conducted daily live broadcasts from the Mifflin County 4H Youth Fair. This annual event, held in cooperation with the Penn State College of Agricultural Sciences, allows the area youth the opportunity to experience different areas with the agricultural industry, such as raising livestock, benefits of dairy, showmanship, etc. Every evening, the Mifflin County Dairy Princess, Dairy Maids, and/or Dairy Misses, interviewed with a member of the air staff to ready their “Daily Dairy Tip” promoting the health and benefits of dairy to our listeners. Promoting the dairy industry through local events, public appearances, etc is a requirement these youth must fulfill as representatives/candidates of the Mifflin County Dairy Council.
2. Beginning on Thursday, September 3rd, 2015 and still ongoing, Andrew Bern, Sports Director, conducted a weekly High School Sports Preview Show from two separate locations: Snappy's/Taco Bell for High School Football, and Sweet Frog Burnham for Winter & Spring High School Sports. This was a 1 hour live shows that allowed local area students, athletes, and coaches from the Mifflin County School District as well as some of the community sports teams to discuss the opportunities and experiences within their programs. Students and athletes ranging in ages from 7<sup>th</sup> grade to senior high, were given the opportunity to participate in the live show and experience the importance of broadcasting while learning to improve verbal communications and basic interview skills. This is in addition to broadcasting well over 50 Live Mifflin County High School Athletic Events on the Air, including but not limited to: Football, Boys & Girls Basketball; Baseball; Softball; Field Hockey. Finally WCHX-FM and WKVA-AM broadcast eight Youth Football Games.
3. WCHX – FM, WVNW – FM, and WKVA – AM, interact with and influence the public by hosting, attending and participating in annual community and charitable events, such as but not limited to: two Bi-Annual Blood Drives, a Health & Wellness Fair, the Yeagertown Easter Egg Hunt, Kid Connection, Star Country Hay Rides, Mifflin County 4H Youth Fair, Juniata County Fair, Fayette Carnival, Richfield Dutch Days, Reedsville Community Days, Country Memory Days in McVeytown & a Fourth of July Community Event, among others. We assist with items such as but not limited to: on air promotion of the event, conducting live broadcasts, and/or contributing with activities, prizes, and staff. All staff members, interns, co-ops, and community volunteers are encouraged to assist with these activities and in doing so, gain the experience and understanding of a different function of radio broadcasting. The staff also uses this time to openly discuss potential vacancies of which members of the community may not have been aware.