

Annual EEO Public File Report

WDDH (FM), WKBI (AM), & WKBI (FM) Laurel Media, Inc.

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is composed of the following stations: WDDH-FM, WKBI-AM, and WKBI –FM, in St. Marys, Pa., 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 on March 22, 2014, to and including March 21, 2015, (the Applicable Period).

The FCC’s 2002 EEO Rule requires that this report contains the following information:

- 1. A list of all full-time vacancies filled by the stations comprising the Station Employment Unit during the Applicable Period;**
- 2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified, identified by name, address, contact person, and telephone number;**
- 3. The recruitment source that referred the hiree for each full-time vacancy during the hiring 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 such vacancies; and**
- 5. A list and brief description of the initiatives undertaken pursuant to section 73.2080(c)(2) of the FCC rules.**

For the 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, over the telephone or by e-mail.

EEO PUBLIC FILE REPORT
MARCH 22, 2014__ – MARCH 21, 2015__

This Employment Unit includes: WDDH(FM), WKBI(AM) & WKBI-FM (Laurel Media, Inc.)
 All stations licensed to St. Marys, Pennsylvania.

I. Full Time Jobs Filled During Reporting Period and Recruitment/Referral Sources Used

Position	Hire Date	Hiring Source	Recruitment Sources Used (Number of Interviewees per Source)	Interviewee Total
On-air talent/ Social Media Director	May 27, 2014	Department of Communications and Media Studies Edinboro University of Pa. Edinboro, Pa. 16412	Department of Comm. And Media Studies Edinboro University of Pa. (2) UPB/Director of Broadcast Communications Program Bradford, Pa. (0) Clarion University Communications Dir. (0) Employment Unit Radio Stations (3) Air Talents.com (2) Career Services Counselor PSU Dubois (0)	7

II. Recruitment Sources, Interviewees and Hires via Each Recruitment Source

Recruitment Sources	Number of Interviewees Source Provided in Reporting Period	Number of Hires via Source During Reporting Period
Dept. of Communications and Media Studies Compton Hall #208 Edinboro University of Pa. Edinboro, Pa. 16412 (Contact: Nylene Baney, Tel. 814-732-2444	2	1
Communications Director at Clarion University of Pa. 166 Marwick Boyd Clarion, Pa. 16214 (Contact: Dr. Myrna Kuhn, Tel. 814-393-2286	0	0

Employment Unit Radio Stations (On-Air Announcements) Laurel Media Inc. 14902 Boot Jack Road Ridgway, Pa. 15853 (Contact: Barry Morgan, Tel. 814-772-9700)	3	0
Air Talents.com Website for radio Careers	2	0
Career Services Counselor at PSU Dubois 1023 Hiller Bldg. 1 College Place Dubois, Pa. 15801 (Contact: Anna Akintunde, Tel. 814-375-4700)	0	0
Director of Broadcast Communications Program at UPB Bradford, Pa. 16701 (Contact: Jeff Guterman, Tel. 814-362-7500)	0	0

EEO Public File Report, cont. (WDDH(FM), WKBI(AM) & WKBI-FM)

III. Employment Unit Initiatives

1. Career Day Programs for:

- a. Boy Scouts on April 3, 4, 24, in 2014, and February 4 and 10 in 2015
- b. Big Brothers/Big Sisters on September 22, 2014
- c. Junior Achievement on May 17, 2014
- d. 10th grade career class of Ridgway on February 12, 2015
- e. Job shadowing by Ridgway student on March 12, 2015.

All groups were given tours of the facilities, seeing how the equipment works, and received explanations of the Emergency Alert System, scheduling the music, and showed how commercials are produced. Duration of the tours was approximately an hour

2. Staff Mentoring
3. Sales Skill Training for Staff
4. Broadcast Technical Skills Training for Staff
5. Financial and logistical support to local High School's broadcast education program, including airing of weekly student-produced program.
6. Family Day open house at Employment Unit studios, on May 30, 2014 allowing community members to learn about the business of broadcasting and career opportunities in the field – with senior managers on site to respond to inquiries.
7. Participation in Job Fairs by Station Management:
 - a. Job Fair at PSU Dubois on April 2, 2014, participating employees were Barry Morgan and JJ Michaels. The company operated a booth for the benefit of students interested in exploring career opportunities in radio sales and broadcasting.
 - b. Job Fair at Kane High School on September 24, 2014, participating employees were Barry Morgan and Jason Hoffman. The company operated a booth for the benefit of students interested in in exploring career opportunities in radio sales and broadcasting.

On May 13 2014, I contacted by phone the Director of Broadcast Communications program at the University of Pittsburgh at Bradford, Pa. with the following message:

Laurel Media, Inc. (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for an on-air talent on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. My cell phone is 814-558-4701. Laurel Media, Inc. is an EOE.

3/11/2011

Laurel Media, Inc. Mail - Job opportunity at WDDH



Barry Morgan <barry@houndcountry.com>

Job opportunity at WDDH

1 message

Tue, May 13, 2014 at 11:21 AM

Barry Morgan <barry@houndcountry.com>
To: kuehn@clarion.edu

Dr. Kuehn,

Laurel Media, Inc. (WDDH 97.5 FM The Hound, WKBI FM 93.9 FM, and WKBI AM Classy 1400. 94.5 FM with offices located in Ridgway, Pa) has a full time job opening for a full time on air talent on our 50,000 watt county station, WDDH. Please post this on your job opportunities board. More information is available by calling me at 814-772-8700. My cell phone is 814-558-4701. Laurel Media, Inc. is an EOE.

Sincerely,

Barry Morgan
Laurel Media Inc. Station Manager, Sales Manager/ Sports Director

On May 13 2014, our station owner set up an account with Air Talents.com. with the following message:

Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for an on-air talent on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. Laurel Media, Inc. is an EOE.

On May 13 2014, I contacted by phone the Career Services Counselor at Penn State Dubois, Pa. with the following message:

Laurel Media, Inc, (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for an on-air talent on our 50,000 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. My cell phone is 814-558-4701. Laurel Media, Inc. is an EOE.



WDDH 97.5 The Hound
 Laurel Media, Inc
 P.O. Box 0
 Ridgway, PA 15853
 814-772-9700

WDDH Invoice

Invoice ID: 14050164
 Invoice Date: 5/31/2014
 Account ID: 0086
 Order ID: 0086-075
 Account Rep: House Accounts

Amount Due: \$0.00
 Amount Paid: _____

HOUSE
 P.O. BOX 0
 RIDGWAY, PA 15853

THANK YOU FOR ADVERTISING ON "THE HOUND!"

Sponsor: HOUSE / Job Referral Promo
 HOUSE

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Date	Description	Times	Qty	Rate	Cost
5/1/2014	:30 Spot	05:50 AM 10:50 AM 03:38 PM	3	0.00	0.00
5/2/2014	:30 Spot	11:20 AM 12:50 PM 03:05 PM	3	0.00	0.00
5/4/2014	:30 Spot	06:50 AM 10:40 AM 02:50 PM	3	0.00	0.00
5/5/2014	:30 Spot	07:20 AM 08:19 AM 02:50 PM	3	0.00	0.00
5/6/2014	:30 Spot	09:40 AM 11:20 AM 03:38 PM	3	0.00	0.00
5/7/2014	:30 Spot	06:00 AM 11:50 AM 04:20 PM	3	0.00	0.00
5/8/2014	:30 Spot	10:20 AM 02:50 PM 09:50 PM	3	0.00	0.00
24 Total Items			Total Cost:		0.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the
 Official Station Log, all advertisements were broadcast as shown on this invoice.

[Handwritten Signature]

Amount Due: **0.00**

STATE OF PA
 COUNTY OF Elk
 Subscribed and sworn before me this 3 day of June 2014
 Notary Public

COMMONWEALTH OF PENNSYLVANIA
 NOTARIAL SEAL
 KIERSTEN ANN AMACHER
 Notary Public
 RIDGWAY TWP., ELK COUNTY
 My Commission Expires Oct 17, 2016

On-Air Announcement
5/1-8/2014

LAUREL MEDIA EMPLOYMENT - ON AIR PERSONALITY

LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT ON-AIR PERSONALITY. DUTIES WILL INCLUDE PRESENTING A DAILY ON-AIR PROGRAM, PRODUCTION OF RADIO COMMERCIALS, COMPILING AND REPORTING OF NEWS STORIES AND DAILY FACILITATION OF BROADCAST LOG UPLOADS. PREVIOUS RADIO EXPERIENCE IS A PLUS. SEND YOUR RESUME WITH ON-AIR DEMO AND PRODUCTION SAMPLES TO LAUREL MEDIA, INCORPORATED, PO BOX 0, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.



Barry Morgan <barry@houndcountry.com>

Full time job opportunity at Laurel Media, Inc

1 message

Barry Morgan <barry@houndcountry.com>
To: nbaney@edinboro.edu

Tue, May 13, 2014 at 11:14 AM

Nylene,

Laurel Media, Inc. (WDDH 97.5 The Hound, WKBI-FM 93.9, and WKBI Classy 1400 and 94.5 FM) with offices located in Ridgway, Pa. currently has a full time job opening for an on-air talent on our 50,00 watt country station, WDDH. Please post this on your job opportunities board. For more information, I can be reached in the office at 814-772-9700. My cell phone is 814-558-4701. Laurel Media, inc. is an EOE.

Sincerely,

Barry Morgan
Laurel Media Station Manager/Sales Manager/Sports Director

IF YOUR ORGANIZATION DISTRIBUTES INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES TO JOB SEEKERS OR REFERS JOB SEEKERS TO EMPLOYERS, AND WOULD LIKE TO RECEIVE JOB VACANCY NOTICES FOR LAUREL MEDIA, INCORPORATED, PLEASE PROVIDE US WITH THE NAME, MAILING ADDRESS, E-MAIL ADDRESS (IF APPLICABLE), TELEPHONE NUMBER, FAX NUMBER, AND CONTACT PERSON AND IDENTIFY THE CATEGORY OR CATEGORIES OF VACANCIES FOR WHICH YOU WOULD LIKE INFORMATION SPECIFIED ABOVE TO THE FOLLOWING PERSON AT LAUREL MEDIA: BARRY MORGAN, STATION MANAGER, P.O. BOX 0, 14902 BOOT JACK RD., RIDGWAY, PA 15853. PHONE (814) 772-9700. IT IS THE POLICY OF LAUREL MEDIA, INCORPORATED TO PROVIDE EQUAL EMPLOYMENT OPPORTUNITY TO ALL QUALIFIED INDIVIDUALS WITHOUT REGARD TO THEIR RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION OR ANY OTHER CHARACTERISTIC PROTECTED BY LAW, IN ALL PERSONNEL ACTIONS.

Period of March 22, 2014 through March 21, 2015

Recruitment Activities undertaken by WDDH, WKBI AM and WKBI FM

The Second Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, April 8, 2014, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. We discussed employment opportunities, of which there are currently none available. It was decided to look at the possibility of adding a sales representative in the Dubois area at a future date.

The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, July 8, 2014, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. We discussed the current lack of response to the EEO commercials and asking for information or applications by interested parties. It was decided to ramp up the commercials and make phone calls to see if we could get a better response.

The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, October 7, 2014 with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. The main topic of the meeting was alternative ways of advertising job opportunities, should they arise in the future. It was decided to add Facebook to the list, if and when an opening occurs.

The First Quarter meeting of the Laurel Media, Inc. EEO Committee has held on Tuesday, January 13, 2015, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. Discussion included providing sales representatives the opportunity to attend two seminars throughout the year to enhance their marketing skills with the company paying 100 percent of the cost to attend, and Morgan and Michaels attending job fairs throughout the year, along with our EEO ads on the stations, websites, and on-line ways to recruit.

Laurel Media Tours

- Intro/Welcome
- Show Sales office
- Explain, with the help of a salesperson, their job and why radio sales are important
- Show front office
- Explain the job of the office manager/HR
- Tour on-air and production rooms
- History of the station
- Explain how the different equipment works
- Allow guests to experiment with recording and producing a commercial
- Talk about typical education requirements
- Allow for questions
- Explain we're an equal opportunity employer

Format for Job Fairs and Tours

For marketing opportunities:

Looking for a confident self-starter to join our team of professionals.

- 1. Develop new clients striving to generate and retain customers**
- 2. Work directly with business owners and decision maker**
- 3. Create advertising campaigns focused on THEIR marketing needs**
- 4. Developing strong relationships to ensure success and repeat business**
- 5. Closing the sale and executing the contract**
- 6. Desired skills include, excellent listening skills and ability to learn your client's trust, understand marketing principles and be creative, proven ability to ask for business and get the signature on the contract, outside sales experience and ability to prospect and developing new business, computer literacy and proficiency in MS Office products (Word, Power Point, Excel, and a PASSION to be SUCCESSFUL!**
- 7. It is the policy of Laurel Media, Incorporated to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions**

Format for Tours and Job Fairs

For on-air opportunities

Looking for a confident self-starter to join our team of professionals performing daily on-air duties including:

- 1. Commercial production for sales reps and their clients.**
- 2. Computer literacy and proficiency in MS Office products (Word, Power Point, Excel.**
- 3. On-air shift with ability to work not only weekdays but weekends.**
- 4. Make public appearances for the station at events throughout the listening area.**
- 5. Become familiar with FCC broadcasting guidelines.**
- 6. Willingness to learn other aspects of the radio industry including billing, order insertion, log merging and generation.**
- 7. A broadcast school degree or broadcast experience is preferred, but not required.**
- 8. It is the policy of Laurel Media, Incorporated to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientations or any other characteristic protected by law, in all personnel action.**

Format for Office Manager Position

Looking for a confident self-starter to join our team of professionals performing daily duties including:

- 1. Pick up and sort Mail daily**
- 2. In charge of accounts payable and accounts receivable**
- 3. Sending out monthly invoices**
- 4. Put monthly newsletter together for clients**
- 5. Printing of all weekly sales reports**
- 6. Performing all duties associated with payroll**
- 7. Purchasing office supplies**
- 8. Answering phone and directing all calls**
- 9. Entering all broadcast orders**

Must be computer literate and proficient in MS Office Products (Word, Power Point, Excel, Publisher)

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LAUREL MEDIA EMPLOYMENT – SALES

LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT MARKETING CONSULTANT. DUTIES WILL INCLUDE WORKING WITH CURRENT ADVERTISING CUSTOMERS THROUGH ADVERTISING CAMPAIGNS TO HELP GROW THEIR BUSINESS AND HELP DEVELOP OUR'S. DEVELOPMENT OF NEW CUSTOMERS IS EXPECTED AS WELL. PREVIOUS SALES EXPERIENCE IS A PLUS. SEND YOUR RESUME TO LAUREL MEDIA, INCORPORATED, PO BOX O, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.

LAUREL MEDIA EMPLOYMENT – ON AIR PERSONALITY

LAUREL MEDIA, INCORPORATED IS SEARCHING FOR OUR NEXT ON-AIR PERSONALITY. DUTIES WILL INCLUDE PRESENTING A DAILY ON-AIR PROGRAM, PRODUCTION OF RADIO COMMERCIALS, COMPILING AND REPORTING OF NEWS STORIES AND DAILY FACILITATION OF BROADCAST LOG UPLOADS. PREVIOUS RADIO EXPERIENCE IS A PLUS. SEND YOUR RESUME WITH ON-AIR DEMO AND PRODUCTION SAMPLES TO LAUREL MEDIA, INCORPORATED, PO BOX 0, RIDGWAY, PA 15853. LAUREL MEDIA, INCORPORATED IS COMMITTED TO EQUAL OPPORTUNITY EMPLOYMENT. FEMALES AND MINORIES ARE ENCOURAGED TO APPLY.