

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, 2017, to and including March 21, 2018, (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, 2017 ___ – MARCH 21, 2018 ___

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/production/digital media	November 6, 2017	Direct Referral	Department of Comm. And Media Studies Edinboro University of Pa. (0) UPB/Director of Broadcast Communications Program Bradford, Pa. (0) Clarion University Communications Dir. (0) Employment Unit Radio Stations (0) Direct Referral (1) Career Services Counselor PSU Dubois (0)	1

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: Bill Berger, Tel. 814-732-1107)	0	0

Communications Director at Clarion University of Pa. 166 Marwick Boyd Clarion, Pa. 16214 (Contact: David Love, 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)	0	0
Direct Referral	1	1
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

(This direct referral hire was not advertised due to extenuating circumstances.)

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

I. Employment Unit Initiatives

1. Career Day Programs for:
 - a. 8th Grade students from St. Marys Middle School on April 12, 2017.
 - b. St. Marys Girls and Boys Club in August 17, 2017
 - c. CEC tour on October 3, 2017.
 - d. Job Shadowing by Ridgway student on April 4, 2017, and January 8, 2018.
 - e. Cub Scouts on April 18, 2017, June 15, 2017, and January 24, 2018

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. Job descriptions of on-air staff, office manager, and marketing representatives were also given, along with the fact that Laurel Media, Inc. is an Equal Opportunity Employer. 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. Family Day open house at Employment Unit studios, on May 20, 2017 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.

6. Participation in Job Fairs by Station Management:

- a. Job Fair at St. Marys High School for students from Elk and Cameron Counties on April 21, 2017, 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 27, 2017, participating employee was Barry Morgan. The company operated a booth for the benefit of students interested in in exploring career opportunities in radio sales and broadcasting.
 - c. Job Fair at University of Pittsburgh at Bradford on Tuesday, March 20, 2018. Participating employees were Barry Morgan and Kiersten Amacher. The company operated a booth for the benefit of students interested in exploring career opportunities in radio sales and broadcasting.
7. Job mentoring: Laurel Media, Inc. ran a program in conjunction with ELCAM, Inc. that is a work based experience sponsored by the Office of Vocational Rehabilitation designed to get individuals with disabilities the opportunity to work in an integrated, competitive employment situation. The student completed the 80 hour course satisfactorily.
 8. Job mentoring: Laurel Media, Inc. ran a program in conjunction with Goodwill Industries of Northwestern Pennsylvania that is a work based experience designed to get individuals with disabilities the opportunity to work in an integrated, competitive employment situation. The student satisfactorily completed the 100 hour course.

Period of March 22, 2017 through March 21, 2018

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 11, 2017, 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. We decided to hold a Car Show on Saturday, May 20, 2017. Proceeds of the show will be given to a non-profit agency. All employees will attend. Tours will also be given at the station.

The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, July 11, 2017, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl in attendance. We discussed the possibility of purchasing new broadcasting equipment for on location broadcasts and high school sporting events.

The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Tuesday, October 10, 2016 with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, and owner, Dennis Heindl, in attendance. We discussed our employment practices and the possibility of adding a new sales position in the 2nd quarter of 2018.

The First Quarter meeting of the Laurel Media, Inc. EEO Committee has held on Tuesday, January 8, 2017, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, Sales Manager, Kier Amacher and owner, Dennis Heindl by phone were in attendance. We talked about what we could do to enhance first quarter sales and how to keep our sales people and on-air staff motivated to do their best.