

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, 2021, to and including March 21, 2022, (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©(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.

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

I. Job Opportunities

- a. There were no job openings at Laurel Media, Inc. in the reportable period of March 22, 2021, through March 21, 2022.

II. Employment Unit Initiatives

- 1) Career Day Programs For:
 - a. Sheffield Elementary School 5th grade class on November 2, 2021

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 representative were also given, along with the fact that Laurel Media, Inc. is an Equal Opportunity Employer. Duration of the tours was approximately an hour

- 1) Staff Mentoring
- 2) Sales Skill Training for Staff
- 3) Broadcast Technical Skills Training for Staff
- 4) Participation in Job Fairs by station Management:
 - a. Job Fair at Warren County Chamber of Business and Industry held an Outdoor Job Fair at Betts Park in Warren on Wednesday June 9, 2021. Dale Bliss represented Laurel Media and had information available for the public about the stations, career opportunities in radio, and gave away station can koozies and disinfectant bottles. There were 16 other businesses in attendance seeking employees. Set up was at 10am and the event was scheduled to end at 7pm, however, heavy rain and wind forced everyone to evacuate at approximately 4:30pm.

III. Quarterly Meetings

- A) The Second Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Monday April 5, 2021, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, Sales Manager, Kier Amacher, and owner, Dennis Heindl, in attendance through a Zoom meeting. The committee discussed employment opportunities, of which there are currently none available. We discussed first quarter packages and how to tweak package for the next quarter due to Covid.
- B) The Third Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Monday, July 5, 2021, with Station Manager, Barry Morgan, Operations

Manager, JJ Michaels, and owner, Denny Heindl, in attendance at the Laurel Media Stations. The committee decided to broadcast high school sports and the possible of streaming the broadcasting through Vimeo or our Facebook page.

- C) The Fourth Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Monday, October 4, 2021, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, Sales Manager, Kier Amacher, and owner, Dennis Heindl, in attendance at the Laurel Media Inc Station. The committee discussed sales figures for the year and discussed the change of some holiday package.

- D) The First Quarter meeting of the Laurel Media, Inc. EEO Committee was held on Monday, January 3, 2022, with Station Manager, Barry Morgan, Operations Manager, JJ Michaels, Sales Manager, Kier Amacher, and owner, Dennis Heindl in attendance through a Zoom meeting. The committee reviewed last year's sale figures. We discussed ways to enhance first quart sales, ways to keep sales staff motivated. Discussed several new advertising ideas for long term advertisers.