

Annual EEO Public File Report

The purpose of this EEO Public File Report (“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 station(s): WHLM-AM Bloomsburg, PA; WHLM-FM Bloomsburg, PA; WBWX-AM Berwick, PA, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning April 1, 2012 to and including March 31, 2013 (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the 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 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 such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

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 Positions for Which This Source Was Utilized” refer to the number of full-time job 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.

Appendix 1

Covering the Period from April 1, 2012 to March 31, 2013

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Total Interviews	Total Hires	Recruitment Source of Hiree **
1	Account Executive	9	1	I
2	Account Executive	7	3	J,I,H
3	Account Executive	6	2	H

Total Number of Persons Interviewed During Applicable Period: 22

** Please note that the numbers listed on Appendix 1 under the column entitled "Recruitment Source of Hiree" refer to the letter assigned to source in Appendix 2.*

Appendix 2

Covering the Period from April 1, 2012 to March 31, 2013

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized*
A	Bloomsburg University Jeanne Fitzgerald 400 E. Second Street Bloomsburg, PA 17815 570-389-4070 jfitzger@bloomu.edu	0	
B	Luzerne County Community College Mary E. Ghilani 1333 S. Prospect Street Nanticoke, PA 18634 570-740-0456 Mghilani@luzerne.edu	2	

C	PA Career Link Karen Ellis 351 Tenny Street Bloomsburg, PA 17815 570-387-6288 x127 Kaellis@pa.gov	0	
D	Pennsylvania Association of Broadcasters 8501 Paxton Street Hummelstown, PA 17036 717-482-4820 gponti@pab.org	0	
E	PA State Schools Sheena Maylszka 250 University Ave California, PA 15419 724-938-4413 malyszka@calu.edu	0	
F	Penn State University Hazleton Dr. Kathy Maxwell 76 University Drive Hazleton, PA 18202 570-450-3566 kmm7@psu.edu	0	
G	WHLM-AM, WBWX-AM, WHLM-FM Joe Reilly 124 East Main Street Bloomsburg, PA 17815 570-784-1200	4	
H	WHLM Websites Courtney Shuster 124 East Main Street Bloomsburg, PA 17815 570-784-1200	10	Account Executive
I	Word of Mouth	3	Account Executive
J	Walk In	2	Account Executive

* Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of full-time job positions listed on Appendix 1.

** Indicates sources that have requested notification of job openings.

Appendix 3

Covering the Period from April 1, 2012 to March 31, 2013

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 2: Supplemental Recruitment Activities

Credit #1

Type of Activity Under EEO Rule: "Establishing an internship program designed to assist members of the community to acquire skills needed for broadcast employment."

Date of Station Participation: 4/16/12 to 5/14/12, 9/5/12 to 10/31/12, 1/13/13 to 3/11/13

Participating Employees: Larry Hopper (VP Sales & Marketing), Courtney Shuster (Operations Manager)

Host/Sponsor of Activity: WHLM

Brief Description of Activity and Station Participation:

The WHLM Stations in conjunction with Bloomsburg University have opened their doors to students looking to learn more about the radio industry. Christian Stackhouse Sales Intern (4/16/12-5/14/12), Erik Coyne Operations/Sales Intern(9/5/12-10/31/12), Michael Feher Operations Intern(1/13/13-3/11/13)

Credit #2

Type of Activity Under EEO Rule: "Co-sponsoring at least one job fair with organizations in the business and professional community whose membership is comprised substantially of women and minorities"

Date of Station Participation: 5/23/12

Participating Employees: Courtney Shuster – Operations Manager, Ben Willis – Broadcast Producer

Host/Sponsor of Activity: Pennsylvania Career Link

Brief Description of Activity and Station Participation:

The WHLM Stations co-sponsored and participated in the PA Career Link job fair held at the Columbia Mall on 5/23/12. As part of the planning for the fair promotional announcements were aired on the WHLM stations to notify the community of the job fair. The WHLM Stations were set up with a booth at the fair handing out information regarding jobs in the radio industry as well as collecting applicants from interested job seekers.

Extra Outreach Initiatives

Type of Activity Under EEO Rule: Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues.”

Date of Station Participation: See Description

Participating Employees: Joe Reilly – General Manager, Courtney Shuster – Operations Manager, Mark Williams – News Director

Host/Sponsor of Activity: See Description

Brief Description of Activity and Station Participation:

4/17/12 – Bloomsburg High School student Nichols Lehr spent the day job shadowing Mark Williams to learn about the news gathering and production process. He also spent time with Operations Manager Courtney Shuster.

4/17/12 – Bloomsburg High School Student Colin Warren spent the day shadowing several people at the WHLM studios to learn about radio broadcasting. His day started with General Manager Joe Reilly, then moved to News with Mark Williams, and ended with Operations Manager Courtney Shuster.

4/24/12 – Operations Manager Courtney Shuster met with Bloomsburg University student Ian Prediger to discuss public service announcements for a marketing class project.

12/10/12 – Central Columbia High School Student Ronald Schmeltzer spent the day job shadowing Joe Reilly, Mark Williams and Courtney Shuster.

2/11 & 2/12 – Courtney Shuster, Operations Manager led a tour of the WHLM studios for a group of Cub Scouts.

End Report.