

# 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, 2013 to and including March 31, 2014 (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, 2013 to March 31, 2014

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	Traffic Manager	1	1***	I
2	Traffic Manager	5	1	J,I,H,D
3	Account Executive	19	0	G,H,I,J,D

Total Number of Persons Interviewed During Applicable Period: 25

\* 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.

\*\*\*Please note that because of the sudden departure of our Traffic Manager, due to an acute health issue causing immediate departure of the position, caused exigent circumstances, where by we were forced to fill the position with a part time employee and were not able to complete the process of wide dissemination of the job opening.

**Appendix 2**

Covering the Period from April 1, 2013 to March 31, 2014

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	<b>Bloomsburg University</b> Jeanne Fitzgerald 400 E. Second Street Bloomsburg, PA 17815 570-389-4070 jfitzger@bloomu.edu	1	
B	<b>Luzerne County Community College</b> Mary E. Ghilani 1333 S. Prospect Street Nanticoke, PA 18634 570-740-0456 Mghilani@luzerne.edu	0	
C	<b>PA Career Link</b> Karen Ellis 415 Central Road, Suite 2 Bloomsburg, PA 17815 570-387-6288 x127	0	

	Kaellis@pa.gov		
D	<b>Pennsylvania Association of Broadcasters</b> 8501 Paxton Street Hummelstown, PA 17036 717-482-4820 gponti@pab.org	3	
E	<b>PA State Schools</b> Sheena Maylszka 250 University Ave California, PA 15419 724-938-4413 malyszka@calu.edu	0	
F	<b>Penn State University Hazleton</b> Dr. Kathy Maxwell 76 University Drive Hazleton, PA 18202 570-450-3566 kmm7@psu.edu	0	
G	<b>WHLM-AM, WBWX-AM, WHLM-FM</b> Joe Reilly 124 East Main Street Bloomsburg, PA 17815 570-784-1200	4	
H	<b>WHLM Websites</b> Courtney Shuster 124 East Main Street Bloomsburg, PA 17815 570-784-1200	10	
I	<b>Word of Mouth</b>	3	1
J	<b>Walk In</b>	4	

\* 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, 2013 to March 31, 2014

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: 9/1/13 to 12/14/13, 2/1/14 to beyond end date of this report 5/10/14.

Participating Employees: Joe Reilly (GM) Mark Williams (News Director)

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. Nnamdi Njoku, Christian Jebsen.

**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: 7/25/13

Participating Employees: Courtney Shuster – Operations Manager

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 7/25/13. 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, Station Representative David Reilly, and Traffic Manager Ben Willis

Host/Sponsor of Activity: See Description

Brief Description of Activity and Station Participation:

9/11/13- Larry Hopper, VP of Sales and Marketing conducted a seminar at Bloomsburg University before a group of 60 students to talk about Marketing Representation.

1/20/2014 William Stogdale and son - private tour - cub scout

3/5/14 – Bloomsburg University Joe Reilly WHLM GM presented employment opportunities and jobs within the broadcasting industry.

3/24/14 – David Reilly, Station Representative attended the Northeast Broadcasting Employment Fair at WVIA Public Television and Radio Station. Set up a booth and attracted 25 job applicants.

3/25/2014- Tiger Cubs pack 24 - 3 boys. Specifics regarding news reporting

**End Report.**