

# 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, 2014 to and including March 31, 2015 (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, 2014 to March 31, 2015

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	21	1***	G,H,I,J

Total Number of Persons Interviewed During Applicable Period: 21

\* 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, 2014 to March 31, 2015

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	0	
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 Kaellis@pa.gov	0	
D	<b>Pennsylvania Association of Broadcasters</b> 8501 Paxton Street Hummelstown, PA 17036 717-482-4820 gponti@pab.org	0	
E	<b>PA State Schools</b> Sheena Mayszka 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	5	
H	<b>WHLM Websites</b> 124 East Main Street Bloomsburg, PA 17815 570-784-1200	5	
I	<b>Word of Mouth</b>	3	
J	<b>Walk-In</b>	3	

\* 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, 2014 to March 31, 2015

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: 4/1/14 to 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. Christian Jebesen.

### **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: 5/15/14

Participating Employees: David Reilly - Station Representative.

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 5/15/14. 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 applications 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; Mark Williams – News Director; David Reilly - Station Representative; Larry Hopper - VP of Sales and Marketing and Ben Willis – Traffic Manager.

Host/Sponsor of Activity: See Description

Brief Description of Activity and Station Participation:

4/7/14- Ben Willis, Traffic Manager conducted a station tour for the Virtual Charter School at 10 a.m..

4/21/14-Larry Hopper, VP of Sales and Marketing advised Cathryn Nack on a Senior school project.

5/7/14- Larry Hopper, VP of Sales and Marketing conducted a job shadow with Bernadette Fuentes.

6/16/14-Ben Willis, Traffic Manager - Sebastian Shaffer-private tour- Boy Scout.

1/13/15-Ben Willis, Traffic Manager – Tour of station - Pack 22 Cub Scouts.

3/23/15 – Joe Reilly, General Manager attended the Northeast Broadcasting Employment Fair at WVIA Public Television and Radio Stations. Set up a booth and attracted 23 job applicants.

3/19/15 – Mark Williams, News Director attended the Leadership Central Penn at Central Columbia High School... talking about the media and the role they play in our lives.

**End Report.**