

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, 2016 to and including March 31, 2017 (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, 2016 to March 31, 2017

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	13	2	G,H,I,J,K

Total Number of Persons Interviewed During Applicable Period: 13

* 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, 2016 to March 31, 2017

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	0	

C	PA Career Link Karen Ellis 415 Central Road, Suite 2 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 Mayszka 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	1
H	WHLM Websites 124 East Main Street Bloomsburg, PA 17815 570-784-1200	3	
I	Word of Mouth	3	
J	Walk-In	1	
K	Press Enterprise ***	2	1

* 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.

Additionally, we posted a job opening on the following organization websites with no respondents:

Wilkes University, 1/3/17-2/3/17, 84 W South St, Wilkes-Barre, PA 18701
Marywood, 1/4/17-2/2/17, 2300 Adams Ave, Scranton, PA 18509
University of Scranton, 1/4/17-2/2/17, 800 Linden St. Scranton, PA 18510
Mansfield University, 1/3/17-2/3/17, 5 Swan St, Mansfield, PA 16933
Lock Haven, 1/3/17-2/3/17, 401 N. Fairview St. Lock Haven, PA 17745

Appendix 3

Covering the Period from April 1, 2016 to March 31, 2017

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: Reinstated 1/1/17

Participating Employees: Joe Reilly General Manager

Host/Sponsor of Activity: WHLM

Brief Description of Activity and Station Participation: Internship from Bloomsburg University. Student's name, Makayla Mason. 120 hour program. Intern worked on air in the morning, helped with PSAs, assisted business manager and attended sales meetings.

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: March 9 - PA CareerLink Job Fair - Berwick

Participating Employees: David Reilly – Director of new media

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 the Berwick Golf Club on 3/09/17. 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; David Reilly - Station Representative; Ben Willis – Operations Manager.

Host/Sponsor of Activity: See Description

Brief Description of Activity and Station Participation:

11/7-29/16 - Ben Willis, Operations Manager – Job shadow station tour and information about radio jobs in the future.

Nov 07 - Job Shadow - Ryan Stevens & Dalton Bietz, Millville schools.

Nov 18 - Job Shadow - Anders Olberg, Bloomsburg University

Nov 29 - Job Shadow - Sean Brittian, Central Columbia High School.

7/20-22/17- Joe Reilly, General Manager, July 20-22 - Job Shadow – High School students from Dallas High School, Drew & Matthew Hirko.

8/19/16 - Ben Willis, Operations Manager – Aug 19 - Home-School Studio Tour - Brzezicki & Gallagher Families

3/20/17 - David Reilly, Director of new media attended the Northeast Broadcasting Employment Fair at WVIA Public Television and Radio Stations. Set up a booth and attracted 13 job applicants.

*** Press Enterprise copy

PRESS-ENTERPRISE 4 INSERTS

01/07/2017 – 01/10/2017

RADIO AD SALES

WHLM Stations

Hiring local sales representative. Salary, commission, health, vacation and holiday pay.

Send cover letter & resume to Joe@whlm.com EOE

****Radio Ad copy

WHLM-FM 420 PLAYS

2016-12-05 – 2016-12-31

2017-01-04 – 2017-01-17

THIS IS A HELP WANTED MESSAGE. IF YOU WANT TO BE STUCK IN CUBICLE, NOT IN CONTROL OF YOUR INCOME, AND CAUGHT UP IN ENDLESS CORPORATE POLITICS WHEREBY YOU ARE REQUIRED TO ASK FOR PERMISSION TO GO TO THE BATHROOM, THEN DO NOT APPLY FOR THIS JOB. HERE AT CLASSIC ROCK 103.5 WE CONTINUE TO GROW AND THAT MEANS WE HAVE ANOTHER FULL TIME SALES AND MARKETING POSITION OPEN. MANAGE YOURSELF, A CLIENT LIST, AND PROSPECT NEW ADVERTISERS, AND MAKE A SALARY, COMMISSION, HEALTH BENEFITS, AND 2 WEEKS VACATION. SEND A COVER LETTER AND RESUME TO JOE AT WHLM DOT COM. THAT EMAIL ADDRESS IS JOE AT WHLM DOT COM. THE COLUMBIA BROADCASTING COMPANY IS AN EQUAL OPPORTUNITY EMPLOYER.

WHLM-AM 150 PLAYS

2017-01-04 – 2017-01-17

HI I'M JOE REILLY WITH THE COLUMBIA BROADCASTING COMPANY. I'VE BEEN FORTUNATE TO HAVE WORKED IN BROADCASTING FOR OVER 40 YEARS AND HAVE NEVER REGRETTED MY CAREER CHOICE. WE CURRENTLY HAVE AN OPENING AT THE WHLM STATIONS FOR AN ACCOUNT EXECUTIVE. THIS POSITION IS FOR THOSE SEEKING A CAREER AS A SALES AND MARKETING PROFESSIONAL. AS AN ACCOUNT EXECUTIVE WITH WHLM YOUR JOB WILL BE TO HELP BUSINESS PEOPLE MARKET THEIR PRODUCTS, SERVICES, AND EVENTS TO THE PUBLIC. AND YOU'LL FIND THAT LOCAL RADIO CONTINUES TO DOMINATE THE MARKETING LANDSCAPE, BECAUSE RADIO IS STILL THE ONLY ONE ON ONE SOCIAL MEDIUM OUT THERE AS YOU WILL ACTUALLY ENGAGE WITH REAL PEOPLE IN THE COMMUNITY. IF YOU WOULD LIKE TO INTERVIEW FOR THIS SALES AND MARKETING OPENING SEND YOUR RESUME TO JOE@WHLM.COM. THAT'S JOE@WHLM.COM. THE COLUMBIA BROADCASTING COMPANY IS AN EQUAL OPPORTUNITY EMPLOYER.

End Report.