

## Annual Equal Employment Opportunity Public File Report

WDNH-FM/WYCY-FM/WDNB-FM/WPSN-AM/WFBS-AM

April 1, 2007 – March 31, 2008

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WDNH-FM, Honesdale, PA; WYCY-FM, Hawley, PA; WPSN-AM, Honesdale, PA, WFBS-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, 2007 up to and including March 31, 2008.

The FCC's 2002 EEO Rule requires that this report contain 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 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 new EEO Rule which should be identified separately by name, address, contact person and telephone number;
3. The recruitment source that referred the person hired 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 72.2080(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 the full-time positions listed on Appendix 1.

For the purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. The person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report

Covering the period April 1, 2007 to March 31, 2008

Stations Comprising the Station Employment Unit:  
WDNH-FM/WYCY-FM/WDNB-FM/WPSN-AM/WFBS-AM

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Person Hired	Total Number of Interviewees from All Sources for this Position
Sales Representative	community outreach referral	4
On Air Talent	community outreach referral	3

Total Number of Persons Interviewed During Applicable Period: 7

Recruitment Sources Employed for outreach during Applicable Period:

- WWRR Radio
- WICK/WYCK/WFBS/WPSN Radio
- WDNH Radio
- WYCY Radio
- WDNB Radio
- Employee Referrals
- Self Referral
- Northeast Broadcast Employment Fair
- POWER Group
- Wayne County Chamber of Commerce
- Scranton Chamber of Commerce
- Hawley/Lake Wallenpaupack Chamber of Commerce
- Southern Wayne County Chamber of Commerce
- Carbondale Chamber of Commerce
- Tri-County Chamber of Commerce
- Wayne Highlands School District Mock Interview Day
- Wayne Highlands School District Career and Manners Day
- Wayne County School To Work Committee Vehicle Day
- Station Tours for local Cub Scouts and Brownie Troops
- 2007 Leadership Wayne

Appendix 2

EEO Public File Report Form

Covering the Period from April 1, 2007 to March 31, 2008

Stations Comprising Station Employment Unit:  
WDNH-FM/WYCY-FM/WDNB-FM/WPSN-AM/WFBS-AM

Section 2: Recruitment Source Information

Recruitment Source	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
WDNB Radio Paul Ciliberto 570-344-1221	3	0
Community Outreach	2	2
Self Referral	2	0

## Appendix 3

### Annual EEO Public File Report Form

Covering the Period from April 1, 2007 to March 31, 2008

Stations Comprising Station Employment Unit:  
WDNH-FM/WYCY-FM/WDNB-FM/WPSN-AM/WFBS-AM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
WDNH-FM/WYCY-FM/WDNB-FM/WPSN-AM/WFBS-AM

The following activities were undertaken during the Applicable Period. Details of activities are included in the appendix.

#### Appendix A-2008

Co-Hosted Northeast Broadcast Career Fair on February 25, 2008.

#### Appendix B-2008

Broadcast Equal Opportunity Employment Notices on stations.

#### Appendix C-2008

Participated in Northeast Broadcast Career Fair on February 25, 2008

#### Appendix D-2008

Participated Wayne County School To Work Committee Vehicle Day

#### Appendix E-2008

Wayne Highlands School District Mock Interview Day

#### Appendix F-2008

2007 Leadership Wayne

## Appendix A-2008

### Northeast Broadcast Career Fair

1. Event narrative
2. Station Promotional Announcement
3. WWRR Schedule
4. WICK Schedule
5. Proposed contact list for invitees
6. List of Attendees

Appendix A  
1) Event Narrative

Northeast Broadcast Career Fair

Sponsored by  
Bold Gold Media Group WBS, LP Licensee of WWRR WICK, and WYCK  
Bold Gold Media Group, LP Licensee of WDNH, WYCY, WDNB, WPSN, and WFBS  
Public Broadcasting WVIA-FM/TV

WWRR, WYCK, WWICK, WPSN, WFBS, WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, February 25, 2008 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting in a public forum with a variety of broadcasters present.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the three weeks preceding the event to promote of the Career Fair. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by WWRR/WICK Special Projects Manager Phillip Bullwinkel and WVIA-FM Operations Manager Chris Norton. The sponsor representatives consulted in March, 2007 and drew up the outline for the career fair based on a successful promotion held in 2007. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. WWRR/WICK and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors.

In January 2008, the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room at no cost. The attendance at the prior Broadcast Career Fair events was very large, exceeding the space available in the community room at WVIA, so the sponsors agreed to request the Main Studio for the event. The sponsor representatives decided the other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. WVIA would check their calendar of events for a suitable date in March 2008.

WVIA confirmed the date of Monday, February 25, 2008 for the event. Late afternoon was selected as the time, with event running beyond normal business hours so that individuals who were presently employed, but interested in opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 p.m. to 6:00 p.m. as the time for the event. There would be no cost for attendees.

Phil Bullwinkel developed a list of broadcasters and Chris Norton extended written invitations to:

WVIA FM/TV, Pittston  
Bold Gold Media Group WBS, Scranton  
Bold Gold Media Group, Honesdale  
Shamrock Communications, Scranton  
Entercom Communications, Pittston  
Citadel Radio, Wilkes Barre  
Route 81 Radio, Nanticoke  
WBRE-TV/WYOU-TV, Wilkes Barre  
WNEP-TV, Moosic  
WOLF-TV/WSWB-TV, Wilkes Barre  
Geos Communications, Tunkhannock

Phillip Bullwinkel scripted an announcement to promote the event.

WWRR/WICK/WYCK/WFBS/WPSN and WVIA scheduled announcements during the three weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA posted the event on their web site. Promotion of the event was scheduled from February 11 to February 25, 2008. A schedule of the Career Fair announcements on WWRR and WICK is included in this appendix.

The sponsor representatives reviewed plans in mid-February.

On Monday, February 25, 2008 the sponsors conducted the career fair. Seven broadcasters: WBRE/WYOU-TV, Citadel Communications, Route 81 Radio, Times-Shamrock Communications, WOLF/WSWB/WQMY-TV and the sponsors WWRR/WICK/WFBS/WSPN/WYCK and WVIA-FM/TV reserved space to greet persons interested in broadcasting careers. The participating employers sent twelve total staff members to conduct the event. WVIA provided tables and chairs for the broadcasters in the station's main studio. Each company had a sign provided. The location was large enough for the broadcasters to conduct private conversations with the attendees. Attendees were asked to register at a central location at the entrance to the room, but they were free to meet with any broadcasters they desired. The central registration list was provided to all broadcasters. A review of the central registration showed that 58 individuals signed in for the event. Most attendees spoke with three or more companies. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. The turnout was so large that the final contacts were not completed until after 6:25 p.m., twenty-five minutes later than the scheduled end of the event.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast experience. Attendees came from communities throughout the market area. The participation of other broadcasting companies made the event more valuable to the attendees because it offered a wider variety of employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and the sponsor's need to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet in the fall to set the date and firm up the rest of the plans.

## APPENDIX A

### 2) Station Promotional Announcement

#### BROADCASTING JOB FAIR

Bold Gold Media Group/WVIA Career Fair

2008-01

This is your opportunity to learn about employment opportunities in the exciting world of broadcasting. The Bold Gold Media Group and WVIA are hosting a Broadcast Career Fair at the Public Broadcasting Center, just off Route 315 on WVIA Way in Pittston. Make your plans to meet with employment representatives from 105 the River, The Game WICK, WVIA-FM and TV, and other regional broadcasting companies on Monday, February 25<sup>th</sup> from 4:00 to 6:00p.m. Meet the experts and learn about employment opportunities at the area's leading stations. The broadcasting industry is looking for good employees, now. Bring your resume and find out how you can have a career in the broadcasting field. Admission is free and you are invited to join Bold Gold Media Group, WVIA and representatives from the area's leading stations at this unique, broadcasting career event. Plan to come to the Public Broadcasting Center in Pittson from 4:00 to 6:00 p.m. on Monday, March 25<sup>th</sup>. WVIA, WICK and 105 the River are equal opportunity employers, who hope to meet you at the Broadcast Career Fair.

*Broadcasters were permitted to customize this message.*

Appendix A  
5) Contact List

Bold Gold Media Group  
Mr. Phil Bullwinkel  
1049 N. Sekol Rd.  
Scranton, Pa 18504

WOLF/WSWB/WQMY  
Steve Phillips, Creative Services Director/ Randy Williams (570-706-7410)  
1181 Highway 315  
Wilkes-Barre, Pa 18702

WBRE/WYOU  
Mr. Randy Williams  
Ms. Tiffany King  
Business Manager  
Box 28  
Wilkes-Barre, Pa 18773

Route 81  
Mr. Jay Davis [jdavis6986@aol.com](mailto:jdavis6986@aol.com)  
84 S. Prospect St.  
Nanticoke, Pa 18634

Times-Shamrock Radio  
Ms. Janice Dowdell [janice@shamrocknepa.com](mailto:janice@shamrocknepa.com) 570-346-6555  
149 Penn Ave.  
Scranton, Pa 18503

Citadel  
Mr. Bill Palmieri/Doreen Dixon (Human Resources 570-208-1302 or 570-824-9000)  
600 Baltimore Drive  
Wilkes-Barre, Pa 18702

WVIA-TV Public Broadcasting  
Chris Norton  
100 WVIA Way  
Pittston, Pa 18640

January 2008

To: Chris Norton  
WVIA  
Via Fax: 655-1180

From: Phil Bullwinkel  
WWRR-WICK  
Fax 344-0996

Chris

Very productive session the other day. Here is a list of broadcasters for the invite.

Entercom  
Citadel  
Shamrock  
WVIA  
Bold Gold Media  
WNEP  
WOLF/WSWB/WQMY  
WBRE/WYOU

You are set with addresses for these, I believe.

In addition, we could include:

Geos Communications  
PO Box 701  
Tunkhannock, PA 186587

Route 81  
WNAK, WAZL, WCDL  
845 Prospect Ave  
Nanticoke, PA 18634

## Appendix B

### EEO On-Air Outreach

WWRR and WICK/WPSN/WFBS/WYCK conduct regular on-air promotion of employment opportunities. Text of the announcements: Exhibit A and B

Exhibit A

WWRR

EQUAL OPPORTUNITY ANN

2008-1

105 THE RIVER IS AN EQUAL OPPORTUNITY EMPLOYER. 105 THE RIVER AFFORDS EQUAL OPPORTUNITY IN EMPLOYMENT TO ALL QUALIFIED PERSONS. NO PERSON WILL BE DISCRIMINATED AGAINST IN EMPLOYMENT BY RACE, COLOR, RELIGION, NATIONAL ORIGIN OR GENDER BY THIS STATION. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED WHEN THIS STATION IS SEEKING APPLICANTS FOR EMPLOYMENT, CONTACT US BY LETTER OR FAX. TELL US THE NAME OF YOUR ORGANIZATION, THE MAILING ADDRESS, TELEPHONE NUMBER, FAX NUMBER AND THE NAME OF THE PERSON WHO WILL RECEIVE THE NOTICE. 105 THE RIVER WILL NOTIFY YOUR ORGANIZATION OF ALL FULL TIME OPENINGS. OR YOU MAY SPECIFY THE TYPE OF JOB OPENINGS YOU WANT NOTICE FOR. MAIL YOUR REQUEST TO 105 THE RIVER, P.O. BOX 67, SCRANTON, PA 18504, OR FAX IT TO 570-344-0996. THAT'S ALL YOU NEED TO DO TO RECEIVE NOTICE OF EMPLOYMENT OPPORTUNITIES ON THE RIVER. AND WHEN WWRR HAS A JOB OPENING WE'LL NOTIFY YOUR GROUP.

Exhibit A

WICK/WFBS/WPSN/WYCK

EQUAL OPPORTUNITY ANN

2008-1

WICK IS AN EQUAL OPPORTUNITY EMPLOYER. WICK AFFORDS EQUAL OPPORTUNITY IN EMPLOYMENT TO ALL QUALIFIED PERSONS. NO PERSON WILL BE DISCRIMINATED AGAINST IN EMPLOYMENT BY RACE, COLOR, RELIGION, NATIONAL ORIGIN OR GENDER BY THIS STATION. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED WHEN WICK IS SEEKING APPLICANTS FOR EMPLOYMENT, CONTACT US BY LETTER OR FAX. TELL US THE NAME OF YOUR ORGANIZATION, THE MAILING ADDRESS, TELEPHONE NUMBER, FAX NUMBER AND THE NAME OF THE PERSON WHO WILL RECEIVE THE NOTICE. WICK WILL NOTIFY YOUR ORGANIZATION OF ALL FULL TIME OPENINGS. OR YOU MAY SPECIFY THE JOB OPENINGS YOU WANT NOTICE FOR. MAIL YOUR REQUEST TO WICK, 1049 NORTH SEKOL ROAD, SCRANTON, PA 18504, OR FAX IT TO 570-344-0996. THAT'S ALL YOU NEED TO DO AND WHEN WICK HAS A JOB OPENING WE'LL NOTIFY YOUR GROUP.

Interns and part-time employees will be recruited for positions as they occur using any resources available. Those part-time employees may apply for full-time openings and compete for those full time positions with other qualified candidates as the employment unit performs outreach. In all recruiting and hiring the station employment unit will recruit and hire with full compliance to the Equal Employment Opportunity regulations.

## Annual EEO Public File Report

### Appendix C-2008

Bold Gold Media WBS, LP and Bold Gold Media Group LP jointly participated as exhibitors at the Annual Northeast Career Fair. The event was held on Monday, February 25, 2008 at the studios of Public Broadcasting WVIA in Pittston.

Bold Gold Media WBS was represented by Sales Manager Brian Spinelli. Bold Gold Media Group LP was represented by Ashok Divecha.

The representatives discussed opportunities in broadcasting with the interested members of the public who attended the event. The representatives collected resumes from interested persons and they screened the guests for experience and areas of interest. All attendees were encouraged to maintain contact with the station representatives.

Thirty-five (35) members of the public visited with Bold Gold Media.

Bold Gold Media developed multiple leads among individuals who had no work experience in the broadcasting field for potential employment. Interviews for a position in the sales department at Bold Gold Media WBS, LP are ongoing. Bold Gold Media will contact attendees with interests in other areas of employment as opportunities arise.

Bold Gold Media judged that this event offered a good opportunity to promote employment opportunities to interested members of the public. It produced a satisfactory level of participation from the public and a good pool of qualified applicants. Bold Gold Media will participate in this event when it is held again.

## Appendix D – 2008

### Wayne County School To Work Committee Vehicle Day

On May 9, 2007, Brian Wilken, Bold Gold Media Group General Sales Manager, Ashok Divecha, Bold Gold Media Group Business Manager, and Joanne Hohman, Bold Gold Media Group Office Manager, attended the Wayne County School District School To Work Committee Vehicle Day. The day was designed to give students the opportunity to begin the career exploration process as soon as possible to insure students choose the proper track of course for high school.

Bold Gold Media Group employee spoke with numerous middle school student from the county schools to explain different career opportunities in radio broadcasting.

## Appendix E-2008

### Wayne Highlands School District Mock Interview Day

On April 16, 2007, Ashok Divecha, Bold Gold Media Group Business Manager participated in the Wayne Highlands School District Mock Interview Day. The day consisted of multiple mock interviews high school students though out the school district to improve their resumé and interview skills. During the interview process, each student learned about what skills were best suited for the radio industry.

## Appendix F – 2008

### 2007 Leadership Wayne

In October 2007, Brian Wilken, Bold Gold Media Group General Sales Manager, spoke to the 2007 Leadership Wayne class. Leadership Wayne is designed to teach young professionals and future leaders about economic and career diversity in Wayne County, PA. Brian Wilken spoke to the class about the current state of local radio and how future growth in local radio will lead to employment opportunities.