

EEO PUBLIC FILE REPORT

WODE-FM, WEEX-AM, WTKZ, WBYN-AM

(ALLENTOWN EMPLOYEE UNIT)

APRIL 1, 2015 – MARCH 31, 2016

FULL TIME POSITIONS FILLED

Full-Time Position Title	Station(s)	Date Filled	Recruitment Source of Hiree	Recruitment Sources Used	Number Interviewed
Account Executive 2 Hired	WODE-FM WEEX-AM WTKZ WBYN-AM	7/31/15	Referral	Lehigh Valley Live	2
			10/30/15	Referral	The Express-Times
				Referral	4
				Lafayette College	0
				Lehigh University	0
				Lehigh Carbon Comm. College	0
				Kutztown Univ.	0
				Northampton Comm. College	0
				PA Career Link	9
				Connoisseur Website	1
				Internal Posting	1
			East Stroudsburg University	0	
	On-Air Announcements	0			

Total Number of Interviewees: 21

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 April 1, 2015 – March 31, 2016

No.	Recruitment Source		Contact		Entitled to Notification
	Company:	Connoisseur Website	Name:		Y
	Address:		Phone:	610-258-6155	
	Company:	Employee Referral	Name:	Various	Y
	Address:		Phone:		
	Company:	Internal Posting	Name:		Y
	Address:	Station Employment Area	Phone:		
	Company:	On-Air Announcements	Name:	Various	Y
	Address:		Phone:	610-258-6155	
	Company:	EEO Mailing List (Attached)	Name:		Y
	Address:		Phone:		

EEO MAILING LIST

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 April 1, 2015 – March 31, 2016

FIRST	LAST	COMPANY	ADDRESS 1	CITY	STATE	ZIP	PHONE	EMAIL
Doug	Smith	East Stroudsburg University	200 Prospect St.	E. Stroudsburg	PA	18301	570-422-3532	
		The Express-Times	30 North 4 th St.	Easton	PA	18042	610-258-7171	
		Lehigh Valley Live	Lehighvalleylive.com	Easton	PA	18042	670-258-7171	
		Kutztown University	PO BOX 730	Kutztown	PA	19530	610-683-4067	
		Lafayette College	201 Hogg Hall	Easton	PA	18042	610-330-5000	
		Lehigh Carbon Comm. College	4525 Education Park Drive	Schnecksville	PA	18078	610-499-2121	
		Lehigh University	621 Taylor St.	Bethlehem	PA	18015	610-758-3000	

		Northampton Community College	3835 Green Pond Rd.	Bethlehem	PA	18020	610- 861- 5344	
Don	Stewart	PA Careerlink – Lehigh Valley	1601 Union Blvd.	Allentown	PA	18109	610- 437- 5627	

OUTREACH AND RECRUITMENT INITIATIVES

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April 1, 2015 – March 31, 2016

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1.	April – Ongoing	Disseminating Information regarding radio station(s).	Station Tours	Connoisseur Media provides all contest winners, and any visitors of the stations the opportunity to tour the radio stations and talk with the staff. During this time, careers in broadcasting are discussed and visitors are educated about the broadcasting industry. The tour includes information about how the broadcasting industry strives to serve its local community. Visitors are asked to give their opinions as to what the hottest topics in the local community are. One tour was given during the period of 4/1/15 through 3/31/16.	Front Office Staff
2.	June 2015 – August 2015	Jordan M. – East Stroudsburg University	Internship Program	An internship with the Promotions and Marketing Department. Student learning first-hand how the departments and	KJ Zabala, Promotions Director

				radio stations operate.	
3.	January 2016 – May 2016	Amanda S. – Wilkes University	Internship Program	An internship with the Promotions and Marketing Department. Student learning first-hand how the departments and radio stations operate.	KJ Zabala, Promotions Director
4.	January 2016 – April 2016	Mitchell L. – Kutztown University	Internship Program	An internship with the Promotions and Marketing Department. Student learning first-hand how the departments and radio stations operate.	KJ Zabala, Promotions Director
5.	April – Ongoing	Establishment of Training Program	Training programs	Connoisseur Media provides training to current employees involved in the traffic and promotions department which enables them to gain specific skills needed for promotion.	Various Department Managers
6.	April 16, 2015	Northampton Community College Spring Career & Internship Fair	Career & Internship Fair	We were onsite at the Northampton Community College Career & Internship Fair to speak to college students who hold an interest in radio after graduation, or those who were seeking an internship.	Anthony Grace, Part-time Promotions Assistant Devon Lotito, Part-time Promotions Assistant Bob Holder, Account Executive Michael Anthony, Sales Manager

7.	October 28, 2015	DeSales University Career & Internship Fair	Career & Internship Fair	We were onsite at the DeSales University Career & Internship Fair to speak to college students who hold an interest in radio after graduation, or those who were seeking an internship.	KJ Zabala, Promotions Director Devon Lotito, Part-time Promotions Assistant
8.	October 29, 2015	Lehigh Carbon Community College Fall Job Fair	Job Fair	We were onsite at the Lehigh Carbon Community College Job Fair to speak to college students who hold an interest in radio after graduation, or those who were seeking an internship.	KJ Zabala, Promotions Director Anthony Grace, Part-time Promotions Assistant
9.	August 1, 2015	Justin Sheftel Softball Tournament	Scholarship Program	Participated in an online auction for a meet and greet with Phillie Phanatic, to raise money for the Sheftel organization who awards scholarships to local students. We were onsite to help promote the auction and draw attention to the scholarship fund.	KJ Zabala, Promotions Director Part-time Promotions Assistants