

**Columbia Broadcasting Co. and Columbia FM, Inc.**  
**Annual EEO Public File Report**

Covering Period from April 1, 2007 - March 31, 2008

The purpose of this EEO Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This report as been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

**WHLM AM, Bloomsburg, PA**

**WHLM FM, Berwick, PA**

and is required to be placed in the public inspection file of this station, and posted on their website.

The information contained in this Report covers the time period beginning April 1, 2007 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 Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source utilized to fill the vacancy, 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 73.208 (c) (2) of the FCC rules.

Appendices 1, 2, 3, and 4 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 1 refer to the number of recruitment sources listed on Appendix 2.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

**WHLM – AM, Bloomsburg, PA**  
**WHLM – FM, Berwick, PA**

## Annual EEO Public File Report

### Appendix 1

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

Station Comprising Station Employment Unit:  
 WHLM AM, Bloomsburg, PA  
 WHLM FM, Berwick, PA

#### Section 1: Vacancy Information

Job Title	Recruitment Sources Used*	Number of Interviewees Generated From Recruitment Sources	Number of Hiree(s)	Recruitment Source of Hiree(s)
Account Executive (12/07 - 1/08)	1, 3, 4, 8	5	2	3, 8
Account Executive (2/08 - 3/08)	1, 2, 3, 4, 5, 6, 7	7	2	2, 3

The following table summarizes the **total** number of job interviews during the reporting period and the referral sources for those interviewees:

Interview Source*	Number of Interviewees Referred
Promotions aired on WHLM-AM and WHLM-FM	5
Press Enterprise	4
Word Of Mouth	1
<a href="http://www.WHLM.com">www.WHLM.com</a>	2
Total Job Interviews:	12

*\*A complete list of interview sources can be found in Appendix two. WHLM invites organizations who regularly distribute employment information to request to be added to this list.*

**WHLM – AM, Bloomsburg, PA  
 WHLM - FM, Berwick, PA**

## Annual EEO Public File Report

### Appendix 2

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

Station Comprising Station Employment Unit:  
WHLM AM, Bloomsburg, PA  
WHLM FM, Berwick, PA

#### Section 2: Recruitment Source Information

<u>Name of Source</u>	<u>Address of Source</u>	<u>Contact Person</u>	<u>Telephone/Email</u>
1. Press Enterprise	3185 Lackawanna Ave Bloomsburg, PA 17815	Various Sales Reps	570-784-6151
2. WHLM.com (Station Website)	124 E. Main Street Bloomsburg, PA 17815	Courtney Koski	570-784-1200
3. WHLM On-Air Promotions	124 E. Main Street Bloomsburg, PA 17815	Joe Reilly	570-784-1200
4. Wilkes University (Online)	<a href="http://www.collegecentral.com/wilkesu">www.collegecentral.com/wilkesu</a>	Online	Online
5. PA State System of Higher Education	<a href="http://www.collegecentral.com/pasystem">www.collegecentral.com/pasystem</a>	Online	Online
6. Luzerne Community College	1333 S. Prospect Street Nanticoke, PA 18634	Mary Ghilani	mghilani@luzerne.edu
7. TV and Radio Jobs (Webstite)	<a href="http://www.tvandradijobs.com">www.tvandradijobs.com</a>	Online	Online
8. Word of Mouth	N/A	N/A	N/A

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### Appendix 3

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

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#### Section 3: Supplemental Recruitment Activities Undertaken by WHLM stations:

Outreach Prong:	Description of Project:
<i>Mentoring Program</i>	Larry Hopper, Vice President of Marketing and Sales, and Jonathan Schwab, Account Executive spent time with students involved with SIFE, an organization from Bloomsburg University. Discussed marketing strategies and plans for local businesses and for an upcoming competition the students will be in. They took time looking at what marketing is like on a day to day basis compared to what their books tell them.

*\*\*\*For a majority of this reporting period WHLM had less than five full time employees and were not required to file this report. We have now implemented a plan and procedure for future outreach programs that will satisfy this requirement\*\*\**

**WHLM – AM, Bloomsburg, PA  
WHLM - FM, Berwick, PA**

## **Appendix 4**

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

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Supplemental Activities Not Being Claimed for Menu Option Credit:

Activity Name:	Activity Description:

*This report was prepared by Joseph Reilly, Station Owner on March 31, 2008.*