

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

Covering Period from April 1, 2009 - March 31, 2010

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, 2009 to and including March 31, 2010.

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, and 3, which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in appendix 1 under column titled "recruitment sources used," "recruitment source of hiree," and "interview source" refer to the number each source is assigned under the "source" column in 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

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Appendix 1

Covering the Period from April 1, 2009 to March 31, 2010

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	Recruitment Source of Hiree(s)
Account Executive (Multiple Openings)	1,2,3,4,6,8,11, 13,14,15,17,19, 20,21,22,23	33	1,4,15,19,20,21,23 (9 Hires)
Newsperson	2,3,4,5,6,7,8,9, 10,11,12,13,14, 15,16,17,20,22, 23	6	15 (1 Hire)
Account Executive (Multiple openings) <i>Openings remain as of 3/31/10</i>	1,2,3,4,5,6,7,8, 10, 11, 12, 13, 14, 15, 17, 18, 20,22,23	3	20 (1 Hire)

** Please note that the numbers listed in appendix 1 under column titled "recruitment sources used," "recruitment source of hiree," and "interview source" refer to the number each source is assigned under the "source" column in appendix 2.*

WHLM – AM, Bloomsburg, PA

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Appendix 1 (Continued)

Covering the Period from April 1, 2009 to March 31, 2010

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

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

Interview Source*	Number of Interviewees Referred
103.5 WHLM FM (1)	7
Columbia Montour PA Career Link (4)	6
Penn State Hazleton Campus (14)	1
Press Enterprise (15)	9
Scranton University (17)	1
Walk-Ins (19)	4
WHLM Websites (20)	9
Wilkes-Barre Times Leader/Monster.com (21)	2
Word of Mouth (23)	3
Total Number of Interviewed Applicants	42

**Please note that the numbers listed in appendix 1 under column titled "recruitment sources used," "recruitment source of hiree," and "interview source" refer to the number each source is assigned under the "source" column in appendix 2.*

***A list of interview sources, with corresponding numbers, can be found in Appendix two. WHLM invites organizations that regularly distribute employment information to request to be added to this list.*

-Recruitment sources not listed above, but utilized for recruitment, resulted in zero applicants-

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

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Appendix 2

Covering the Period from April 1, 2009 to March 31, 2010

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

Section 2: Recruitment Source Information

	Name of Source	Address of Source	Contact Person	Telephone
1	103.5 WHLM FM***	124 East Main Street Bloomsburg, PA 17815	Joe Reilly	570-784-1200
2	ActiveHire	705 Capital of Texas Highway / Austin, TX 78746	Online Employment Agency, Ryan Pierce	866-845-4747
3	Bloomsburg University	201 Warren Student Service Center 400 East 2nd Street Bloomsburg, PA 17815	Carol Barnett	389-4070
4	Columbia Montour PA Careerlink***	351 Tenny Street / Bloomsburg, PA 17815	Mike Baron, Diane Bubb	570-387-6288
5	East Stroudsburg University	East Stroudsburg University / East Stroudsburg, PA 18301	Dennis B. Steigerwalt, Ph.D.	570-422-3282
6	HelpWanted.com	www.helpwanted.com	Online Employment Agency	admin@helpwanted.com
7	Lock Haven University	401 Fairview St / Lock Haven, PA 17745	Joan Welker	570-484-2181
8	Luzerne Community College	1333 South Prospect Street Nanticoke, PA 18634	Mary E. Ghilani	570-740-0450
9	Lycoming College	700 College Place / Williamsport, PA 17701	Ms. MaryJo Campana	570-321-4000
10	Mansfield University	Mansfield University / Mansfield, PA 16933	Nichole Hall	570-622-4133
11	Marywood University	2300 Adams Ave Scranton, PA 18509	Alison McHale	570-348-6247

12	PA Association Of Broadcasters	8501 Paxton St / Hummelstown, PA 17306	Gail Ponti	717-482-4820
13	PASSHE	2986 N. Second Street / Harrisburg, PA 17110	feedback@passhe.edu	717-720-4000
14	Penn State Hazleton	76 University Drive Hazleton, PA 18202	Dr. Kathy Maxwell	570-450-3566
15	Press Enterprise***	3185 Lackawanna Ave / Bloomsburg, PA 17815	Patty Mesinger, Cathy McQuown, Jan Banko	570-784-6151
16	Radio PA	4801 Lindle Road / Harrisburg, PA 1711	Paula J. Barton	800-729-5021
17	Scranton University	800 Linden Street Scranton, PA 18510	Cheryl Collarini	941-5986
18	Standard Speaker / Yahoo Hot Jobs	21 North Wyoming St / Hazleton, PA 18201	Tim Wolfe	570-455-3636
19	Walk-Ins***	n/a	n/a	n/a
20	WHLM Websites***	124 East Main Street Bloomsburg, PA 17815	Courtney Shuster	570-784-1200
21	Wilkes Barre Times Leader/Monster.com***	15 North Main Street Wilkes-Barre, PA 18711	Linda Brynes	570-829-7189
22	Wilkes University	84 West South Street Wilkes Barre, PA 18766	Ms. Carol Bosack-Koslek	570-408-4060
23	Word of Mouth***	n/a	n/a	n/a

***Source referred at least one hiree for open positions during the applicable period.

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Appendix 3

Covering the Period from April 1, 2009 to March 31, 2010

Station Comprising Station Employment Unit:
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Section 3: Supplemental Recruitment Activities Undertaken by WHLM stations:

Project Name:	Description of Project:
Credit #1: Co-Sponsoring One Job Fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities	4/29/08: The WHLM stations co-sponsored a job fair held at the Danville Elks (Danville, PA) by the Pennsylvania Career Link. The sponsorship included running commercials and displaying a poster to promote the job fair. A booth was manned by WHLM station employees at the job fair to hand out information regarding jobs at the fair. Information was collected from the job fair attendees regarding positions of interest at the radio stations.
Credit #2: Co-Sponsoring One Job Fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities	4/9/09: The WHLM Stations co-sponsored a job fair hosted by the Pennsylvania Career Link. The career fair was held at the Lewisburg Middle School (Lewisburg, PA). The sponsorship included running commercials and displaying a poster to promote the job fair. A booth was manned by WHLM station employees at the job fair to hand out information regarding jobs at the fair. Information was collected from the job fair attendees regarding positions of interest at the radio stations.

At this time the WHLM Stations are required to complete at least two (2) menu options

Additional Supplemental Activities From Menu Options:

Activity Name:	Activity Description:
Credit #3: Co-Sponsoring One Job Fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities	9/17/09: The WHLM Stations co-sponsored a job fair hosted by the Pennsylvania Career Link. The career fair was held at the Columbia Mall in Bloomsburg, PA. The sponsorship included running commercials and displaying a poster to promote the job fair. A booth was manned by WHLM station employees at the job fair to hand out information regarding jobs at the fair. Information was collected from the job fair attendees regarding positions of interest at the radio stations.

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<p>Credit #4: Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues.</p>	<p>The WHLM Stations have an open door policy to work with schools in the area for job shadow days and similar activities. During this two-year reporting period (4/1/08 – 3/31/10) the WHLM Stations participated in several activities as described below:</p> <p>College Job Shadowing:</p> <p>In 2008 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.</p> <p>On 2/22/2010 Joe Reilly, General Manager and station Owner sat down with Bloomsburg University student Mike Woods to talk about the details of his position at the WHLM Stations. They discussed details of on-air work for a school project.</p> <p>High School Job Shadow:</p> <p>On several occasions station members participated in job shadow days with local high school students. On the job shadow days the student would come into the radio station and observe a live show. After the live show the student learns about news and production. The students are then given an explanation of the other areas of work at the radio station including office management, business operations, internet direction, and sales and marketing. During this reporting period students who visited for job shadow days are:</p> <p>5/1/2008: Alex Davis from Bloomsburg High School 4/23/2009: Dakota Kistler from Central Columbia High School 6/3/2009: Gavin Williams from Bloomsburg High School</p> <p>Other:</p> <p>On several Occasions tours have been provided to local cub scout members to introduce them to the operations at a radio station. Dates for tours given within this report period include (but are not limited to) 5/30/09, 1/25/10, 2/8/10, 3/12/10.</p>
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This report was prepared by Courtney Shuster, Assistant Office manager on March 31, 2010.

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