

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

Covering Period from April 1, 2010 - March 31, 2011

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, 2010 to and including March 31, 2011.

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.

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Appendix 1

Covering the Period from April 1, 2010 to March 31, 2011

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
Account Executive	1, 2, 4, 16	9	16
News Person	4, 5, 7, 9, 3, 8, 2, 10, 16, 17, 18	9	16
Account Executive	1, 2, 7, 8, 9, 3, 16	4	1
Account Executive	16, 4, 10, 1, 7, 11, 12, 13, 14, 15, 8, 3, 5, 6	11	16

** 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.*

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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
PA Career Link (4)	15
Word of Mouth (16)	11
WHLM Websites (2)	2
WHLM Radio Stations (1)	3
Walk In (17)	1
College Central Network (10)	1
Total Job Interviews:	33

** 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
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Appendix 2

Covering the Period from April 1, 2010 to March 31, 2011

Station Comprising Station Employment Unit:

WHLM AM, Bloomsburg, PA

WHLM FM, Berwick, PA

Section 2: Recruitment Source Information

Source	Address	Phone	Contact Name
Broadcasters			
1 The WHLM Stations *	124 East Main Street Bloomsburg, PA 17815	570-784-1200	Joe Reilly
2 The WHLM Websites	124 East Main Street Bloomsburg, PA 17815	570-784-1200	Courtney Shuster
3 Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	717-782-4820	Gail Ponti
Employment Agencies			
4 PA Career Link	351 Tenny street Bloomsburg, PA 17815	570-387-6288	Diane Bubb / Heather Roberts
5 Active Hire	1705 Capital of Texas Highway Austin, TX 78746	866-845-4747	Ryan Pierce / Frank Jackson
6 Helpwanted.com	Internet	Admin@helpwanted.com	Admin@helpwanted.com
Schools			
7 Bloomsburg University	201 Warren Student Services Center / 400 East Second Street Bloomsburg, PA 17815	570-389-4070	Carol Barnett
8 PSU – Hazleton	Administration Building Room 215 / Penn State Hazleton Campus / 76 University Drive / Hazleton, PA 18202	570-450-3566	Dr. Kathy Maxwell
9 Luzerne College	Building 9 / 1333 South Prospect Street / Nanticoke, PA 18634	570-740-0450	Mary E. Ghilani
10 College Central Networks	2986 N. 2 nd Street Harrisburg, PA 17110	Chancellor Dr. John C. Cavanaugh	717-720-4000
11 Scranton University	800 Linden Street Scranton, PA 18510	941-5986	Cheryl Collarini
(Continues...)			

12 Marywood University	Career Services Office / Marywood University / 2300 Adams Avenue Scranton, PA 18509	570-348-6247	Alison McHale
13 Wilkes University	Conyngnam Center / Wilkes University / 84 West South Street Wilkes-Barre PA 18766	570-408-4060	Ms. Carol Bosack-Kosek
14 Mansfield University	Mansfield University Mansfield, PA 16933	570-662-4133	Nichole Hall
15 Lock Haven University	401 N. Fairview Street Lock Haven, PA 17745	570-484-2181	Joan Welker
Other			
16 Word of Mouth *	---	----	---
17 Walk In	124 East Main Street Bloomsburg, PA 17815	570-784-1200	Joe Reilly
18 Radio PA	4801 Lindle Road Harrisburg, PA 17111	800-729-5021	Paula Barton

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

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Appendix 3

Covering the Period from April 1, 2010 to March 31, 2011

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Section 3: Supplemental Recruitment Activities Undertaken by WHLM stations:

Project Name:	Description of Project:
<p>Credit #1: Co Sponsoring One Job Fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities</p>	<p>5/26/10: 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 radio station. Information was collected from the job fair attendees regarding positions of interest at the radio station.</p> <p>**At the time of this report another job fair co sponsorship is planned for a job fair on 5/25/11.</p>
<p>Credit #2: Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p>	<p>5/7/10: Larry Hopper, V.P. of Sales and Marketing spent the day with Bloomsburg High School Sophomore Robbie Carpenter showing him the ins and outs of the sales department. Robbie spent time with other station personnel to get an idea of everything done at a radio station.</p> <p>6/1/10: Courtney Shuster, Operations Manager, spent time with Central Columbia High School student Megan Wycoff to explain the details of her job at the radio station. This was for a school project.</p> <p>7/22/10: Jennifer Cughan of Bloomsburg University brought a group of students, who were participating in the university's Trio Upward Bound program, in to the station to observe the morning show and learn about that aspect of the station. They spent time with General Manager Joe Reilly.</p> <p>3/29/11: Mark Williams, News Director, attended Career Day at St. Joseph's School in Danville, PA. He talked to a group of 5th graders about the news business.</p>

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Appendix 4

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Supplemental Activities Not Being Claimed for Menu Option Credit:

Activity Name:	Activity Description:
Extra Credit #1: Internship Program	The WHLM Stations have re-signed a five-year Affiliation Agreement with Bloomsburg University of Pennsylvania.

This report was prepared by Courtney Shuster, Operations Manager on March 31, 2011.

X _____ Date: _____