

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WHLM-AM (Bloomsburg, PA), WHLM-FM (Berwick, PA), & WBWX-AM¹ (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, 2011 to and including March 31, 2012 (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) 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 EEO rule, which should be separately identified), 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 73.2080(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 full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer.

¹ WBWX-AM was added to the Station Employment Unit on October 1, 2011. This report includes information for the Station Employment Unit of WHLM-AM & WHLM-FM prior to that date.

Appendix 1

Covering the Period from April 1, 2011 to March 31, 2012

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 1: Vacancy Information

| | Full-time Positions Filled by Job Title | Recruitment Source of Hiree |
|---|---|--------------------------------|
| 1 | Account Executive | PA Career Link / Word of Mouth |

Total Number of Persons Interviewed During Applicable Period: 6

Appendix 2

Covering the Period from April 1, 2011 to March 31, 2012

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 2: Recruitment Source Information

| | Recruitment Source (Name, Contact Person, Address, Telephone Number, Email Address) | Total Number of Interviewees This Source Has Provided During This Period (If Any) | Full-time Positions for Which This Source Was Utilized ² |
|---|--|--|--|
| A | PA Career Link (Job Fair) (Karen Ellis – 351 Tenny Street Bloomsburg, PA 17815 – (570)784- 6288 x127 – kaellis@state.pa.us) | 4 | 1 |
| B | PA Career Link (Heather Roberts – 351 Tenny Street Bloomsburg, PA 17815 – (570)387- 6288 – hroberts@censop.com) | 1 | 1 |

*** Indicates sources that have requested notification of job openings.
(At the time of this report no organizations have requested notification)*

² 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 full-time job positions listed on Appendix 1.

Appendix 3

Covering the Period from April 1, 2011 to March 31, 2012

Station(s) Comprising Station Employment Unit:
WHLM-AM, WHLM-FM, WBWX-AM

Section 2: Supplemental Recruitment Activities

Credit #1

Type of Activity Under EEO Rule:

Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.

Date of Station Participation:

5/25/2011

Participating Employees:

Courtney Shuster – Operations Manager

Host/Sponsor of Activity:

PA Career Link – Columbia Mall - WHLM

Brief Description of Activity and Station Participation:

The WHLM Stations co-sponsored and participated in the PA Career Link Job Fair held at the Columbia Mall on May 25, 2011. As part of the planning for the job fair we wrote, recorded, and ran commercials to promote the job fair to the community. Our participation in the job fair included having a booth set up at the job fair throughout the day. At the booth we handed out and collected information sheets pertaining to jobs of interest in radio. We also accepted applications from people interested in the Account Executive position.

Credit #2**Type of Activity Under EEO Rule:**

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.

Date of Station Participation:

4/1/11 to 3/31/12

Participating Employees:

Joe Reilly (General Manager); Courtney Shuster (Operations Manager); Mark Williams (News Director)

Host/Sponsor of Activity:

Various – Local Schools

Brief Description of Activity and Station Participation:

4/15/11 – Bloomsburg High School Student Belynda J. Switzer came in for a job shadow day. Met with Joe Reilly (General Manager) and sat in with him during the morning show. Then met with Mark Williams (News Director) to learn about the news process. Finished up the day with Courtney Shuster (Operations Manager) to learn about traffic, production and other operational aspects to running the radio station.

11/29/11 – Bloomsburg University Student Johanna Cerutti came in for a job shadow. She spent time with Courtney Shuster (Operations Manager) to learn about different station operations including, but not limited to: on air/voice-tracking, production, and traffic.

12/5/11 – Bloomsburg University Student Andrea Brookman came in for a job shadow. Spent time with Mark Williams (News Director) to learn about the news writing, producing, and announcing process.

1/19/12 – Mark Williams (News Director) was part of a panel of experts as a part of Leadership Central Penn at Central Columbia School District's administrative offices to discuss media and public relations. The class covered an array of topics from public meetings, public relations vs. advertising, giving quotes and statements, and new technologies for news delivery.

End Report.