

**WCTO (FM) and WLEV (FM)
EEO PUBLIC FILE REPORT
April 1, 2017 – March 31, 2018**

I. VACANCY LIST

SEE SECTION II, THE “MASTER RECRUITMENT SOURCE LIST” (“MRSL”) FOR RECRUITMENT SOURCE DATA

| Job Title | Recruitment Sources (“RS”) Used to Fill Vacancy | RS Referring Hiree |
|----------------------|--|---------------------------|
| Sales Representative | 2-5,7-8,11-23,25-29,32 | 19 |
| Business Manager | 2-5,7-8,11-23,25-29,32 | 19 |
| On-Air Talent | 2-5,7-8,11-23,25-29,32 | 1 |

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|--------------|---|--|---|
| 1 | All Access Website www.allaccess.com | No | 2 |
| 2 | Connecticut Broadcasting School 1 Mall Drive, Suite 203 Cherry Hill, NJ 08002 Attn: Tom DeFranco (856) 775-1200 csbcherryhill@gocsb.com jobs@gocsb.com | No | 0 |
| 3 | Indeed Website www.indeed.com | No | 2 |
| 4 | Lehigh University 621 Taylor Street Rauch Business Center, Room 484 Bethlehem, PA 18015 careerservices@lehigh.edu (610) 758-3710 | No | 0 |
| 5 | Lehigh Carbon Community College 4525 Education Park Drive Schnecksville, PA 18078 (610) 799-2121 cmoyer@lccc.edu kclause@lccc.edu | No | 0 |
| 6 | The Morning Call (Print Ad) Lee Sanders lsanders@tribune.com (610) 770-3752 | No | 0 |
| 7 | Northampton Community College 3835 Green Pond Road Bethlehem, PA 18020 careers@northampton.edu (610) 332-8662 | No | 0 |
| 8 | Station Website Postings (both SEU stations) catcountry96.com & wlevradio.com | No | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 9 | Penn State Lehigh Valley 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027 | No | 0 |
| 10 | Penn State University Career Services Attn: Colleen Monismith 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260 | No | 0 |
| 11 | Pennsylvania Assoc. of Broadcasters 1406 Delaware Avenue Reading, PA 19610 gponti@pab.org (610) 373-4820 | No | 1 |
| 12 | Casa Guadalype casa@casalv.org | No | 0 |
| 13 | Cedar Crest College career@cedarcrest.edu | No | 0 |
| 14 | Muhlenberg College careers@muhlenberg.edu | No | 0 |
| 15 | National Lesbian/Gay Journalist Association lspencer@nlgja.org | No | 0 |
| 16 | Vianet a.cox@vianet.org | No | 0 |
| 17 | League of Women Voters Northampton County lwnvnrco@yahoo.com | No | 0 |
| 18 | Cumulus Jobs www.cumulusjobs.com | No | 5 |
| 19 | Word-of-Mouth Referral | No | 4 |
| 20 | On-Air Announcements (both SEU stations) | No | 0 |
| 21 | Cumulus Business Managers bm@cumulus.com | No | 2 |
| 22 | Internal Posting (station bulletin board) | No | 0 |
| 23 | SEU Open House/Job Fairs (see Section III) | No | 7 |
| 24 | Internship Program (see Section III) | No | 0 |
| 25 | Albright College careercenter@alb.edu | No | 0 |
| 26 | DeSales University careerservices@desales.edu | No | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|--|--|---|
| 27 | Moravian College the careercenter@moravian.edu | No | 0 |
| 28 | East Stroudsburg University www.collegecentral.com/eaststroudsburg | No | 0 |
| 29 | Pennsylvania Career Link LV (Lehigh Valley) samjones@state.pa.us | No | 0 |
| 30 | Career Builder Website www.careerbuilder.com | No | 0 |
| 31 | Internal Transfer / Promotion | No | 0 |
| 32 | LehighValleyHelpWanted.com | No | 0 |
| 33 | Glass Door www.glassdoor.com | No | 0 |
| 34 | Simply Hired www.simplyhired.com | No | 0 |
| 35 | Link Up www.linkup.com | No | 0 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 23 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|--|---|
| 1 | Internship Program | Between June 2017 and August 2017, our SEU hosted two (2) student interns from Bloomsburg University. These interns were supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, and bookkeeping by working closely with SEU personnel in each department. These student interns were also able to seek career advice from station personnel. |
| 2 | Host Job Fair | On July 25, 2017, our SEU hosted “The Lehigh Valley Mall Job Fair” at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 49 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event. |
| 3 | Host Job Fair | On October 24, 2017, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 42 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event. |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|--|--|
| 4 | Host Job Fair | <p>On January 30, 2018, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 44 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p> |
| 5 | Host Job Fair | <p>On March 27, 2018, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 44 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p> |
| 6 | Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting | <p>On July 12, 2017, our Promotions Director was a guest speaker at The Confer Radio Talent Institute at Bloomsburg University in Bloomsburg, Pennsylvania. He spoke to a Marketing and Promotions class. He talked with them about how radio stations operate as well as the opportunities available for a future career in broadcasting.</p> |