

Annual Equal Employment Opportunity Public File Report

**WWRR-FM/WICK-AM/WYCK-AM/WFBS-AM  
WTRW-FM/WCDL-AM/WNAK-AM**

April 1, 2010 – March 31, 2011

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WWRR-FM, Scranton, PA; WICK-AM, Scranton, PA; WYCK-AM, Plains, PA; WFBS-AM, Berwick, PA; WTRW, Carbondale, PA; WCDL, Carbondale, 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, 2010 up 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 Stations 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 new EEO Rule which should be identified separately by name, address, contact person and telephone number;
3. The recruitment source that referred the person hired 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 72.2080(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 the full-time positions listed on Appendix 1.

For the purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. The person was deemed

"interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report

Covering the period April 1, 2010 to March 31, 2011

Stations Comprising the Station Employment Unit:  
WWRR-FM, WICK-AM, WYCK-AM, WFBS-AM, WTRW, WCDL-AM

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Person Hired	Total Number of Interviewees from All Sources for this Position
Promotion Director/Air Talent	Outreach by GM	1

Total Number of Persons Interviewed During Applicable Period: 2

## Annual Source Information

Recruitment Sources Employed for outreach during Applicable Period:

WWRR/WTRW Radio

WICK/WYCK/WFBS/WCDL Radio

Employee Referrals

Self Referral

Northeast Broadcast Employment Fair

General Partner Outreach

Bold Gold Media Web Sites

Craig's List

Appendix 2

EEO Public File Report Form

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

Stations Comprising Station Employment Unit:  
WWRR-FM, WICK-AM, WYCK-AM, WFBS-AM, WTRW-FM, WCDL-FM

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Bold Gold Media Vince Benedetto Bob Vanderheyden Brian Spinelli GM Employees 1049 N. Sekol Road Scranton, PA 18504 570-344-1221	2	1
Northeast Broadcast Employment Fair Chris Norton 1 WVIA Way Pittston, PA 18640 344-1244	0	1

# Indicates sources that have requested notification of job openings.

## Appendix 3

### Annual EEO Public File Report Form

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

Stations Comprising Station Employment Unit:  
WWRR-FM, WICK-AM, WYCK-AM, WFBS-AM, WTRW-FM, WCDL-AM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
WWRR-FM, WICK-AM, WYCK-AM, WFBS-AM, WTRW-FM, WCDL-AM

The following activities were undertaken during the Applicable Period. Details of activities are included in the appendix.

#### Appendix A-2011

Co-Hosted Northeast Broadcast Career Fair on March 28, 2011.

#### Appendix B-2011

Broadcast Equal Opportunity Employment Notices on all stations.

#### Appendix C-2011

Participated in Northeast Broadcast Career Fair on March 28, 2011

#### Appendix D-2011

High School Career Outreach

## Appendix A-2011

### Northeast Broadcast Career Fair

1. Event narrative
2. Station Promotional Announcement
3. WWRR Schedule
4. WTRW Schedule
5. WICK Schedule
5. Proposed contact list for invitees
6. List of Attendees

## Appendix A

### 1) Event Narrative

#### Northeast Broadcast Career Fair

Sponsored by

Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WFBS WTRW  
WCDL

Public Broadcasting WVIA-FM/TV

Bold Gold Media WBS LP, and Public Broadcasting WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 28, 2011 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting in a public forum with a variety of broadcasters present. This event was conducted at no cost to the participating broadcasters and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the three weeks preceding the event to promote of the Career Fair. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by Bold Gold Media Special Projects Manager Phillip Bullwinkel and WVIA-FM Vice President for Radio Chris Norton. The sponsor representatives consulted in March, 2010 and drew up the outline for the career fair based on a successful promotion held in 2010. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors.

In January 2011 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA would check their calendar of events for a suitable date in

March 2011. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but interested in opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 p.m. to 6:00 p.m. as the time for the event. There would be no cost for attendees.

Phil Bullwinkel developed a list of broadcasters and Chris Norton extended written invitations to:

- WVIA FM/TV, Pittston
- Bold Gold Media, Scranton
- Shamrock Communications, Scranton
- Entercom Communications, Pittston
- Citadel Radio, Wilkes Barre
- WBRE-TV/WYOU-TV, Wilkes Barre
- WNEP-TV, Moosic
- WOLF-TV/WSWB-TV/WQMY-TV, Wilkes Barre
- WSBG, Stroudsburg
- WHLM, Bloomsburg
- Ion Communications, Scranton

Appendix E contains a complete list of broadcasters considered for invitation. WWRR/WICK/WYCK/WFBS/WTRW/WCDL and WVIA scheduled announcements during the three weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites. Promotion of the event was scheduled from March 14 to March 28, 2011.

Posters promoting the event were sent to communications departments of area colleges and universities:

- Marywood University
- University of Scranton
- Keystone College
- King's College
- Wilkes University
- Misericordia University
- Luzerne CountyCommunity College

The sponsor representatives reviewed plans in mid-February.

On Monday, March 28, 2011 the sponsors conducted the career fair. 8 broadcasters: WBRE/WYOU-TV, WNEP-TV, Times-Shamrock Communications, WOLF/WSWB/WQMY-TV, ION Media, Citadel Broadcasting and the sponsors Bold Gold Media and WVIA-FM/TV reserved space to greet persons interested in broadcasting careers. The participating employers sent 13 total staff members to conduct the event. WVIA provided tables and chairs for the broadcasters in the station's main television studio. The location was large enough for the broadcasters to conduct private

conversations with the attendees. Attendees were asked to register at a central location at the entrance to the room, but they were free to meet with any broadcasters they desired. The central registration list was provided to all broadcasters. A review of the central registration showed that 33 individuals signed in for the event. Evaluation of company registration lists indicated that closer to 50 attendees took advantage of the event. Most attendees spoke with multiple broadcasters. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Attendees came from communities throughout the market area. The participation of other broadcasting companies made the event more valuable to the attendees because it offered a wide variety of potential employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

To ensure the success of the future event, the sponsors will develop additional means of promotion. Under consideration are distribution of press releases to daily media in the market area; notification of the area Pennsylvania employment Services Offices.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and the sponsor's need to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet to set the date and firm up the rest of the plans in the beginning of 2012.

APPENDIX A

2)  
Station Promotional Announcement

NORTHEAST BROADCASTING EMPLOYMENT FAIR

2011-01

:30 PROMO

LOOKING FOR JOB OPPORTUNITIES IN RADIO AND TELEVISION? JOIN THE BOLD GOLD MEDIA GROUP AND THIS STATION AT THE NORTHEAST BROADCASTING EMPLOYMENT FAIR ON MONDAY, MARCH 28<sup>TH</sup> FROM FOUR TO SIX P.M. AT WVIA PUBLIC MEDIA IN PITTSBURGH. TALK WITH REGIONAL REPRESENTATIVES FROM MANY STATIONS ABOUT RADIO AND TV JOB OPPORTUNITIES. IT'S FREE AND OPEN TO ALL. MONDAY MARCH 28<sup>TH</sup>, FROM FOUR TO SIX P.M. AT WVIA IN PITTSBURGH. DIRECTIONS AT WVIA DOT ORG. SPONSORED BY WVIA AND THE BOLD GOLD MEDIA GROUP.

*Broadcasters were permitted to customize this message.*

Appendix A  
5) Contact List

Bold Gold Media  
Co--sponsor  
Mr. Phil Bullwinkel  
1049 N. Sekol Rd.  
Scranton, PA 18504   ]pbullwinkel@boldgoldmedia.com

WVIA Public Broadcasting  
Co--sponsor  
Chris Norton VP Radio  
100 WVIA Way  
Pittston, PA 18640

WOLF/WSWB/WQMY  
Steve Phillips, Creative Services Director  
1181 Highway 315  
Wilkes-Barre, PA 18702

WBRE/WYOU  
Mr. Randy Williams  
Ms. Tiffany Kulig  
Business Manager  
Box 28  
Wilkes-Barre, PA 18773

WNEP  
Mr. Chuck Morgan, GM  
Mr. Erik Schrader, ND  
16 Montage Mountain Rd.  
Moosic, PA 18507  
[mailto:Chuck.Morgan@WNEP.com  
]Chuck.Morgan@WNEP.com

Times-Shamrock Radio  
Ms. Janice Dowdell  
149 Penn Ave.  
Scranton, PA 18503   janice@shamrocknepa.com

Citadel  
Mr. Bill Palmeri, GM  
Ms. Doreen Dixon  
600 Baltimore Drive  
Wilkes-Barre, PA 18702           bill.palmeri@citcomm.com

Entercom  
Mr. Ryan Flynn  
305 Highway 315  
Pittston., PA 18640

WSBG  
Mr. Rick Musselman  
22 S. 6th St.  
Stroudsburg, PA 18360

WHLM-FM  
Mr. Joe Reilly  
124 East Main St.  
Bloomsburg, PA 17815

Ion Broadcasting  
415 Wyoming Avenue  
Scranton, PA 18503

## Appendix B 2010

### EEO On-Air Outreach

WWRR, WTRW and WICK/WYCK/WFBS/WCDL conduct regular on-air promotion of employment opportunities. Text of the announcements: Exhibit A B C

Exhibit A

WWRR

EQUAL OPPORTUNITY ANN

2008-1

105 THE RIVER IS AN EQUAL OPPORTUNITY EMPLOYER. 105 THE RIVER AFFORDS EQUAL OPPORTUNITY IN EMPLOYMENT TO ALL QUALIFIED PERSONS. NO PERSON WILL BE DISCRIMINATED AGAINST IN EMPLOYMENT BY RACE, COLOR, RELIGION, NATIONAL ORIGIN OR GENDER BY THIS STATION. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED WHEN THIS STATION IS SEEKING APPLICANTS FOR EMPLOYMENT, CONTACT US BY LETTER OR FAX. TELL US THE NAME OF YOUR ORGANIZATION, THE MAILING ADDRESS, TELEPHONE NUMBER, FAX NUMBER AND THE NAME OF THE PERSON WHO WILL RECEIVE THE NOTICE. 105 THE RIVER WILL NOTIFY YOUR ORGANIZATION OF ALL FULL TIME OPENINGS. OR YOU MAY SPECIFY THE TYPE OF JOB OPENINGS YOU WANT NOTICE FOR. MAIL YOUR REQUEST TO 105 THE RIVER, P.O. BOX 67, SCRANTON, PA 18504, OR FAX IT TO 570-344-0996. THAT'S ALL YOU NEED TO DO TO RECEIVE NOTICE OF EMPLOYMENT OPPORTUNITIES ON THE RIVER. AND WHEN WWRR HAS A JOB OPENING WE'LL NOTIFY YOUR GROUP.

Exhibit B

WICK

FOX SPORTS RADIO

EQUAL OPPORTUNITY ANN

2009-1

FOX SPORTS RADIO, THE GAME, IS AN EQUAL OPPORTUNITY EMPLOYER. OUR STATION AFFORDS EQUAL OPPORTUNITY IN EMPLOYMENT TO ALL QUALIFIED PERSONS. NO PERSON WILL BE DISCRIMINATED AGAINST IN EMPLOYMENT BY RACE, COLOR, RELIGION, NATIONAL ORIGIN OR GENDER BY THIS STATION. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED WHEN FOX SPORTS RADIO, THE GAME, IS SEEKING APPLICANTS FOR EMPLOYMENT, CONTACT US BY LETTER OR FAX. TELL US THE NAME OF YOUR ORGANIZATION, THE MAILING ADDRESS, TELEPHONE NUMBER, FAX NUMBER AND THE NAME OF THE PERSON WHO WILL RECEIVE THE NOTICE. OUR STATION WILL NOTIFY YOUR ORGANIZATION OF ALL FULL TIME OPENINGS. OR YOU MAY SPECIFY THE JOB OPENINGS YOU WANT NOTICE FOR. MAIL YOUR REQUEST TO FOX SPORTS RADIO THE GAME, 1049 NORTH SEKOL ROAD, SCRANTON, PA 18504, OR FAX IT TO 570-344-0996. THAT'S ALL YOU NEED TO DO TO RECEIVE NOTICE OF EMPLOYMENT OPPORTUNITIES. AND WHEN WICK HAS A JOB OPENING WE'LL NOTIFY YOUR GROUP.

Exhibit C

THE TALKER WTRW  
EQUAL OPPORTUNITY ANN  
2010-1

94.3 THE TALKER IS AN EQUAL OPPORTUNITY EMPLOYER. OUR STATION AFFORDS EQUAL OPPORTUNITY IN EMPLOYMENT TO ALL QUALIFIED PERSONS. NO PERSON WILL BE DISCRIMINATED AGAINST IN EMPLOYMENT BY RACE, COLOR, RELIGION, NATIONAL ORIGIN OR GENDER BY THIS STATION. IF YOUR ORGANIZATION WOULD LIKE TO BE NOTIFIED WHEN THE TALKER IS SEEKING APPLICANTS FOR EMPLOYMENT, CONTACT US BY LETTER OR FAX. TELL US THE NAME OF YOUR ORGANIZATION, THE MAILING ADDRESS, TELEPHONE NUMBER, FAX NUMBER AND THE NAME OF THE PERSON WHO WILL RECEIVE THE NOTICE. OUR STATION WILL NOTIFY YOUR ORGANIZATION OF ALL FULL TIME OPENINGS. OR YOU MAY SPECIFY THE JOB OPENINGS YOU WANT NOTICE FOR. MAIL YOUR REQUEST TO 94.3 THE TALKER, 1049 NORTH SEKOL ROAD, SCRANTON, PA 18504, OR FAX IT TO 570-344-0996. THAT'S ALL YOU NEED TO DO TO RECEIVE NOTICE OF EMPLOYMENT OPPORTUNITIES. AND WHEN WTRW HAS A JOB OPENING WE'LL NOTIFY YOUR GROUP.

Interns and part-time employees will be recruited for positions as they occur using all resources available. Those part-time employees may apply for full-time openings and compete for those full time positions with other qualified candidates as the employment unit performs outreach. In all recruiting and hiring the station employment unit will recruit and hire with full compliance to the Equal Employment Opportunity regulations.

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Appendix C-2011

Bold Gold Media WBS, LP and Bold Gold Media Group LP jointly participated as exhibitors at the Annual Northeast Career Fair. The event was held on Monday, March 28, 2011 at the studios of Public Broadcasting WVIA in Pittston.

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Appendix D-2011

High School Career Outreach

Bold Gold Business Manager Ashok Divecha and Manager Michal G. Stanton participated in the Honesdale High School Career Speaker series on May 2, 2010.

The Bold Gold representatives provided information about the various careers in broadcasting, including on-air, production, sales, promotion, on-line and business office.

They spoke to a classroom of ten students and fielded questions for about one hour.