

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: March 21, 2007 To March 20, 2008

Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM / WMLP-AM & WVLY/FM

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Section #1 – Vacancy Information

Position Filled	Recruitment Source of Hiree	Total of Interviewees
A. Announcer	Internal Posting	5
B. Account Executive	On Air Announcement	6
C. Director of Sales	Exigent Circumstance Hire (See Note #2)	1
D. Data Base Manager	Newspaper Ad	4

Total Number of Persons Interviewed During Applicable Period:		16

Section #2 – Recruitment Source Information

Note: SBC = Sunbury Broadcasting Corporation

Source	# Of Interviews	Positions For Which Source Was Used
SBC On Air Announcements	3	A. B. D.
SBC Web Site Postings	1	A. B. D.
SBC Internal Posting	2	A. B. D.
Daily Item Newspaper	6	A. D.
Keystonehelpwanted.com	0	A. D.
Allaccess.com	1	B.
Penna. Assoc. of Broadcasters web site	0	A.
Staff Referral	2	A. B.
Monster Dot Com	0	D.
Exigent Circumstance	1	C.

Total	16	

Note: The stations in the reporting unit have aired announcements on the 1st and 15th of the month soliciting groups who wish to receive notification of job openings. To date no groups have responded to these announcements. We will continue to air these announcements.

Note #2: It came to our attention that one of the Sales Managers from the local newspaper was interested in switching to broadcasting. This woman, who has a wealth of client contacts and experience, is very highly regarded by the business community and is an extremely active member of and volunteer in the community generally. Her talent and abilities were and are a perfect fit for this position.

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Section #3 – Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WKOK-AM/WQKX-FM/WEGH-FM

Susquehanna University Employment & Internship Fair – 10/11/07 – Susquehanna University, Selinsgrove, PA – Contact: Jodie A. Stauffer, Career Services Representative

Station Participants: WQKX Program Director, Drew Kelly and Announcer Tiffany Raker-Brosious. Mr. Kelly and Ms. Raker-Brosious hosted a booth at this day long fair and distributed materials with descriptions of part-time jobs and internships available at Sunbury Broadcasting Corporation.

Career Expo 2007 – 10/04/07 – Susquehanna Valley Mall, Selinsgrove, PA – Contact: Sunbury Broadcasting Corp. Special Projects Coordinator Leslie Imhoof

Station Participants: Leslie Imhoof, Special Projects Coordinator, Drew Kelly, Program Director, WQKX-FM, Tiffany Raker-Brosious, Announcer, Ann Madison, Director of Sales and Tricia Cease, Sales Manager. This event is sponsored by Sunbury Broadcasting Corporation and the Sunbury Daily Item Newspaper. In addition to cosponsoring this event (which was attended by a number of local industries offering career opportunities) we staffed a booth at the event and distributed materials with descriptions of potential jobs available at Sunbury Broadcasting Corporation.

Recruitment Fair – 03/05/08 – Bloomsburg University, Bloomsburg, PA – Contact: Dr. Walter Brasch, Senior Journalism Professor

Station Participants: Mark Lawrence, Program Director, WKOK-AM. This event, aimed at high school students, explained opportunities in broadcasting available to those who complete college level training in journalism. Mr. Lawrence (formerly News Director for Sunbury Broadcasting Corporation) explained broadcast journalism and the need for college level education for this career path. Over 75 high school students attended.

News Department Internship – Bloomsburg University, Bloomsburg, PA – Contact: Dr. Walter Brasch, Senior Journalism Professor - Intern: Kristy Westbrook

Station Participants: Mark Lawrence, Program Director and Matt Farrand, News Director. Ms. Westbrook, a Journalism major, served in the Sunbury Broadcasting Corporation News Department. She was assigned to write news stories from information gathered by others, rewrite news stories from the “wire” services and to cover meetings of various types and write stories about them for broadcast. Her training was supervised by Matt Farrand, News Director.

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Contact Summary

Source	Contact	Via
Keystonehelpwanted.com	Various Regional Help Wanted.com Inc. P. O. Box 95000-1630 Philadelphia, PA 19195-1630	E-mail at web site
Allaccess.com	Joel Denver Allaccess.com 28955 Pacific Coast Highway Suite 210-5 Malibu, CA 90265	(310) 457-6616
Tvandradiojobs.com	Hal Abram P. O. Box 129 Knab, UT 84741	(435) 644-5992
McCann School of Business	Susan Harman McCann School of Business/Technology North 4 th Street Plaza Sunbury, PA 17801	(570) 286-3058
Pennsylvania Association of Broadcasters	Richard Wyckoff Penna. Assoc. of Broadcasters 8501 Paxton Street Hummelstown, PA 17036	(717) 482-4820
Careerbuilder.com	Unknown Careerbuilder.com 8420 West Brynmawr Ave. Suite 1000 Chicago, Il 60631	(800) 638-4212
Daily Item Newspaper	Various Classified Advertising Reps. Daily Item Newspaper 200 Market Street Sunbury, PA 17801	(570) 286-5671
Monster.com	Unknown Monster.com All contact via Internet	(888) MONSTER