

**SUNBURY BROADCASTING CORPORATION**  
**Annual EEO Public File Report**

**Covering the Period from: March 21, 2010 to March 20, 2011**  
**Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /**  
**WMLP-AM & WVLY/FM**  
**Page #1**

**Section #1 – Vacancy Information**

Position Filled	Recruitment Source of Hiree	Total of Interviewees
A. Account Executive	Referral	4
B. Sales & Marketing Coordinator	SBC Internal Posting	8
C. Account Executive	Exigent Circumstance	1
		-----
Total Number of Persons Interviewed During Applicable Period:		13

**Section #2 – Recruitment Source Information**      *Note: SBC = Sunbury Broadcasting Corporation*

Source	# of Interviews	Positions for Which Source Was Used
SBC On Air Announcements	0	
SBC Web Site Postings	0	
SBC Internal Posting	1	B
Daily Item Newspaper	8	A, B
Keystonehelpwanted.com	1	A
McCann School of Business and Technology	0	
Referral	2	A, B
Monster Dot Com	0	
Exigent Circumstance	1	C
		-----
Total	13	

Note: The stations in the reporting unit have aired announcements on the 1<sup>st</sup> and 15<sup>th</sup> 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.

**SUNBURY BROADCASTING CORPORATION**  
**Annual EEO Public File Report**

Covering the Period from: **March 21, 2010 to March 20, 2011**  
Stations Comprising Station Employment Unit: **WKOK-AM / WQKX – FM / WEGH – FM /**  
**WMLP-AM & WVLY/FM**  
Page #2

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

***Sales Internships – McCann School of Business & Technology***

During the Fall of 2010, Dean Blakely completed his Internship in the Sales Department of Sunbury Broadcasting Corporation. As an intern, Mr. Blakely assisted the Director of Sales with our annual Brand Power Program, and also with our “Paint the Valley Pink” promotion. Additionally, he assisted our Special Projects Executive with prospecting for Expo participants, and he also helped out with daily requests of the Director of Sales and Account Executives.

***News Internship***

Katie Kirchner was an intern in the WKOK newsroom during the Summer of 2010. Ms. Kirchner is a high school junior who was learning interviewing, recording, reporting, and editing.

***Job Shadow***

A high school student, Taylor Shepley, job shadowed the 94KX Morning Show on 5/18/10. He was shown all five radio stations here and was introduced to various career opportunities that exist at a radio station.

***Programming Internships***

A college student, Josh Tyson, interned during the Summer of 2010 here at the station. The student, though legally blind, was able to experience our station and learn all facets of the radio broadcast industry. While we had to make some special adjustments to equipment to accommodate his disability, we found it to be an enriching experience for all involved parties.

A college student, Robert may, interned during the Summer of 2010 here at the station. Robert served as the “Morning Show Intern” for 94KX where he performed tasks in every capacity including: production, announcing, remotes, audio editing, show prep, technical assistance, board operations, and promotions.

***Susquehanna University – Employment and Internship Fair***

**Thursday, October 7, 2010 ~ 11 a.m. to 2 p.m.**

Station Participants: WQKX Program Director, Drew Kelly, WKOK Program Director, Mark Lawrence, Director of Sales & Finance, Jayme Dunkelberger, and Business Manager, Michelle Shaffer.

The Stations of Sunbury Broadcasting Corp, were present at the Employment and Internship Fair at Susquehanna University seeking interns for our Sports, Special Events, and News Departments. Additionally, we were also accepting applications for Promotions Assistants on WQKX-FM. Of the resumes we collected, most of the students were looking to obtain internships for the Fall 2011 semester.

**SUNBURY BROADCASTING CORPORATION**  
**Annual EEO Public File Report**

**Covering the Period from: March 21, 2010 to March 20, 2011**  
**Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /**  
**WMLP-AM & WVLY/FM**  
**Page #3**

**Contact Summary**

<u>Source</u>	<u>Contact</u>	<u>Via</u>
Keystonehelpwanted.com	Various Regional Help Wanted.com Inc. P. O. Box 95000-1630 Philadelphia, PA 19195-1630	E-mail at web site
McCann School of Business	Susan Lynch McCann School of Business/Technology North 4 <sup>th</sup> Street Plaza Sunbury, PA 17801	(570) 286-3058
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