

## Annual EEO Public File Report

Covering the Period from (March 22, 2009 to March 21, 2010)

Stations Comprising Station Employment Unit: WYCR-FM & WHVR-AM

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WYCR-FM and WHVR-AM 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 March 22, 2009 to and including March 21, 2010.

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 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone;
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.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree reported for work. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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Full -Time Jobs Filled

	Full-time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	Account Executive	12-28-09	York Newspaper Co.	9
2				
3				
4				
5				
6				
7				

Total Number of Persons Interviewed During Applicable Period: 9

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**TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE**

Recruitment Source Name	Total Number of Interviewees
York Newspaper Co. (York Daily Record, York Dispatch, York Sunday News) 1891 Loucks Rd., York, PA 17404	5
Gettysburg Times P.O. Box 3669 Gettysburg, PA 17325	1
Unknown (Interviewee said ad was seen in a publication which we did not use).	1
The Evening Sun (York Newspaper Co.) 1891 Loucks Rd., York, PA 17404	2
Pennsylvania Association of Broadcasters website <a href="http://www.pab.org">www.pab.org</a> 8501 Paxton St., Hummelstown, PA 17036	0
<a href="http://www.thepeak985.com">www.thepeak985.com</a> (WYCR-FM website) P.O. Box 234, Hanover, PA 17331	0
PaJobFinder.com (York Newspaper Co.) 1891 Loucks Rd., York, PA 17404	0
United Way of York County* 800 E. King St., York, PA 17403	0
First St. John's Church* 140 W. King St. York, PA	0

\*An organization requesting notification of job openings

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**LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY**

Job Title for Vacancy: Account Executive

Date Vacancy Filled: 12-28-09

Recruitment Source for Actual Hire: York Newspaper Co.

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

Name and Address of Source	Contact Person and Phone Number
York Newspaper Co. (York Daily Record, York Dispatch, York Sunday News) 1891 Loucks Rd., York, PA 17404	Carolyn Schreiber 717-637-3736
The Evening Sun (York Newspaper Co.) 1891 Loucks Rd., York, PA 17404	Carolyn Schreiber 717-637-3736
PaJobFinder.com (York Newspaper Co.) 1891 Loucks Rd., York, PA 17404	Carolyn Schreiber 717-637-3736
Gettysburg Times P.O. Box 3669 Gettysburg, PA 17325	Eva Shaffer 717-334-1131
Pennsylvania Association of Broadcasters website <a href="http://www.pab.org">www.pab.org</a> 8501 Paxton St., Hummelstown, PA 17036	Gail Ponti 717-482-4820
<a href="http://www.thepeak985.com">www.thepeak985.com</a> (WYCR-FM website) P.O. Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831
United Way of York County* 800 E. King St., York, PA 17403	Alan Vandersloot 717-771-3806
First St. John's Church* 140 W. King St. York, PA	Vicar Jim Driskell 717-386-3698

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Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WYCR-FM & WHVR-AM.

**First Initiative: Hosting at least one job fair.** WHVR and WYCR hosted a job fair from noon until 2 p.m. Oct. 4, 2009 at the Women's Show held at the York Expo Center in York, PA. Personnel from the SEU planned, marketed and worked the fair. Information about careers in radio was provided. The SEU's general manager and WYCR's program director staffed the fair.

**Second Initiative: Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.** The SEU has an established internship program which draws from local high schools and colleges. During the reporting period, seven (7) individuals participated in the program. **1.** From May 18, 2009 through May 29, 2009, a 53.5-hour internship was provided to a York Country Day School senior. The internship focused on the radio creative and production process, including working with clients, voicing, scoring and final production of commercials. **2.** A 120-hour internship was provided to a York College of Pennsylvania student from June 22, 2009 through Aug. 11, 2009. The intern was exposed to a variety of experiences including marketing efforts and other radio broadcasting situations. **3.** A York College of Pennsylvania student interned from Sept. 1, 2009 through Oct. 15, 2009 for 120 hours. The intern had access to several departments including marketing, traffic, non-traditional revenue etc. **4.** An internship was provided to a York College student Oct. 3-4, 2009. The intern ended the internship early citing a scheduling conflict. **5.** A University of Delaware student was provided an internship from Jan. 5, 2010 through Feb. 3, 2010 in the programming department of WYCR. The intern observed operations in several departments that interact with programming. Also, the intern gained hands on experience with producing imaging liners and writing and voicing news. The intern also sat in during the morning and afternoon shows. **6.** Two students from Fairfield High School shadowed WYCR employees in various departments on March 10, 2010. The students sat in with the morning show, received an overview of programming from the programming director, sat in during show prep with the morning show, observed the continuity/creative department and observed the afternoon drive show.

**Third Initiative: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.** **1.** WYCR's morning team, Davy Crockett and Bob Waters, participated in Emory H. Markel Intermediate School's career fair, March 25, 2009 at the school in Hanover, PA. **2.** WYCR's creative services director/on-air personality Bill O'Brien spoke at the 10<sup>th</sup> Annual Adams County Business Education Partnership County-Wide Career Fair March 10, 2010 at Gettysburg College in Gettysburg, PA. The program is a joint effort between the Business Partnership and six local schools districts and is directed at 10<sup>th</sup> grade students. Bill spoke at six sessions, providing an overview of radio broadcasting.

**Fourth Initiative: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.** **1.** The SEU participated in the 25<sup>th</sup> Annual York College Career Expo, Job & Internship Fair on March 25, 2009 at the college in York, PA. Information

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about WHVR and WYCR was distributed, including current and possible future job and internship openings. The office manager and WHVR's station manager worked the event. Resumes were accepted. Several internships at the SEU were set up as a result of participation in the expo.

**Fifth Initiative: Sponsorship of at least two events in the community designed to create public awareness as to employment opportunities in broadcasting.** During this reporting period, a tour of the radio station was conducted for a local Cub Scout troop on March 16, 2010. Six children and six adults took the tour which included the traffic, continuity and sales departments. Two on-air personalities also spoke to the group about studio set-up and being on-air.

**Sixth Initiative: Establishment of training programs designed to enable station personnel to improve their skills to qualify for higher positions.** An employee took six courses provided by the SEU during the reporting period.