

## Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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, 2010 to and including March 21, 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 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.

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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	Morning Show Co-Host	06/1/10	Employee Referral(hiree previously worked here) (Exigent Circumstance)	1
2	Sales Representative	08/23/10	Employee Referral (Applicant had previously applied for an advertised sales position several years ago)	3
3	Senior Administrator	09/30/10	Hanover Evening Sun	5
4	Controller	10/04/10	Stambaugh Ness (personal referral; hiree had applied for Senior Administrator position) (Exigent Circumstance)	1
5	Sales Representative	11/01/10	York Sunday News	7
6	FM Sales Manager	2/21/2011	York Daily Record	4
7				

Total Number of Persons Interviewed During Applicable Period: 21

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

<b>Recruitment Source Name</b>	<b>Total Number of Interviewees</b>
Hanover Evening Sun (Media One- York Newspaper Company)	5
York Sunday News (Media One-York Newspaper Company)	2
York Dispatch (Media One- York Newspaper Company)	2
The Peak 98.5 Website	2
First Saint John's Lutheran Church *	1
Employee Referral	3
Personal Referral	2
Person unsure of newspaper name [Media One- York Newspaper Company(York Sunday News, York Daily Record, York Dispatch, Hanover Evening Sun) ]	1
York Daily Record(Media One- York Newspaper Company)	1
Pennsylvania Association of Broadcasters website	0
PA Job Finders (Media One-York Newspaper Company)	2
Nittany Lion Career Network (Internet site)	0
Harrisburg Area Community College (Internet site)	0
Yorktowne Business Institute	0
United Way of York County *	0

\* Agency requesting notification

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

PA Commonwealth Workforce Development System (Pennsylvania CareerLink Internet )	0
York College of Pennsylvania	0

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: Morning Show Co Host

Date Vacancy Filled: June 1, 2010

Recruitment Source for Actual Hire: Employee Referral (Exigent circumstance; Employee previously worked here)

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

<b>Name and Address of Source</b>	<b>Contact Person and Phone Number</b>
Joan McAnall, (Employee Referral) P.O. Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: Sales Representative

Date Vacancy Filled: August 23, 2010

Recruitment Source for Actual Hire: Employee Referral (Rick McCauslin)

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

Name and Address of Source	Contact Person and Phone Number
Media One-York Newspaper Company(York Dispatch, York Daily Record, York Sunday News, Hanover Evening Sun) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
Pa JobFinder.com(Media One-York Newspaper Company) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
WYCR-FM website (thepeak985.com) PO Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831
PA 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
United Way of York County* 800 East King St., York, PA 17403	Alan Vandersloot 717-771-3806
First St.John's Church* 140 West King Street, York, PA	Vicar Jim Driskell 717-386-3698
Rick McCauslin (Employee Referral) P.O. Box 234, Hanover, PA 17331	Rick McCauslin 717-637-3831
Laura Becker (Employee Referral) P.O. Box 234, Hanover, PA 17331	Laura Becker 717-637-3831

\* Agency Requesting Notification

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: Senior Administrator

Date Vacancy Filled: September 30, 2010

Recruitment Source for Actual Hire: Hanover Evening Sun

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

Name and Address of Source	Contact Person and Phone Number
Media One-York Newspaper Company( York Dispatch, York Daily Record, York Sunday News, Hanover Evening Sun), 1891 Loucks Road York, PA 17404	Carolyn Schreiber 717-637-3736
Pa JobFinder.com (Media One-York Newspaper Company) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
WYCR-FM website(ThePeak985.com) PO Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831
PA 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
United Way of York County * 800 East King Street, 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
Stambaugh Ness (Personal referral) 252 Frederick Street Hanover, PA 17331	Tom Moul 717-637-7131

\* Agency Requesting Notification

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: Controller

Date Vacancy Filled: October 4, 2010

Recruitment Source for Actual Hire: Stambaugh Ness(personal referral; Employee had applied for Senior Administrator position; exigent circumstance)

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

<b>Name and Address of Source</b>	<b>Contact Person and Phone Number</b>
Stambaugh Ness (Personal referral) 252 Fredrick Street, Hanover, PA 17331	Tom Moul 717-637-7131

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: Sales Representative

Date Vacancy Filled: November 1, 2010

Recruitment Source for Actual Hire: York Sunday News

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

Name and Address of Source	Contact Person and Phone Number
Media One-York Newspaper Company(York Dispatch, York Daily Record, York Sunday News, Hanover Evening Sun) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
Pa JobFinder.com(Media One-York Newspaper Company) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
WYCR-FM website (thepeak985.com) PO Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831
PA 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
United Way of York County* 800 East King St., York, PA 17403	Alan Vandersloot 717-771-3806
First St.John's Church* 140 West King Street, York, PA	Vicar Jim Driskell 717-386-3698

\* Agency Requesting Notification

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

Job Title for Vacancy: FM Sales Manager

Date Vacancy Filled: February 21, 2011

Recruitment Source for Actual Hire: York Daily Record

\* \* \* \* \*

**RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY**

Name and Address of Source	Contact Person and Phone Number
Media One-York Newspaper Company(York Dispatch, York Daily Record, York Sunday News, Hanover Evening Sun) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
PA 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
United Way of York County* 800 East King St., York, PA 17403	Alan Vandersloot 717-771-3806
First St.John's Church* 140 West King Street, York, PA	Vicar Jim Driskell 717-386-3698
WYCR-FM website (thepeak985.com) PO Box 234, Hanover, PA 17331	Joan McAnall 717-637-3831
Harrisburg Area Community College <a href="http://www.collegecentral.com">www.collegecentral.com</a>	None Given
Pa JobFinder.com(Media One-York Newspaper Company) 1891 Loucks Road, York, PA 17404	Carolyn Schreiber 717-637-3736
York College of Pennsylvania-Internet College Central Network Services	None Given
Pennsylvania Commonwealth Workforce Development System (Pennsylvania CareerLink-Internet) <a href="http://www.cwds.state.pa.us">www.cwds.state.pa.us</a>	None Given
Yorktowne Business Institute W. Seventh Ave. York, PA 17404	Jeffrey Regener Graduate Services Director Yorktowne Business Institute & School of Culinary Arts 717-846-5000, ext. 133

Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

Penn State Nittany Lion Career Network <a href="http://www.psu-csm.symplicity.com">www.psu-csm.symplicity.com</a>	None Given

\* Agency Requesting Notification

## Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

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

**First Initiative: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.** The SEU participated in the 26<sup>th</sup> Annual York College Career Expo Job and Internship Fair on March 24, 2010. Two station representatives, General Sales Manager and Office Manager, one with substantial responsibility for making hiring decisions, attended and provided information on current and possible job and internship openings. Resumes were accepted.

**Second Initiative: Hosting at least one job fair:** The SEU hosted a job fair from noon until 2 p.m. October 3, 2010 at the Women's Show held at the York Expo Center, York, PA. Personnel from the SEU planned and marketed the fair. The FM Programming Director, who has substantial responsibility for making hiring decisions, worked the fair and provided information on careers in radio and accepted resumes.

**Third Initiative: Establishment of 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, six (6) individuals participated in the program. 1. One student from Lower Dauphin High School shadowed WYCR employees on April 30, 2010. The student spent 6 hours learning about programming, preparation for on air shows and job requirements for a career in radio. 2. From January 19, 2010 until May 24, 2010 a student from Hanover High School completed a 74.5 hour internship. The student worked across all departments, including marketing, traffic, continuity and programming. 3. A Penn State University student interned for 141 hours with the SEU from May 24, 2010 through July 14, 2010. The student worked in many departments. She worked on the marketing of two major SEU events and with the programming director as well as with traffic and continuity. 4. A York College student was provided with a 147 hour internship from June 8, 2010 through August 13, 2010. The intern worked across many departments including continuity, on air, programming, marketing and traffic. 5. A student from Freedom Christian School spent August 25, 2010 shadowing several employees. The student observed a live show, and received an overview of programming and continuity. 6. A student from Fairfield High School shadowed employees in various departments on October 19, 2010. The student observed several on-air shows and learned about programming, continuity and creativity from various employees.

## Annual EEO Public File Report

Covering the Period from March 22, 2010 to March 21, 2011

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

**Fourth Initiative: Establishment of training programs designed to enable station personnel to improve their skills to qualify for higher positions:** Two employees have participated in on-going management training. Another employee took 6 courses provided by the SEU.

**Fifth 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, Hanover, PA career fair on April 7, 2010. They provided information about careers in broadcasting. 2. On March 3, 2011, Joanna Campbell, part of our Morning Team, spent time at Emory H. Markle Intermediate School, Hanover, PA. She met with students in the Multimedia Center and the MAC Lab that were working on recording, editing and posting pod casts to their class blog. She explained the use of similar technology in the broadcast business and took questions about careers in radio, broadcasting and communications. 3. On March 16, 2011, Creative Services Director Bill O'Brien spent the day at the Career Fair for high school students hosted by the Gettysburg Adams Chamber of Commerce. He met with six sessions of students throughout the event to discuss careers in broadcasting. He discussed educational requirements, training and other skills that are helpful to a broadcast career. He also explained the rewards of the job including salary and job satisfaction. Hundreds of tenth grade students from six (6) high schools attended this annual event.

**Sixth Initiative: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:** Joan McAnall, Co President of Radio Hanover, Inc., and Chairwoman of the Pennsylvania Association of Broadcasters (PAB), is serving on the PAB's Internship Program Committee for 2011. This committee will be awarding broadcast internships to applicants to help assist students interested in pursuing careers in broadcasting.