

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2015 to March 31, 2016
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 Hire	Total of Interviewees
A. News Director (Hired April 21, 2015)	Exigent Hire	1
B. Promotions Director (Hired January 4, 2016)	Exigent Hire	1
C. Marketing Consultant (Hired January 12, 2016)	Daily Item	4 -----
Total Number of Persons Interviewed During Applicable Period:		6

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

Source	# Of Interviews	Positions For Which Source Was Used
SBC On-Air Announcements	1	C
SBC Web Site Postings	0	C
SBC Internal Posting	0	C
Keystonehelpwanted.com	0	C
McCann School of Business and Technology	0	C
PAB	0	C
The Daily Item	1	C
CareerBuilder.Com	2	C
Exigent Circumstance	2	A, B
Total	6 -----	

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.

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Shikellamy High School - News Internship

September 1, 2014 –May 30, 2015

Station Participant – WKOK Program Director

A Shikellamy High School student was an intern in the WKOK newsroom during the 2014-15 school year. She is a high school senior who was learning interviewing, recording, reporting, and editing.

Susquehanna University – Sales Internship

January 13, 2015 – May 8, 2015

Station Participant –Director of Sales & Finance

During the Spring Semester of 2015, a sophomore from Susquehanna University completed her Internship in the Sales Department of Sunbury Broadcasting Corporation. As an intern, she assisted the Director of Sales with our sales initiatives. Additionally, she assisted our Special Projects Executive with prospecting for Expo participants, and she also helped out with daily requests of the Director of Sales and Account Executives.

Susquehanna University – Employment and Internship Fair

October 1, 2015

Station Participant: WQKX Program Director

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 upcoming semesters.

Job Fair – Central PA Business & Education Association, Milton High School & Central PA Chamber of Commerce

November 11, 2015

Station Participant: WQKX Program Director

The PD of 94KX attended a job fair for high school aged students and staffed a booth that provided information about our stations, including opportunities available in radio broadcasting. Student attendees were from all over the region.

Career Program – Selinsgrove Area School District

December 21, 2015

Station Participant: WQKX Program Director

The PD of 94KX served as a guest speaker during four different sessions and shared information with students about careers in radio at Selinsgrove Area Middle School. During the sessions the 8th graders asked questions related to jobs in radio on topics like education and training needed, school subjects related to radio jobs, earning potential and job outlook.

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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	Sarah Hoffing McCann School of Business 7465 Westbranch Highway Lewisburg, PA 17837	(570) 497-8014
Careerbuilder.com	Various Careerbuilder.com All contact via Internet	www.careerbuilder.com
PAB.org	Gail Ponti 8501 Paxton St. Hummelstown, PA	gponti@pab.org
The Daily Item (Newspaper)	Carla Treon 200 Market St. Sunbury, PA	ctreon@dailyitem.com