

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2016 to March 31, 2017
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. Marketing Consultant (Hired August 26, 2016)	Referral	7
B. Marketing Consultant (Hired December 5, 2016)	Referral	3
C. Marketing Consultant (Hired February 24, 2017)	Web Site	3 -----
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	2	A, B, C
SBC Web Site Postings	2	A, B, C
SBC Internal Posting	1	A, B, C
Referral	7	A, B, C
Keystonehelpwanted.com	0	A
McCann School of Business and Technology	0	A
PAB	0	A
The Daily Item	0	A
CareerBuilder.Com	1	A
Exigent Circumstance	0 -----	
Total	13	

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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Bucknell University - News Internship

June 1, 2016 to September 1, 2016

Station Participant – WKOK News Director

A Bucknell University student was an intern in the WKOK newsroom during the summer of 2016. While interning at WKOK she learned interviewing, recording, reporting, and editing.

Syracuse University – Sales Internship

June 6, 2016 to August 11, 2016

Station Participant –Director of Sales & Finance

During the Summer of 2016, a junior from Syracuse 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 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

February 2, 2017

Station Participant: VP of Programming, PT News Anchor/Reporter

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.

The Pennsylvania State University – Penn State Spring Career Days

March 24, 2017

Station Participants: VP of Programming

The stations of Sunbury Broadcasting Corporation were represented at the Penn State Spring Career Days at the University Park Campus. A booth was set up with a power point presentation about our stations, as well as signs, banners and brochures to hand out. Positions advertised that day included: 94KX Promotions Assistants, WKOK part-time news positions, and Sports Producer positions for WKOK, WMLP, WEGH, and WVLY.

Career Program – Selinsgrove Area School District

December 21, 2016

Station Participant: VP of Programming

The VP of Programming 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