

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

**Covering the Period from: April 1, 2022 to March 31, 2023**

**Stations Comprising Station Employment Unit: WKOK-AM /WQKX-FM /WEGH-FM/WVLY-FM**  
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**Section #1 – Vacancy Information**

<u>Position Filled</u>	<u>Recruitment Source of Hire</u>	<u>Total of Interviewees</u>
A. Multimedia Marketing Consultant (Hired June 22, 2022)	Referral/Corporate Website	2
B. Business Manager (Hired December 13, 2022)	Exigent Circumstance	1
C. Digital Marketing Specialist (Hired January 12, 2023)	Indeed.com	2
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Total Number of Persons Interviewed During Applicable Period:		5

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

<u>Source</u>	<u># Of Interviews</u>	<u>Positions for Which Source Was Used</u>
SBC On-Air Announcements	0	A
SBC Web Site Postings	0	A, C
SBC Internal Posting	1	A, C
Indeed.com	1	A, C
Referral	2	A, C
Exigent Circumstance	1	B
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Total	5	

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.

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***Guest Speaker at the Association for Women in Sports Media Chapter - Susquehanna University***  
**September 20, 2022**

Station Participant – Kevin Herr, WKOK Sports Play-by-Play

Kevin spoke to the group and answered questions about sports broadcasting opportunities at Sunbury Broadcasting Corporation and future opportunities in sports broadcasting in radio. He also talked about the opportunities radio and other media offer with sports broadcasting online.

***“What Christmas Means to Me” – Various Area Elementary Schools***  
**November and December 2021**

Station Participants: WQKX Assistant Program Director Sam Tyler/WKOK Program Director, Mark Lawrence/WKOK News Director Matt Catrillo.

Our station talent visited and coached various elementary students in our area on writing and recording individual 30-second messages that described what makes the holiday season special in their family. 10 students from Selinsgrove Elementary, 12 from Line Mountain Elementary, 12 from Shamokin Elementary, 6 from Danville Elementary and 5 Lewisburg Elementary students took part in the program. These features were aired on WQKX, WKOK, WEGH and WVLY from December 1, 2022 to December 25, 2022.

***Judge for Susquehanna University’s 2<sup>nd</sup> Annual High School Sales Competition – Susquehanna University***  
**March 13, 2023**

Station Participants – Scott Richards, Group Sales Manager

Scott served as a judge for the competition that had a number of high school students giving a 15-minute Client Need Analysis based sales presentation.

***EEO Requirements Meeting with Programming Management***  
**August 15, 2022 and March 7, 2023**

Station Participants – FM Program Director, Rob Senter/WKOK Program Director, Mark Lawrence/FM APD, Sam Tyler/News Director, Matt Catrillo/National Sales Manager, Kevin Herr

Kevin Herr discussed the events that are included in EEO Outreach and what we can do to enhance our outreach. This includes interns that can be taught different elements of the industry, visits to Career Day events, speaking to local college broadcast clubs and job fairs and event our “What Christmas Means to Me” program that includes local elementary students. Also discussed was the EEO announcement that runs on the 1<sup>st</sup> and 15<sup>th</sup> of each month.

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**Contact Summary**

<b>Source</b>	<b>Contact</b>	<b>Via</b>
Indeed.com	Various Indeed.com All contact via Internet	www.indeed.com
SBC On Air Announcements	WKOK/WEGH/WVLY/WQKX 1227 County Line Rd. Selinsgrove, PA 17870	
SBC Corporate Webpage	Sunbury Broadcasting Corp. 1227 County Line Rd. Selinsgrove, PA 17870	www.sunburybroadcastingcorporation.com