

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: April 1, 2024, to March 31, 2025

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 August 23, 2024) | Referral | 4 |

Total Number of Persons Interviewed During Applicable Period: 4

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 Web Site Postings | 0 | A |
| SBC Internal Posting | 0 | A |
| Indeed.com | 3 | A |
| Referral | 1 | A |
| | ----- | |
| Total | 4 | |

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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Priestly Elementary School Career Day, Northumberland, PA – May 9, 2024

Station Participant – Pia Ripley-Reese, Social Media Coordinator and Nigel Kurtz, Personality/Traffic Director

Priestly Elementary held a Career Day for grades K through 2 where the station participants let the students record a commercial, work with the equipment including microphones and road gear. The event included 12 different classes with approximately 20 students per class.

“The True Meaning of Christmas” – Selinsgrove Intermediate School, Selinsgrove, PA - December 2024

Station Participants: Denise Haddon, Marketing Consultant and Lynn Hall, Production Director

Our station personnel 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. Students from the Selinsgrove Intermediate School took part in the program. These features were aired on WQKX, WKOK, WEGH and WVLY from December 13, 2024, to December 25, 2024.

Marketing and Social Media Intern, Emma Crawford – Bloomsburg University – December 9, 2024, to January 17, 2025

Station Participant – Pia Ripley-Reese, Social Media Coordinator and Brandon Williams, Digital Media Specialist

Emma assisted with our live Christmas children’s program, Talk to Santa, as the greeter. She also reviewed the social media effectiveness of our posts, created posts for station and client events, client digital campaign creative, and assisted with creation of external image marketing of all group stations. This was done for college credits.

EEO Requirements Meeting with Programming and Sales Teams – January 20, 2025

Station Participants – Rob Senter, Program Director, Pia Reese, Social Media Coordinator, Brandon Williams, Digital Media Specialist, Denise Haddon, Marketing Consultant, Nigel Kurtz, Traffic Director, and Kevin Herr, National Sales Manager

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 as well as events like our “What Christmas Means to Me” program that includes local elementary students. Also discussed was the EEO announcement that runs on the 1st and 15th of each month.

Midd-West Student Shadow, Shyanne Hoskie, In Studio – Selinsgrove, PA – March 25, 2025

Station Participants – Rob Senter, On-Air Talent/Program Director, Nigel Kurtz, On-Air Talent/Traffic Director, and Lynn Hall, On-Air Talent/Production Director

Shyanne joined us for a three-hour look at what our on-air talent does during a normal workday. That included observing the morning show live, seeing how our on-air voice tracks a shift, and the production on commercials and imaging that is done after the air shifts.

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Contact Summary

| Source | Contact | Via |
|-----------------------|---|--|
| Indeed.com | Various Indeed.com All contact via Internet | www.indeed.com |
| SBC Corporate Webpage | Sunbury Broadcasting Corp. 1227 County Line Rd. Selinsgrove, PA 17870 | www.sunburybroadcastingcorporation.com |