

## **3/31/11 - Annual EEO Public File Report**

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The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following six radio stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

<b>Call Sign</b>	<b>Community</b>	<b>FIN</b>
<b>WRKT-FM (Rocket 101)</b>	<b>Erie, PA</b>	<b>55063</b>
<b>WRTS-FM (Star 104)</b>	<b>Erie, PA</b>	<b>55028</b>
<b>WTWF-FM (Wolf 93.9)</b>	<b>Erie, PA</b>	<b>76244</b>
<b>WXBB-FM (Bob 94.7)</b>	<b>Erie, PA</b>	<b>52144</b>
<b>WJET-AM (Jet 1400)</b>	<b>Erie, PA</b>	<b>33769</b>
<b>WFNN-AM (Fox Sports 1330)</b>	<b>Erie, PA</b>	<b>26611</b>

The information contained in this Annual EEO Report covers the time period from **April 1, 2010 to, and including, March 31, 2011** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;
3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all 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 community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. The first Annual Report was placed in each station’s public inspection file on April 1st, 2011 and posted on the stations’ website, in accordance with the FCC’s EEO Rules. The report was revised, filed, and posted again on September 9th, 2011.

SECTION 1: Full-Time Hires During This Reporting Period

Time Period Covered: **April 1, 2010 to March 31, 2011**

Stations in Employment Unit: WRKT, WRTS, WTWF, WXBB, WJET, and WFNN

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source of Hiree	Total Number of Interviewees
1	On Air Personality 05/28/2010	Referral	6
2	Account Executive 08/09/2010 *	Referral	8
3	Account Executive 08/23/2010 *	Connoisseur Website	8

Total Number of People Interviewed for All Job Positions: 14

\*These 2 positions filled from the same pool of 8 applicants.

SECTION 2: Recruitment Sources

Time Period Covered: **April 1, 2010 to March 31, 2011**

Stations in Employment Unit: WRKT, WRTS, WTWF, WXBB, WJET, and WFNN

<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>		<b>Total Number of Interviewees This Source Has Provided During This Period</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1.	Internal Station Postings	1	1
2.	Connoisseur Media website <a href="http://www.connoisseurmedia.com">http://www.connoisseurmedia.com</a>	6	All positions
3.	Walk-ins	1	All positions
4.	Referrals	3	All positions
5.	All Access 28955 Pacific Coast HWY Suite 210 Malibu, CA 90265	3	1
6.	Women In Leadership Development, WILD Conference, March 26th, 2010	0	2,3
7.	Penn State Erie 5091 Station Rd. Erie, PA 16509 (At Job Fair)	0	2,3
8.	Allegheny College 520 N. Main St. Meadville, PA 16335 (At Job Fair)	0	2,3
9.	Edinboro University 106 McNeerney Hall Edinboro, PA 16444 (At Job Fair)	0	2,3
10.	Mercyhurst College 501 East 38 <sup>th</sup> St. Erie, PA 16546 (At Job Fair)	0	2,3
11.	Gannon University 109 University Square Erie, PA 16541-0001 (At Job Fair)	0	2,3

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **April 1, 2010 to March 31, 2011**

Stations in Employment Unit: WRKT, WRTS, WTWF, WXBB, WJET, and WFNN

1. On-Going Internship Program for Area College Students: This on-going internship program has been in place at the station for at least the past five years. The station recruited and placed students from the following area universities and colleges: Edinboro University, Gannon University, Penn State (Main campus), Penn State Erie-Behrend College, Ohio School of Broadcasting, and Baldwin Wallace College. During the reporting period, we had six interns total, four in the summer, and two in the fall. Students must be enrolled in a program related to the broadcasting industry, including, but not limited to marketing, business, communications, and broadcast. Some students are rewarded with course credit hours upon completion of the semester-long program, whereas some students intern for the experience in the broadcast industry. The interns were supervised by our Promotions Supervisor, Greg Szuba. During the internship, the students worked with the following departments: Promotions, Programming, Business, and Sales. The following is a list of some of the duties the interns were asked to perform:
  - Assist in setup of radio station promotional events
  - Interact with the public at events, distribute promotional materials and manage prize giveaways
  - Photograph station events for use on radio station websites, and promotional materials
  - Prepare event recaps for clients
  - Manage and write copy for radio station e-mail clubs
  - Create graphics in Photoshop to be posted on radio station websites, and update station websites when needed
2. EEO Training to Upper Level Management: In July of 2010, our General Manager, Nancy Dymond, attended the GM Retreat, hosted by our corporate office in Westport, Connecticut. During the retreat, the General Managers received training on Employment Practices. Upon her return from the GM meeting, she distributed and reviewed the handouts/manual to the Management team at the Erie market.

3. Job Fairs: On April 8<sup>th</sup>, 2010, we participated in the Penn State Behrend Academic and Career Planning Center. The event was held in McGarvey Commons at the Penn State Behrend campus in Erie. While there, our Promotions Supervisor, Greg Szuba, spoke with students regarding careers in Communication and Media, and collected resumes.

We also participated in the Nineteenth Annual Mercyhurst College Career/Job Fair at Mercyhurst College on March 24<sup>th</sup>, 2011. Our Promotions Supervisor, Greg Szuba, was there to speak with over 600 students from all five area colleges (Mercyhurst College, Allegheny College, Edinboro University, Gannon University, and Penn State Erie-Behrend College.) He collected resumes, and answered questions regarding careers in broadcasting.

4. Other Activities: Connoisseur Media of Erie, LLC was the radio sponsor for the “WILD” Conference, “Women in Leadership Development”. The event took place on March 25<sup>th</sup>, 2011. Besides promoting the event, our AE, Marcus Maloney, was there manning a booth as well. Our General Manager, Nancy Dymond, also attended the events. While there, Marcus answered questions regarding the Radio Industry, and accepted resumes.

Our Operations Manager, Joe Lang, gave a tour of the studios to a group of Gannon University students from the Gannon Radio Production class on March 28<sup>th</sup>, 2011. In addition to receiving a tour of the facility, the students also spent time with our Productions Director, Scot Mark. The students had the opportunity to see the Production studios, and see the step by step process of producing a radio commercial.

Our Operations Manager, Joe Lang, visited Our Lady’s Christian School on May 28<sup>th</sup>, 2010, for Career Day. He spoke to the students regarding a career in Radio Broadcasting. While there, Joe explained day to day operations of our six radio stations, what is required to have a career in broadcasting, and answered questions from students.

We have hosted several studio tours for the Girls and Boys Scouts from local troops in the area. Many scouts were interested in the day to day responsibilities of working in a radio station. They were also able to meet requirements in order to receive scout badges.

Our AM morning show host, Jim LeCorchick, visited Iroquois Elementary, on March 2<sup>nd</sup>, 2011, for National Read Across America Day. The students celebrated this year along with the birthday of Dr. Seuss. During his visit, Jim read to the students, and answered questions regarding his career on the radio, and as a well known sportscaster in the area.