

**EEO PUBLIC FILE REPORT**

**WODE-FM, WEEX-AM, WTKZ, WBYN-AM**  
 (ALLENTOWN EMPLOYEE UNIT)  
 APRIL 1, 2016 – MARCH 31, 2017

**FULL TIME POSITIONS FILLED**

Full-Time Position Title	Station(s)	Date Filled	Recruitment Source of Hiree	Recruitment Sources Used	Number Interviewed
Account Executive 1 hiree	WODE-FM WEEX-AM WTKZ WBYN-AM	2/1/17	Internal Posting	Lehigh Valley Live-Easton Express	1
				Employee Referral	3
Senior Account Executive 1 hiree	WODE-FM WEEX-AM WTKZ WBYN-AM	2/1/17	Referral	Lafayette College	2
				Lehigh University	0
				Lehigh Carbon Comm. College	1
				Northampton Comm. College	0
				Connoisseur Website	0
				Internal Posting	1
				On-Air Announcements	2
				Indeed Job Website	5

Total Number of Interviewees: 15

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(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

No.	Recruitment Source		Contact		Entitled to Notification
	Company:	Connoisseur Website	Name:		Y
	Address:		Phone:	610-258-6155	
	Company:	Employee Referral	Name:	Various	Y
	Address:		Phone:		
	Company:	Internal Posting	Name:		Y
	Address:	Station Employment Area	Phone:		
	Company:	On-Air Announcements	Name:	Various	Y
	Address:		Phone:	610-258-6155	
	Company:	Indeed.com			Y
	Address:				
	Company:	EEO Mailing List (Attached)	Name:		Y
	Address:		Phone:		

**EEO MAILING LIST****WODE-FM, WEEX-AM, WTKZ, WBYN-AM**

(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

FIRST	LAST	COMPANY	ADDRESS 1	CITY	STATE	ZIP	PHONE	EMAIL
		The Express-Times	30 North 4 <sup>th</sup> St.	Easton	PA	18042	610-258-7171	
		Lehigh Valley Live	Lehighvalleylive.com	Easton	PA	18042	670-258-7171	
		Lafayette College	201 Hogg Hall	Easton	PA	18042	610-330-5000	
		Lehigh Carbon Comm. College	4525 Education Park Drive	Schnecksville	PA	18078	610-499-2121	
		Lehigh University	621 Taylor St.	Bethlehem	PA	18015	610-758-3000	
		Northampton Community College	3835 Green Pond Rd.	Bethlehem	PA	18020	610-861-5344	

**OUTREACH AND RECRUITMENT INITIATIVES**

**WODE-FM, WEEX-AM, WTKZ, WBYN-AM**

(ALLENTOWN EMPLOYEE UNIT)

April 1, 2016 – March 31, 2017

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1.	June 2016 – August 2016	Thomas B. – Kutztown University	Internship Program	An internship with the Promotions and Marketing Department. Student learning first-hand how the departments and radio stations operate.	KJ Zabala, Promotions Director
2.	January 2017 – May 2017	Andrew T. – Northampton Community College	Internship Program	An internship with the Programming and Board Operating departments. Student learning first-hand how the departments and radio stations operate.	Tom Fallon, Program Director
3.	April – Ongoing	Establishment of Training Program	Training programs	Connoisseur Media provides training to current employees involved in the traffic and promotions department which enables them to gain specific skills needed for promotion.	Various Department Managers
4.	April 8 ,2016	Lehigh Carbon Community College Job Fair	Career & Internship Fair	We were onsite at the Lehigh Carbon Community College Job Fair to speak to college students who hold an interest in radio after graduation, or those who were	Mitch Lambert, Part-time Promotions Assistant  Devon Lotito, Part-time Promotions Assistant

				seeking an internship.	
5.	May 26, 2016	PA Career Link Lehigh Valley Sales & Marketing Job Fair	Sales & Marketing Job Fair	Ryan Goodwin and Devon Lotito of Connoisseur Media manned a booth at PA Career Link's Lehigh Valley 2016 Sales & Marketing Job Fair. Potential candidates were spoken to and questions were answered regarding all aspects of radio and potential job opportunities in the radio industry. Resumes were collected from interested job seekers.	Ryan Goodwin, Part-time Promotions Assistant  Devon Lotito, Part-time Promotions Assistant
6.	September 29, 2106	Laura S. – Northampton Community College	Job Shadowing	Laura S., a Communications Major at Northampton Community College shadowed Rick Michaels on the WODE Morning Show and Kara Curry on WODE Mid-days to learn more about a career in radio broadcasting.	Rick Michaels, WODE Morning Show host  Kara Curry, WODE Mid-day Personality
7.	October 26, 2016	DeSales Fall Career & Internship Fair	Career & Internship Fair	We were onsite at the DeSales Fall Career & Internship Fair to speak to college students who hold an interest in radio after graduation, or those who were	Devon Lotito, Part-time Promotions Assistant

				seeking an internship. Resumes were collected and questions regarding careers in radio were answered.	
8.	October 27, 2016	Lehigh Carbon Community College Fall Job Fair	Job Fair	We were onsite at the Lehigh Carbon Community College Fall Job Fair to speak to college students who hold an interest in radio after graduation, or those who were seeking an internship. Resumes were collected and questions regarding careers in radio were answered.	Devon Lotito, Part-time Promotions Assistant
9.	November 15, 2016	Lehigh Valley Phantoms Career Fair	Career Fair	We were onsite at the Lehigh Valley Phantoms Career Fair to speak to potential candidates interested in a career in radio. Resumes were collected and questions regarding a career in radio were answered.	Devon Lotito, Part-time Promotions Assistant
10.	February 20, 2017	Sana G. – Southern Lehigh High School	Job Shadow	Sana G., a student from Southern Lehigh High School spent time at WODE learning all aspects of the radio station and what a career in radio would entail.	KJ Zabala, Promotions Director