

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: March 21, 2009 to March 20, 2010
Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /
WMLP-AM & WVLY/FM
Page #1

Section #1 – Vacancy Information

Position Filled	Recruitment Source of Hiree	Total of Interviewees
A. Account Executive	Exigent Circumstance Hire	1
B. Account Executive	Referral	5

Total Number of Persons Interviewed During Applicable Period:		6

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

Source	# of Interviews	Positions for Which Source Was Used
SBC On Air Announcements	0	
SBC Web Site Postings	1	B
SBC Internal Posting	0	
Daily Item Newspaper	2	B
Keystonehelpwanted.com	0	
McCann School of Business and Technology	0	
Referral	2	B
Monster Dot Com	0	
Exigent Circumstance	1	A

Total	6	

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.

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: March 21, 2009 to March 20, 2010
Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /
WMLP-AM & WVLY/FM

Page #2

Section #3 – Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WKOK-AM/WQKX-FM/WEGH-FM/WVLY-FM/WMLP-AM

Sales Internships – McCann School of Business & Technology

During the Spring of 2009, Benjamin Ritter completed his Internship in the Sales Department of Sunbury Broadcasting Corporation (SBC). As an intern, Mr. Ritter created marketing materials, participated in sales calls with our Account Executives, and assisted the Sales Manager and Director of Sales as needed with daily tasks. Mr. Ritter was able to learn how to place radio orders, and also assisted our Special Projects Executive with various that took place while he interned at SBC.

During the Fall of 2009, Caitlyn Snook completed her Internship in the Sales Department of Sunbury Broadcasting Corporation. As an intern, Ms. Snook assisted the Sales Manager with our annual Brand Power Program, and also with our “Paint the Valley Pink” promotion. Additionally, she assisted our Special Projects Executive with prospecting for Expo participants, and she also helped out with daily requests of the Sales Manager and Account Executives.

Business Office Internship – McCann School of Business & Technology

Amber Seligman was a non-compensated intern at Sunbury Broadcasting Corporation from McCann School of Business and Technology beginning April 20, 2009 and ending June 26, 2009. She completed 180 hours in the field of Administrative Office Technology. She assisted the front office staff and the sales staff with administrative duties and answering the telephone.

News Internship

Renjini Sethuraman was an intern in the WKOK newsroom during the Summer of 2009. This was unpaid, for credit, with her school in India. She did reporting, editing, and production of news.

Susquehanna University – Employment and Internship Fair

Thursday, October 1, 2009 ~ 11 a.m. to 2 p.m.

Station Participants: WQKX Program Director, Drew Kelly, WKOK Program Director, Mark Lawrence, Director of Sales & Finance, Jayme Dunkelberger, and Business Manager, Michelle Shaffer.

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 the Fall 2010 semester.

Career Fair

Station Participants: WQKX Program Director, Drew Kelly, WKOK Program Director, Mark Lawrence, Special Projects Executive, Leslie Imhoof, and Business Manager, Michelle Shaffer.

The Stations of Sunbury Broadcasting Corp hosted and participated in a Career Fair at the Econo Lodge in Shamokin Dam on Thursday, April 23, 2009 from 12:00PM to 6:00 PM. Approximately twenty local businesses participated in the Career Fair and more than one hundred job seekers attended the Fair.

SUNBURY BROADCASTING CORPORATION
Annual EEO Public File Report

Covering the Period from: March 21, 2009 to March 20, 2010
Stations Comprising Station Employment Unit: WKOK-AM / WQKX – FM / WEGH – FM /
WMLP-AM & WVLY/FM
Page #3

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	Susan Lynch McCann School of Business/Technology North 4 th Street Plaza Sunbury, PA 17801	(570) 286-3058
Daily Item Newspaper	Various Classified Advertising Reps. Daily Item Newspaper 200 Market Street Sunbury, PA 17801	(570) 286-5671
Monster.com	Unknown Monster.com All contact via Internet	(888) MONSTER