

Annual Equal Employment Opportunity Public File Report

**WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM**

April 1, 2020 – March 31, 2021

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WWRR-FM, Scranton, PA; WMMZ-FM, Berwick, PA; WICK-AM, Scranton, PA; WYCK-AM, Plains, PA; WTRW, Carbondale, PA; WCDL, Carbondale, PA: and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this report covers the time period beginning April 1, 2020 up to and including March 31, 2021.

The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule which should be identified separately by name, address, contact person and telephone number;
3. The recruitment source that referred the person hired for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for 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 initiatives undertaken pursuant to Section 72.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time positions listed on Appendix 1.

For the purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. The person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report

Covering the period April 1, 2020 to March 31, 2021

Stations Comprising the Station Employment Unit:  
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Person Hired	Total Number of Interviewees from All Sources for this Position
Account Executive	Indeed.com	9
Account Executive	Indeed.com	4
Account Executive	Indeed.com	2

Total Number of Persons Interviewed During Applicable Period: 15

## Annual Source Information

Recruitment Sources Employed for outreach during Applicable Period: 2

Recruitment ads aired on radio stations  
Indeed.com

Appendix 2

EEO Public File Report Form

Covering the period April 1, 2020 to March 31, 2021

Stations Comprising Station Employment Unit:  
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Indeed.com	15	2
station recruitment ads	0	0

Appendix 3

Annual EEO Public File Report Form

Covering the period April 1, 2020 to March 31, 2021

Stations Comprising Station Employment Unit:  
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
WWRR-FM/WMMZ-FM/WICK-AM/WYCK-AM/WTRW-FM/WCDL-AM

The following activities were undertaken during the Applicable Period. Details of activities are included in the appendix.

Appendix A-2021

Career Fairs / Employment outreach

Appendix B-2021

EEO On-Air Outreach

Appendix C-2021

Internship Program

## Appendix A-2021

1. Due to the Covid-19 Nation-Wide emergency, career fairs and other employment and recruitment events were canceled per the state-wide order of the Pennsylvania Governor in order to comply with health and social distancing guidelines. Bold Gold has historically sponsored and participated in multiple events each year to include: Northeast Broadcast Career Fair which it co-sponsors and participates in, the Greater Scranton Chamber of Commerce Employment Expo, and the Working Pike Job Fair. All of these events provide Bold Gold the opportunity to meet and interact with job-seekers interested in broadcasting careers. All of these events were canceled for 2020 and early 2021.

## Appendix B-2021

### EEO On-Air Outreach

WWRR/WMMZ/WYCK, WTRW and WICK/WCDL conduct regular on-air promotion of employment opportunities. Text of the announcements: Exhibit A.

Exhibit A

WWRR/WMMZ/WYCK, WTRW and WICK/WCDL

RECRUITMENT ANN

I have a phone number that may change your life for the better. Hi, I'm Michael G Stanton, Market Manager for Bold Gold Media Group; we're a locally owned marketing company, and I need sales people. I'm looking for someone that actually likes sales. If you like to get out of the office, talk to new people, business owners and managers and help their business grow... AND make money doing it! I want to talk to you. You've heard of money, right? Yes, you can make a lot of money with us. So, I guess I have 3 questions for you; do you want a new job? Do you want to do sales? Do you want to make good money? If you said yes 3 times call me 570-344-1221, 344-1221 344-12-21x28. (And FYI, we have a great business culture too... people actually like to work for us and we keep growing). We're an equal opportunity employer. We're On air on line mobile social live and local. We're BGMG.... Yes, There is a difference. Let me also say, You don't NEED sales experience, but that definitely helps, 344-1221x28



Interns and part-time employees will be recruited for positions as they occur using all resources available. Those part-time employees may apply for full-time openings and compete for those full time positions with other qualified candidates as the employment unit performs outreach. In all recruiting and hiring the station employment unit will recruit and hire with full compliance to the Equal Employment Opportunity regulations.

## Appendix C-2021

Bold Gold Media Group LP has in the past sponsored and conducted internships at our Scranton, PA office. Interns typically learn and gain experience in a wide range of station activities including Sales, Traffic, Production, Programing, On-Air duties, and Management.

Due to the Covid-19 pandemic, sponsoring an internship was not legally nor ethically possible. Most staff were working from home, and those who had to go to our offices were practicing social distancing to the maxim extent possible. Only the minimum number of staff required to execute day-to-day operations were permitted to be at our offices. It was decided that it would be irresponsible to unnecessarily expose our staff members to an intern, and conversely, an intern to our staff members, any of whom could potentially spread the Covid-19 virus to others.