

Annual Equal Employment Opportunity Public File Report

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

April 1, 2019 – March 31, 2020

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, 2019 up to and including March 31, 2020.

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, 2019 to March 31, 2020

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	11
Account Executive	Indeed.com	9

Total Number of Persons Interviewed During Applicable Period: 20

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, 2019 to March 31, 2020

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 station recruitment ads		2

Appendix 3

Annual EEO Public File Report Form

Covering the period April 1, 2019 to March 31, 2020

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-2020

Co-Hosted Northeast Broadcast Career Fair on March 23, 2020.

Appendix B-2020

Broadcast Equal Opportunity Employment Notices on all stations.

Appendix C-2020

Participated in the Northeast Broadcasters Employment Fair

Appendix D-2020

Participated in Employment Expo 2019

Appendix E-2020

Participated in Working Pike Job Fair 2019

Appendix A-2020

Northeast Broadcast Career Fair

1. Event narrative
2. Station Promotional Announcement
3. Social Media: Facebook

Appendix A
1. Event Narrative

Northeast Broadcast Career Fair

Sponsored by

Bold Gold Media WBS, LP Licensee/Operator of WWRR WMMZ, WICK WYCK WTRW
WCDL

Bold Gold Media Group, LP Licensee/Operator of WDNH, WYCY, WPSN, WVOS-FM,
WVOS (AM) WDNB, WSUL

Public Broadcasting WVIA-FM/TV

Bold Gold Media and Public Broadcasting WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. Due to the Covid-19 Nation-Wide emergency, the event had to be canceled per the state-wide order of the Pennsylvania Governor in order to comply with social distancing guidelines. The event was scheduled to be held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 23, 2020 from 4:00 pm. to 6:00 pm. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting at an event open to the public with multiple employers present. This event was conducted at no cost to the participating employers and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the weeks preceding the event to promote of the Career Fair. In addition, both sponsors promoted the event on station web sites. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by Bold Gold Media Special Projects Manager Ashok Divecha and WVIA-FM Vice President for Radio Chris Norton. The sponsor representatives consulted in February, 2020 and drew up the outline for the career fair based on a successful promotion held in 2019. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors, and would be encouraged to promote the event on their stations.

In January 2020 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA would select a suitable date in March 2020. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but interested in

opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 pm. to 6:00 pm. as the time for the event.

Ashok Divecha and Chris Norton developed a list of broadcasters and Chris Norton extended written invitations on behalf of the sponsors to:

Times-Shamrock Communications
149 Penn Avenue
Scranton, PA 18503

WHLM - Columbia Broadcasting Co.
124 East Main St.
Bloomsburg, PA 17815

Cumulus Communications
600 Baltimore Drive
Wilkes Barre, PA 18702

WSBG-WVPO
619 Alexander Rd 3rd Floor
Princeton, NJ 08540

Entercom Wilkes Barre-Scranton
305 Route 315
Pittston Twp., PA 18640

WYNY
Neversink Broadcasting
PO Box 920
Port Jervis, NY 12771

Bold Gold Media Group
1049 North Sekol Road
Scranton, PA 18504

WAZL
Panorama PA Inc.
600 South Poplar St.
Hazleton, PA 18201

WVIA Radio-TV
100 WVIA Way
Pittston, PA 18640

Ion Media
WQPX
409 Lackawanna Ave Suite 700
Scranton, PA 18503

WNEP-TV
16 Montage Mountain Road
Moosic, PA 18507

WPEL
Montrose Broadcasting Corp.
9 Locust St.
Montrose, PA 18801

WBRE-WYOU
62 South Franklin St.
Wilkes Barre, PA 18701

WOLF-TV
1181 Highway 315
Plains Twp, PA 18702

WRGN
RR3
Hunlock Creek, PA 18621

Geos Communications
54 Wilmar Drive
Tunkhannock, PA 18657

WWRR/WMMZ/WICK/WYCK/WTRW/WCDL/WDNH/WYCY/WDNB/WHNB/WSUL/WVO S-FM/WVOS-AM and WVIA scheduled announcements during the four weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their

web sites and social media. Promotion of the event was scheduled from February 11 to March 16, 2020 when it was canceled due to a national pandemic emergency.

Posters promoting the event were sent to communications departments of area colleges and universities:

- Marywood University
- University of Scranton
- Keystone College
- King's College
- Wilkes University
- Misericordia University
- Luzerne County Community College

The sponsor representatives judged that the event would have been a positive means of outreach for employees and that it would have fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet to set the date and firm up the rest of the plans in the beginning of 2021.

Appendix A

2. Station Promotional Announcement

Bold Gold Media Group/WVIA Career Fair

Bold Gold Sponsor's Message

Are you considering a career in the field of broadcasting? The area's leading radio and television stations want to meet you at the Northeast Broadcasting Employment Fair on Monday, March 23rd. This will be your opportunity to explore a career in broadcasting. Meet with broadcasters and learn more about working in radio and television. The event is free and open to all. Monday, March 23rd from 4 to 6 PM at the WVIA Broadcasting Center in Pittston. Sponsored by Bold Gold Media Group, and WVIA Public Media, equal opportunity employers who hope to meet you there.

Broadcasters were permitted to customize this message.

3. Social Media: Facebook
(published 11 Feb 2020)

The screenshot shows a Facebook event page for "Broadcast Career Fair 2020". The event is scheduled for Monday, March 23, 2020, from 4 PM to 6 PM at WVIA, 100 Wvia Way, Pittston, Pennsylvania 18840. The event is hosted by Bold Gold Media Group and WVIA. The page features a banner with silhouettes of professionals and logos for Bold Gold Media Group and Wvia. The left sidebar includes navigation options like Events, Calendar, Birthdays, Discover, and Hosting, along with a list of managed page events. The right sidebar displays insights such as 1.5K people reached and 15 responses, and a promotion to get more responses. The main content area includes a "Going" button, a share button, and a "Write Post" section.

Event Insights

Events

Events
Calendar
Broadcast Career Fair 2020
Birthdays
Discover
Hosting

+ Create Event

Manage Page Events

- 105 The River
- 98.3 WSUL
- DNH Discovered

[See More](#)

2020 BROADCAST CAREER FAIR

BOLD GOLD MEDIA GROUP **Wvia**

Broadcast Career Fair 2020
Public · Hosted by Bold Gold Media Group and WVIA

✓ **Going** Share ...

Your response is visible to the hosts and **Friends**

Monday, March 23, 2020 at 4 PM – 6 PM

WVIA
100 Wvia Way, Pittston, Pennsylvania 18840 [Show Map](#)

About Discussion

Write Post Add Photo/Video Live Video Create Poll

INSIGHTS See More

1.5K People Reached
+19 last 7 days

15 Responses
+0 last 7 days

Track ticket sales
Add Ticket Link

Audience
Women 35-44
21% of total reach

Promotions [Advanced Optio...](#)

Get More Responses
Boost your event to reach more people.
Boost Event

[View All Promotions](#)

RECOMMENDED ACTIONS

Reach More People, Share Your Event
Help people find out about your event by sharing it in News Feed.
Share Event

Track Ticket Sales

Appendix B-2020

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.

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Appendix C-2020

Bold Gold Media Group, LP was scheduled to participate as an exhibitor at the Northeast Pennsylvania Broadcast Career Fair on Monday, March 23, 2020. This event was canceled in order to comply with state-wide guidance from the PA State Governor on social distancing in response to the nation-wide Covid-19 pandemic. The event was organized to offer members of the public the opportunity to meet with area broadcasters and learn about employment opportunities in the market. The event would have been held at the WVIA Studio Building in Pittston TWP, PA. Bold Gold Media was a co-sponsor of the event.

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Appendix D-2020

Bold Gold Media Group, LP participated as exhibitor and media sponsor at the Employment Expo 2019. The event was held on Tuesday, April 04, 2019 at the Mohegan Sun Arena in Wilkes-Barre Twp, PA. More than 80 employers/organizations participated with over 600 job seekers in attendance. The event was co-sponsored by the Greater Scranton Chamber of Commerce. Ashok Divecha represented the Bold Gold Media. He met with interested job seekers, explaining employment opportunities in the field of radio broadcasting, and accepting resumes for future openings.

Appendix E-2020

Bold Gold Media Group, LP participated as exhibitor and media sponsor at the Working Pike Job Fair 2019. The event was held on Friday, April 16, 2019 at the Best Western Inn at Hunt's Landing in Matamoras, PA. Over 70 employers/organizations participated with over 300 job seekers in attendance. The event was co-sponsored by the Pike County Economic Development Authority, Pike County Workforce Development Agency, Pike County Commissioners, and local faith based organizations. Ashok Divecha represented the Bold Gold Media. He met with interested job seekers, explaining employment opportunities in the field of radio broadcasting, and accepting resumes for future openings.