

Annual EEO Public File Report
October 1, 2019 – March 23, 2020

Backyard Broadcasting of Pennsylvania, LLC
Station Employment Unit Consisting of Stations:

WWPA, Williamsport, PA (Facility ID No. 58315)
WOTH, Williamsport, PA (Facility ID No. 3633)
WCXR, Lewisburg, PA (Facility ID No. 15187)
WILQ, Williamsport, PA (Facility ID No. 52192)
WZXR, South Williamsport, PA (Facility ID No. 61180)
WBZD-FM, Muncy, PA (Facility ID No. 72793)

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit (SEU) that is comprised of the above-listed stations licensed to Backyard Broadcasting of Pennsylvania, LLC (Backyard Broadcasting). The information contained in this Report covers the time period from 10/01/2019 to and including 3/23/2020 (the "Applicable Period"), which is the period during which these stations have been licensed to Backyard Broadcasting.

Pursuant to FCC reporting requirements, this Report contains the following information:

- (1) A list of all full-time vacancies filled by the SEU during the Applicable Period, identified by job title;
- (2) For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including organizations entitled to notification (which are separately identified), identified by name, address, contact person, and telephone number;
- (3) The recruitment source that referred the hiree 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 description of the Outreach Initiatives conducted in the communities surrounding this SEU.

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10/01/2019 – 03/23/2020

During this reporting period, the SEU hired 4 full-time employees.

Positions Filled

Job Title of Full-Time Vacancy Filled During EEO Report Period	Recruitment Source (RS) that Referred Hiree	Date Vacancy Filled
Sales Account Manager	RS 10	1/13/2020
Sales Assistant	RS 2	1/15/2020
On Air Position 1	RS 10	12/8/2019
On Air Position 2	RS 10	12/12/2019

Recruitment Sources Used

Job Title Date of Hire	All Recruitment Sources (RS) Used to Fill Vacancy	Number of Interviewees Referred by Each RS	RS that Referred Hiree
Sales Account Manager	RS 1 through RS 11	RS 2 – 2; RS 10 - 1	RS 10
Sales Assistant	RS 1 through RS 11	RS 2 - 3; RS 10 - 1	RS 2
On-Air Positions 1 and 2 (joint recruitment)	RS 1 through RS 11	RS 4 - 1; RS 10 - 2; RS 11 - 1	RS 10

Recruitment Source List

RS Number	RS Information	RS Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS During Applicable Period
1	Post on one or more SEU station websites	No	
2	On-Air Announcements on one or more SEU Stations	No	5
3	Pennsylvania CareerLink- Lycoming County Attn: Employer Job Postings 329 Pine St Williamsport, PA 17701 Ph: 570-601-5932	Yes	
4	All Access (Online Recruitment Site) Allaccess.com	No	1
5	Pennsylvania College of Technology Attn: Career Services 1 College Ave. Williamsport, PA 17701 Ph: 570-320-7400	No	
6	Lock Haven University Attn: Career Services 401 North Fairview St. Lock Haven, PA 17745 Ph: 570-893-2011	No	
7	Lycoming College Attn: Career Services 700 College Place Williamsport, PA 17701 Ph: 570-321-4000	No	
8	Center for Independent Living of N Central PA Attn: Ms. Melissa Magargle, Employment Coordinator	Yes	

	210 Market St., Suite A Williamsport, PA 17701 Ph: 570-327-9070 Fax: 570-327-8610		
9	Williamsport Sun Gazette Attn: Circulation Department 252 W. Fourth St. Williamsport, PA 17701 Ph: 570-326-1551 Fax: 570-323-0948	No	
10	Referral	No	4
11	Internal	No	1

Total Interviews During Reporting Period - 11

Recruitment Initiatives

Section 73.2080(c)(2) Initiatives undertaken by Backyard Broadcasting during its six-month period of ownership of this SEU are described in **Attachment**.

Compliance Manager: Shannon Kriner (skriner@backyardbroadcasting.com)

WILQ-FM, WZXR-FM, WCXR-FM, WBZD-FM, WOTH-FM, & WWPA-AM

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III. RECRUITMENT INITIATIVES DURING PERIOD OF LICENSEE'S OWNERSHIP OF SEU

	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
1	Co-Sponsored a Job Fair	Backyard Broadcasting of Pennsylvania along with Career Link Lycoming County sponsored a job fair on October 16, 2019. Our SEU's Sales Manager and several Sales Representatives attended this event and spoke with attendees about career opportunities available in broadcasting, with an emphasis on sales. This event was promoted on all of the stations. Another job fair with Career Link was held on February 5, 2020 at the Genetti Hotel. Several Sales Representatives and programming members attended this event and spoke with attendees about career opportunities in radio broadcasting.
2	Mentoring Program	Our SEU's Operations Manager has been mentoring four On Air talent throughout this reporting period to prepare them to assume the role of Program Directors. They meet at least twice every weeks to review the numerous and varied responsibilities of this position and to learn how to use the music scheduling software.
3	Host event/program for or on behalf of an educational institution	In the next six months, Backyard Broadcasting of Pennsylvania plans to host a program in conjunction with an educational institution related to careers in broadcasting.