

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2016 to March 22, 2017

1) **Employment Unit:** Elkhart, IN - Mishawaka, IN - Niles, MI

2) **Unit Members (Stations and Communities of License):**
 WTRC-AM - Elkhart
 WBYT - Mishawaka
 WTRC-FM - Niles, MI

3) **EEO Contact Information for Unit Members:**

Mailing Address: 245 Edison Rd., Suite 250 Mishawaka, IN 46545	Telephone Number: (888)333-6133
	Contact Person: Stephanie Michel
	E-mail Address: smichel@federatedmedia.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

Job Title	Recruitment Sources Used	Recruitment Source Referring Hiree
1. Web Editor/News Reporter	1-28, 36, 33	Internal Candidate
2. Account Executive	1-28, 32, 46, 44, 49	Indeed.com
3. Account Executive	1-28, 32, 33, 36, 40, 46, 47	Former Employee
4. Morning Co-Host	1-28, 30, 38, 41	AllAccess.com
5. Receptionist/Administrative Assistant	1-28, 32	Station Website
6. Events/Promotions Director	1-28, 32, 33, 42, 49	Station Website
7. Receptionist/Administrative Assistant	1-28, 32	Employee Referral
8. Account Executive	1-28, 32, 36, 46	Employee Referral
9. Account Executive	1-28, 32, 36, 37, 46	Indeed.com

5) **See Accompanying Table**

6) Total # of Interviewees Referred: For the period from 3/23/2016 to 3/23/2017, this Employment Unit interviewed 112 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: JOB FAIR ATTENDANCE

April 30, 2016, Indiana Broadcasters Association hosted a Broadcasters Career Fair in Indianapolis. Prior to the day of the event the stations ran PSA's and placed information on station websites from April 4, 2016 through April 29, 2016 promoting the Broadcast Career/Internship Fair. General Sales Manager attended. Event hours were from 10AM through 2PM. During that time the GSM spoke to 30 candidates regarding careers at Pathfinder Communications. 25 people left their resumes for further consideration. Applicants were interested in sales, programming and production, on air talent, Interactive Media, Computer IT, Audio/Video Production, Graphic Design and internships.

(b) Initiative: JOB FAIR ATTENDANCE

October 12, 2016 Indiana University South Bend hosted a Career and Internship Fair on their South Bend campus. General Sales Managers attended. Event hours were from Noon through 3pm. During that time the GSM's spoke to 20 candidates regarding careers at Federated Media. 10 people left their resumes for further consideration. Applicants were interested in sales, programming and production, on-air talent, promotions/events, interactive media, finance and internships.

(c) Initiative: JOB FAIR ATTENDANCE

September 14, 2016 Ball State University hosted a Career and Internship Fair on their Muncie, Indiana campus. General Sales Manager attended. Event hours were from 11am through 3pm. During that time the GSM spoke to 45 candidates regarding careers at Federated Media. 21 people left their resumes for further consideration. 8 were given further opportunity to interview for sales positions. Applicants were interested in sales, programming, production, IT, creative writing and internships.

(d) Initiative: JOB FAIR ATTENDANCE

September 20, 2016 Saint Mary's College hosted a Career Fair on their South Bend campus. General Sales Manager attended. Event hours were from 2pm through 6pm. During that time the GSM spoke to 20 candidates regarding careers at Federated Media. 8 people left their resumes for further consideration. Applicants were interested in sales, internships, production, on-air talent, promotions/events, interactive media, finance and internships.

(e) Initiative: JOB FAIR HOST

October 26, 2016 Pathfinder Communications hosted a Career Open House at their building from 11am-1pm and 4pm-6pm. During those times the GSM's spoke to 4 candidates regarding careers at Federated Media.

From October 13 to October 26, 2016 the stations aired on-air commercials, instream ads, targeted ads and banner ads promoting the event. Three of the applicants heard of the open house through the radio ads, one heard through Facebook.

(f) Initiative: JOB FAIR HOST

May 11, 2016 Pathfinder Communications hosted a Career Fair at Concord Mall in Elkhart, Indiana General Sales Manager attended. Event hours were from 10am through 3pm
There were 25 companies from the surrounding area available to meet with potential employees
Representatives from Concord Mall state there were 2,000 in attendance

(g) Initiative: Community Outreach

April 28, 2016 General Sales Manager participated in the Young Republicans of Elkhart County's April meeting. The event took place from 7pm-9pm and was attended by 20 people, including members of the Young Republicans as well as a number of political candidates. During the event GSM spoke on the importance of radio and its role in the election in addition to speaking to 8 individuals regarding a sales career at Pathfinder Communications. 2 Candidates left their resume/application for further consideration

(h) Initiative: Career Day

October 13, 2016, full time on air talent participated in Career Day at Northridge Middle School. Hours were from 1:30pm-3pm. The on-air talent spoke to 3 separate groups of 8th grade students. There were 25 students in each group and each session lasted 20 minutes
The on-air talent shared with students about radio, education and training for the job, working conditions and life experiences

(i) Initiative: Job Fair Attendance

January 30, 2017 General Sales Manager attended a career/internship fair hosted by Ball State University's Marketing Department. The event took place from 3pm-7pm on campus, 65 businesses were represented at this event. During the event GSM spoke to 15 interested people regarding a career at Pathfinder Communications. 10 Candidates left their resume for further consideration

5) Job Title: Web Editor/News Reporter Referral Source(s) of Hiree: Internal Candidate

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Candidate				1	No

5) Job Title: Account Executive Referral Source(s) of Hiree: Indeed.com

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed.com		Indeed.com		6	No
Employee Referral				1	No
Greatjobs@Federatedmedia.com		Greatjobs@federatedmedia.com		1	No
Linkedin.com		Linkedin.com		1	No
IBA Job Fair				2	No
Young Republicans Event				1	No

5) Job Title: Account Executive Referral Source(s) of Hiree: Former Employee

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Former Employee				1	No
Indeed.com		Indeed.com		9	No
Employee Referral				1	No
Current Employee				1	No
Career Open House		237 W. Edison Road, Mishawaka, IN 46545		1	No

5) Job Title: Morning Show Co-Host Referral Source(s) of Hiree: AllAccess.com

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Allaccess.com		allaccess.com		2	No
WBYT Station Website		wbyt.com		5	No

5) Job Title: Receptionist Referral Source(s) of Hiree: Station Website/Facebook Page

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Website/Facebook Page				3	No

5) Job Title: Receptionist Referral Source(s) of Hiree: Employee Referral

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral				1	No
Indiana Career Connect/Workforce One				2	No

5) Job Title: Account Executive Referral Source(s) of Hire: Indeed.com

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed.com		Indeed.com		16	No
LinkedIn		LinkedIn.com		2	No
Career Builders		Careerbuilder.com		3	No
Employee Referral				3	No
Station Website		WBYT.com		2	No

5) Job Title: Account Executive Referral Source(s) of Hire: Employee Referral

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed.com		Indeed.com		12	No
LinkedIn		LinkedIn.com		4	No
Career Builders		Careerbuilder.com		13	No
Employee Referral				6	No
IUSB Job Fair		P O Box 7111, South Bend, IN 46634		1	No

5) Job Title: Promotion & Events Director Referral Source(s) of Hire: Station Website

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ball State University Career Fair		200 University Ave, Muncie IN 47306		1	No
IBA Job Fair		3003 E 98th St, Indianapolis IN 46280		1	No
Career Builders		Careerbuilder.com		1	No
Employee Referral				3	No
Internal Candidate				2	No
Station Website				1	No