

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2021 – March 22, 2022.

- 1) **Employment Unit: Pathfinder Communications Corp. – Elkhart, IN – Mishawaka, IN –Niles, MI- Ligonier, IN**
- 2) **Unit Members (Stations and Communities of License): WAOR-FM, Ligonier, IN- WBYT-FM, Mishawaka, IN, WTRC-AM, Elkhart, IN- WTRC-FM, Niles, MI**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: Pathfinder Communications Corp. 237 West Edison Road Mishawaka, IN 46545	Telephone Number: 574-258-5483
	Contact Person/Title: Stephanie Michel, General Manager
	E-mail Address: smichel@federatedmedia.com

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

(Numbers refer to accompanying table for Recruitment Sources.)

Job Title	Recruitment Sources	Recruitment Source Referring Hires
1. Account Executive	10, 29, 30	Indeed
2. Account Executive	28-30	Company's website

Station WAOR-FM, WBYT-FM, WTRC-AM and WTRC-FM are Equal Opportunity Employers

Recruitment Sources

The Employment Unit periodically contacts the following organizations for full-time job openings, and received referrals as indicated in each job opening on the pages that follow:

	Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification? (Yes or No)
1.	All Access		Allaccess.com		No
2.	Ancilla College	Jim Cathon	P O Box, Donaldson, IN 46513	574-936-8898	No
3.	Andrews University	Carletta Witzel	NH204, Berrien Springs, MI 49104	269-471-3227	No
4.	Ball State	Nancy Carlson	200 University Ave, Muncie, IN 47306	765-285-2436	No
5.	Bethel College	Michelle Yager	1001 W McKinley, Mishawaka, IN 46545	574-257-2661	No
6.	Career Builder	N/A	200 N LaSalle, Chicago, Il 60601	866-4538-1485	No
7.	Elkhart Area Career Center	Warren Seegers	2424 California Road, Elkhart, IN 46514	574-262-5650	No
8.	FederatedMedia.com	Paul Altman	Edison Road, Mishawaka, IN 46545	888-333-6133	No
9.	Goodwill Industries of Michiana	Maria Stancati	PO Box 3846, South Bend, IN 46619	574-472-7300	No
10.	Indiana Broadcasters Association	Gwen Piening	3003 E 98 th St, Indianapolis, IN 46280	317-573-0119	No
11.	Indiana Radio Watch	Blain	IRW@well.com		No
12.	IUSB	Jeff Jackson	P O Box 7111, South Bend, IN 46634	574-520-4425	No
13.	Indiana University	David Boeyink	625 N Jordan, Bloomington, IN 47405	812-855-5234	No
14.	Ivy Tech	Gale Vaughn	220 Dean Johnson Blvd, So Bend, IN 46601	574289-7001	No
15.	Kalamazoo College	Lori Young	1200 Academy St, Kalamazoo, MI 49007	888-232-5966	No
16.	LaCasa of Goshen	Larry Gautsche	2020 No Cottage, Goshen, IN 46526	574-533-4450	No
17.	Malcom X College	Zerrie Campbell	1900 W VanBuren, Chicago, IL 60612	312-850-7000	No
18.	Michigan Association of Broadcasters	Karole White	819 N Washington, Lansing, MI 48906	800-968-7622	No
19.	NAACP	Trina Robinson	914 Lincoln Way West, South Bend, IN 46616	574-289-2123	No
20.	South Bend Human Rights	Lonnie Douglas	301 So St Louis Blvd, South Bend, IN 46617	574-235-9355	No
21.	Southwest Michigan College	Amy Anderson	58900 Cherry Grove, Dowagiac, MI 49047	269-687-5644	No
22.	Spec's Howard School of Broadcasting	Nicole LaDouceur	19900 W 9 Mile Road, Southfield, MI 48075	248-358-9000	No
23.	St Mary's College	Michael Sanders	162 Lemans Hall, Notre Dame, IN 46556	574-284-4775	No
24.	University of Notre Dame	Kathy Beaton	248 Flanner Hall, Notre Dame, IN 46556	574-631-5200	No
25.	Work One Elkhart	Business Serv Rep	430 Waterfall Drive, Elkhart, IN 46516	574-295-0105	No
26.	Work One of St Joseph County	Business Serv Rep	851 So Marietta St, South Bend, IN 46618	574-237-9675	No
28.	Company website/s	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	No
29.	LinkedIn.com		LinkedIn.com		No
30.	Indeed.com		indeed.com		No
31.	Employee/Business Referral				No
32.	Internal Employee/Posting				No

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5) Full-Time Job Vacancy Details

Only those sources listed in the charts below produced interviewees.

Job Title: 1. Account Executive - WAOR **Referral Source(s) of Hiree:** Indeed

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		2	N
LinkedIn				4	N
IBA Career Fair				2	N

Job Title: 2. Account Executive – WTRC **Referral Source(s) of Hiree:** Company Website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		5	No
LinkedIn				2	No
Company Website				2	No

6) Total # of Interviewees Referred: For the period from March 23, 2021 through March 22, 2022, this Employment Unit interviewed 17 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Job Fair Attendance

On October 26, 2021, the Indiana Broadcasters Association hosted a Career Fair. The General Sales Manager for WBYT attended this event. Our contact person for the event was Alex Rusciano from the Indiana Broadcasters Association. The event took place from 3:00 PM through 6:00 PM. Students as well as the general public were invited to attend. During this time period, the General Sales Manager spoke to 31 people interested in a career at Pathfinder Communications. There were 18 candidates who left their resumes for further consideration, many of whom were juniors or seniors graduating in 2021 or 2022. The General Sales Manager is planning to further interview 7 of those candidates for future openings at Pathfinder Communications.

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(b) Initiative: Job Fair Host

Beginning May 17, 2021, Pathfinder Communications hosted an online job fair through MichianaJobFinder.com. This job fair was hosted on this website and promoted across all of our radio stations. The job fair promoted open positions within Pathfinder Communications as well as other business in the area that were hiring. In all, 17 businesses participated in the online job fair. Students, businesses, and the general public were invited to this event. During this time, the General Manager from WTRC and WAOR, along with the General Manager from WBYT spoke with over 150 people in regards to careers within Pathfinder communications. They are planning to further interview 15 candidates for an Account Executive position. The online career fair officially ended on December 21, 2021.

(c) Initiative: Internship

Pathfinder Communications Internship program offers students interested in a broadcasting career a paid opportunity to gain practical industry experience. This program is led by our Promotions Director. Information about internships is distributed at job fairs. This past summer, we had one intern from June 7, 2021 through August 6, 2021. During this time, he worked with the Promotions Director assisting at events such as local parades, the B100 (WBYT) and Froggy (WAOR) sponsored events at the Elkhart County Fair. He also worked various remotes, setting up and breaking down equipment and interacting with listeners. He also assisted with the development of a New Hire Onboarding video. On the programming side, he was able to observe and participate in the B100 morning show. He helped them execute several of the morning show stunts. He learned some of the basics of programming during his time here as well.

(d) Initiative: General Outreach

Beginning in September of 2021, Pathfinder Communications began an email outreach campaign to promote open positions within the company. Emails were sent out to those listed in each stations database who had opted in to learn more about careers within Pathfinder Communications. This outreach will continue through all of 2022. From September 2021 through March 22, 2022, there have been a total of 147,242 emails sent across all of our stations. These emails directly identify the station name and contain links to begin the recruitment process.