

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2017 to March 22, 2018

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

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

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. Account Executive	1-17, 20-26, 32	Employee Referral
2. Account Executive	1-17, 20-26, 32, 44, 36, 47	Email
3. Account Executive	1-17, 20-26, 27, 32, 44, 36, 47	Radio Website/station on air commercial
4. Promotion & Sales Coordinator	1-17, 20-26, 32	Employee Referral
5. Traffic Director	1-17, 20-26, 32, 36	Indeed.com
6. Sales Coordinator	1-17, 20-26, 32, 36, 49	Station Job Fair

5) **See Accompanying Table**

6) **Total # of Interviewees Referred:** For the period from 3/23/2017 to 3/22/2018, this Employment Unit interviewed 27 interviewees for full-time job vacancies.

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

Referral Sources of Hirees

Agency Name	Contact name	Address	City	State	Zip	Phone	# of Interviewees	Source Requested Notification
1 Ancilla College	Jim Cathon	P O Box 1	Donaldson	IN	46513	574-936-8898		NO
2 Andrews University	Carletta Witzel	NH204	Berrien Spring	MI	49104	269-471-3227		NO
3 Ball State	Nancy Carlson	200 University Ave	Muncie	IN	47306	765-285-2436		NO
4 Bethel College	Michelle Yager	1001 W. McKinley Ave	Mishawaka	IN	46545	574-257-2661		NO
5 Brown Mackie College		3454 Douglas Rd	South Bend	IN	46635	574-257-2661		NO
6 Elkhart Area Career Center	Warren Seegers	2424 California Road	Elkhart	IN	46514	574-262-5650		NO
7 Federated Media.com	Paul Altman	421 S Second	Elkhart	IN	46516	574-296-5982		NO
8 Harrison College	Sherri Renz	6413 North Clinton St.	Ft Wayne	IN	46825	260-471-7667		NO
9 Indiana Broadcasters	Gwen Piening	3003 E 98th St	Indianapolis	IN	46280	317-573-0119		NO
10 Indiana Business College	Jonathan Kratzer	6413 N Clinton St	Ft Wayne	IN	46825	260-471-7667		NO
11 IUSB	Jeff Jackson	P O Box 7111	South Bend	IN	46634	574-520-4425		NO
12 Indiana University	David Boeyink	625 N Jordan	Bloomington	IN	47405	812-855-5234		NO
13 Ivy Tech	Gale Vaughn	220 Dean Johnson Blvc	South Bend	IN	46601	574-289-7001		NO
14 Kalamazoo College	Lori Young	1200 Academy St	Kalamazoo	MI	49007	888-232-5966		NO
15 LaCasa of Goshen	Larry Gautsche	202 North Cottage	Goshen	IN	46526	574-533-4450		NO
16 Malcom X College	Zerrie Campbell	1900 W Van Buren	Chicago	IL	60612	312-850-7000		NO
17 Michigan Assoc of Broadcasters	Karole White	819 N Washington	Lansing	MI	48906	800-968-7622		NO
18 NAACP	Trina Robinson	914 Lincoln Way W	South Bend	IN	46616	574-289-2123		NO
19 Radio & Records	Melissa Garn	770 Broadway, 6th Floo	New York	NY	10003	800-562-2706		NO
20 SB Human Rights Comm	Lonnie Douglas	301 South St Louis Blvc	South Bend	IN	46617	574-235-9355		NO
21 So West Mich College	Amy Anderson	58900 Cherry Grove	Dowagiac	MI	49047	269-687-5644		NO
22 Spec's Howard School of Broadcasting		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 Univ of Notre Dame	Kathy Beaton	248 Flanner Hall	Notre Dame	IN	46556	574-631-5200		NO
25 Work One Elkhart	Business Svc Rep	430 Waterfall Drive	Elkhart	IN	46516	574-295-0105		NO
26 Work One St Joseph Co	Business Svc Rep	851 So Marietta St	South Bend	IN	46618	574-237-9675	1	NO
27 Radio Website/station on air commercial							1	NO
28 Careerbuilder	N/A	200 N LaSalle	Chicago	IL	60601	866-438-1485		NO
29 Monster.com	Chris Hannon	1964 Westwood Blvd 31	Los Angeles	CA	90025	317-615-5413		NO
30 So Bend Tribune	Marilyn Pozgay	225 W. Colfax Ave	South Bend	IN	46626	574-235-6544		NO
31 The Truth	Mark Wolf	421 S Second St	Elkhart	IN	46516	574-296-5982		NO
32 Employee Referral							9	NO
33 Internal Candidate								NO
34 Walk-In								NO
35 ND Career Fair	Kathy Beaton	248 Flanner Hall	Notre Dame	IN	46556	574-631-5200		NO
36 Linked In		www.linkedin.com					1	NO
37 IUSB Career Fair	Jeff Jackson	P O Box 7111	South Bend	IN	46634	574-520-4425		NO
38 AllAccess.com		www.allaccess.com						NO
39 Inside Radio Online		www.insideradionline.com						NO
40 Former Employee							1	NO
41 Client Referral								NO
42 Ball State University Career Fair	Nancy Carlson	200 University Ave	Muncie	IN	47306	765-285-2436		
43 Unknown								
44 Email		greatjobs@federatedmedia.com					3	
45 Mediarecruiter.com	N/A	9457 So. University Blv	Highlands Rai	CO	80126			NO
46 Indeed.com	N/A	www.indeed.com					7	NO
47 Career Open House	N/A	237 W. Edison Road	Mishawaka	IN	46545	574-258-5483	2	
48 Personnel Partners	N/A	205 W. Jefferson Blvd.	South Bend	IN	46601	574-234-2115	1	No
49 Station Job Fair							1	NO
							Total	27

5) Job Title: Account Executive 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				2	No
Indeed.com		Indeed.com		1	No

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

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Email				3	No
Linkedin.com		linkedin.com		1	No
Company Job Fair				1	No
Employee Referral				1	No
Indeed.com		Indeed.com		1	No

5) Job Title: Account Executive Referral Source(s) of Hiree: Radio Website/station on air commercial

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Radio Website/station on air commercial				1	
Employee Referral				1	
Indeed.com		Indeed.com		2	No
Company Job Fair				1	

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5) Job Title: Promotion & Sales Coordinator 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				4	

5) Job Title: Traffic Director 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		1	No
Personnel Partners		South Bend, Indiana		1	No
Employee Referral				1	
Work One St. Joseph County		South Bend, Indiana		1	No

5) Job Title: Sales Coordinator Referral Source(s) of Hiree: Station Job Fair

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Job Fair				1	No
Employee Referral				1	
Indeed.com				2	No

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7) Supplemental Recruitment Initiatives.

(a) Initiative: JOB FAIR ATTENDANCE

On April 5, 2017, Indiana University South Bend hosted a Career and Internship Fair on their South Bend Campus. General Sales Managers attended. Event hours were from 12 pm through 3 pm. During that time, GSMS spoke to 23 candidates regarding careers at Pathfinder Communications. Fourteen people left their resumes for further consideration. Applicants were interested in sales, marketing, IT, copywriting, engineering, graphic design and internships.

(b) Initiative: JOB FAIR ATTENDANCE

On October 4, 2017, Indiana University South Bend hosted a Career and Internship Fair on their South Bend Campus. General Sales Managers attended. Event hours were from 12 pm through 3 pm. During that time, GSMS spoke to 35 candidates regarding careers at Pathfinder Communications. Twenty-three people left their resumes for further consideration. We are planning to further interview 10 candidates for a Sales Executive Position. Applicants were interested in sales, marketing, social media, IT, copy writing, engineering, graphic design and internships.

(c) Initiative: JOB FAIR ATTENDANCE

On October 10, 2017, Ball State University's Professional Selling Department hosted a Networking Expo on their Muncie, Indiana campus. The General Sales Manager attended. This event was similar to a career fair that focused on students participating in a sales competition the next day. Students were from Ball State and other institutions across the country. Event hours were from 3 pm through 6 pm. There were 20 businesses represented. During that time, the GSM spoke to 15 candidates regarding careers at Pathfinder Communications. Two people left their resumes for further consideration. Both were given further opportunity to interview for sales positions. Applicants were interested in sales and marketing.

(d) Initiative: JOB FAIR ATTENDANCE

On September 12, 2017, Saint Mary's College hosted a Career Fair on their South Bend campus. The General Sales Manager attended. Event hours were from 11 am through 2 pm. During that time, the GSM spoke to 19 candidates regarding careers at Pathfinder Communications. Ten people left their resumes for further consideration. Applicants were interested in sales, marketing, promotions, videography, graphic design and internships.

(e) Initiative: JOB FAIR HOST

On October 18, 2017 Pathfinder Communications and Talking Stick hosted a Career Open House at the Elkhart Chamber of Commerce in Elkhart, Indiana. Hours were from 11 am to 1 pm and 4 pm to 6 pm. Pathfinder Communications and Talking Stick were the only companies represented at this event. This event was open to the public. General Sales Managers attended. During that time, we spoke to 10 interested people regarding a career at Pathfinder Communications. Seven candidates left their resume for further consideration. We gave 2 candidates further opportunity to interview for sales positions. This event was promoted on company stations and social media.

(f) Initiative: JOB FAIR HOST

On Wednesday, May 10, 2017, Pathfinder Communications and Talking Stick hosted a career fair at Concord Mall in Elkhart, Indiana. Pathfinder Communications was 1 of 27 companies who were on site to interview potential candidates. This event was open to the public. There were several hundred individuals who attended. Several companies made hires on the spot.

(g) Initiative: Webinar "Fcc's EEO Rule"

On October 18, 2017, the Business Manager participated in a webinar hosted by Pillsbury Winthrop Shaw Pittman LLP of Nashville, Tennessee. The webinar title was "The Changing Face of the FCC's EEO Rule in 2017". The program gave refreshers on EEO requirements, the formal EEO Program, outreach updates, and recordkeeping.

(h) Initiative: JOB FAIR ATTENDANCE

On January 29, 2018, the General Sales Manager attended a career/internship fair hosted by Ball State University's Marketing Department. The event took place from 3 pm to 7 pm on campus. Ninety-two businesses were represented at this event. During the event, the GSM spoke to 31 interested people regarding a career at Pathfinder Communications. Seventeen candidates left their resume for further consideration. We offered 8 of those candidates an opportunity to interview for a position in sales/marketing.