

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2018 to March 22, 2019

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

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, 47, 50	Candidate Called Station
2. Account Executive	1-17, 20-26, 27, 32, 36, 46, 49	Radio Website/Station On Air Commercial
3. Marketing & Events Director	1-17, 20-26, 32, 46	Employee Referral
4. Receptionist	1-17, 20-26, 32, 46	Employee Referral
5. Account Executive	1-17, 20-26, 32, 41, 43, 46	Client Referral
6. Program Director	1-17, 20-26, 40	Former Employee

5) **See Accompanying Table**

**Recruitment Sources**

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 Springs	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	Gate Vaughn	220 Dean Johnson Blvd	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	48908	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 Floor	New York	NY	10003	800-562-2706		No
20 SB Human Rights Comm	Lonnie Douglas	301 South St Louis Blvd	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		No
27 Radio Website/Station On Air Commercial							5	
28 Careerbuilder	N/A	200 N LaSalle	Chicago	IL	60601	866-438-1485		No
29 Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor	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							10	
33 Internal Candidate								
34 Walk-In								
35 ND Career Fair	Kathy Beaton	248 Flanner Hall	Notre Dame	IN	46556	574-631-5200		No
36 Linked In		www.linkedin.com					3	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.insideradioonline.com						No
40 Former Employee							1	
41 Client Referral							1	
42 Ball State University Career Fair	Nancy Carlson	200 University Ave	Muncie	IN	47306	765-285-2436		
43 Unknown							1	
44 Email		greatjobs@federatedmedia.com						
45 Mediarecruiter.com	N/A	9457 So. University Blvd, #303	Highlands Ranch	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	6	
48 Personnel Partners	N/A	205 W. Jefferson Blvd.	South Bend	IN	46601	574-234-2115		No
49 Station Job Fair								
50 Candidate Called Station	N/A	237 W. Edison Road	Mishawaka	IN	46545	574-258-5483	3	
							<u>37</u>	

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

5) Job Title: Account Executive

Referral Source(s) of Hiree: Candidate Called Station

Name of Organization Referring Interviewees	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Open House				1	No
Employee Referral				3	No
Candidate Called Station				3	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				5	No
LinkedIn.com		linkedin.com		3	No
Career Open House				5	No
Indeed.com		Indeed.com		2	No
Employee Referral				2	No

5) Job Title: Marketing & Events Director

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
					No
					No
					No

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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
Indeed.com		Indeed.com		3	No

5) Job Title: Account Executive

Referral Source(s) of Hiree: Client 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		1	No
Client Referral				1	No
Employee Referral				2	No
Unknown				1	No

5) Job Title: Program Director

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

6) **Total # of Interviewees Referred:** For the period from 3/23/2018 to 3/22/2019:  
this Employment Unit interviewed 37 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

**(a) Initiative: JOB FAIR ATTENDANCE**

On April 4, 2018, Indiana University South Bend hosted a Career and Internship Fair on their South Bend Campus. Our General Sales Managers attended. Event hours were from 12 pm through 3 pm. During that time, the General Sales Managers spoke to 20 candidates regarding careers at Pathfinder Communications. Fifteen people left their resumes for further consideration. Applicants were interested in sales, marketing, IT, copywriting, engineering, web and graphic design, administration, HR and internships.

**(b) Initiative: JOB FAIR ATTENDANCE**

On October 3, 2018, Indiana University South Bend hosted a Business Career and Internship Fair on their South Bend Campus. A General Sales Manager attended. Event hours were from 12 pm through 3 pm. During that time, the General Sales Manager spoke to candidates regarding careers at Pathfinder Communications. Candidates left their resumes for further consideration. Candidates were interested in sales, marketing, social media, IT, copy writing, engineering, graphic design and internships.

**(c) Initiative: JOB FAIR ATTENDANCE**

On September 12, 2018, Saint Mary's College hosted a Career Fair on their South Bend campus. A General Sales Manager attended. Event hours were from 4:30 pm through 7 pm. During that time, the General Sales Manager spoke to 26 candidates regarding careers at Pathfinder Communications. Thirteen people left their resumes for further consideration. Applicants were interested in sales, internships, marketing, promotions, videography, and graphic design.

**(d) Initiative: JOB FAIR HOST**

On May 9, 2018, Pathfinder Communications hosted a Career Open House at Concord Mall in Elkhart, Indiana. Hours were from 2 pm to 7 pm. There were 22 Pathfinder Communications clients in attendance to speak with candidates. In addition, Pathfinder Communications had a booth which was manned by the General Sales Managers. The event was open to the public and attended by approximately 250 people.

**(e) Initiative: JOB FAIR ATTENDANCE**

On January 28, 2019, a General Sales Manager was registered to attend a Career/internship Fair hosted by Ball State University's Marketing Department. The event took place from 4 pm to 7 pm on campus. Ninety-two businesses were represented at this event. Due to inclement weather, the General Sales Manager was unable to attend, but Ball State University sent 50 resumes for further consideration.

**(f) Initiative: JOB FAIR HOST**

On August 6, 2018, Pathfinder Communications hosted a Career Open House at the Goshen Chamber of Commerce. The event was staffed by a General Sales Manager. The event took place from 11 am to 6 pm and was open to the general public. During the event, the General Sales Manager spoke to 2 candidates who left their resumes for consideration. The candidates were interested in the Account Executive positions.

**(g) Initiative: JOB FAIR ATTENDANCE**

On March 13, 2019, the General Sales Manager attended a career fair at Bethel College in Mishawaka, Indiana. The event took place from 10 am to 1 pm. The general public and students were invited to this event. During that time, the General Sales Manager spoke with 18 people interested in a career at Pathfinder Communications. Thirteen candidates left their resume with us for further consideration. Nine candidates were interested in an internship position and four were interested in sales. We are planning to further interview these candidates for possible employment.