

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2023 – March 22, 2024.

- 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, Elkhart, 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: 888-333-6133
	Contact Person/Title: Anna Trim, Director of Human Resources
	E-mail Address: atrim@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 Hiree
1. Broadcast Engineer	28, 31, 33	Referral
2. Account Executive - WAOR	8, 28, 30, 31, 34	On-Air Radio Recruitment Ad
3. Account Executive - WBYT	8, 28, 30, 34	Indeed
4. Morning Show Co-host	1, 10, 11, 28, 31, 32	All Access
5. Production Director	1, 10, 28, 31, 32	Internal Employee

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:

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	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.	Email/ Text Outreach		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 Indianabroadcasters.org	317-573-0119	No
11.	Country Aircheck		Countryaircheck.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.	Facebook		Facebook.com		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
33.	ZipRecruiter		Ziprecruiter.com		No
34.	On-Air Radio Recruitment Ad				No

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5) Full-Time Job Vacancy Details

Only those sources listed in the charts below produced interviewees.

Job Title: 1. Broadcast Engineer

Referral Source(s) of Hiree: Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	No
ZipRecruiter		Ziprecruiter.com		0	No
Referral				1	No

Job Title: 2. Account Executive – WAOR

Referral Source(s) of Hiree: On-Air Radio Recruitment Ad

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	No
Indeed		Indeed.com		6	No
Email Outreach		Edison Road, Mishawaka, IN 46545		0	No
Referral				1	No
On-Air Radio Recruitment Ad	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	888-333-6133	3	No

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Job Title: 3. Account Executive - WBYT **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)
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	
Indeed		Indeed.com		4	No
Email/Text Outreach	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545		3	No
On-Air Radio Recruitment Ad	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	888-333-6133	2	No

Job Title: 4. Morning Show Co-host **Referral Source(s) of Hiree:** All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
All Access		Allaccess.com		7	No
IBA website		Indianabroadcasters.org		1	No
Country Aircheck		www.countryaircheck.com		2	No
Company Website		B100.com		5	No
Employee/Business Referral	Stephanie Michel	237 Edison Road, Mishawaka, IN 46545	888-333-6133	2	No
Internal Employee/Posting	Stephanie Michel	237 Edison Road, Mishawaka, IN 46545	888-333-6133	1	No

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Job Title: 5. Production Director

Referral Source(s) of Hiree: Internal Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
All Access		AllAccess.com		5	No
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	No
IBA Website		Indianabroadcasters.org		0	No
Referral				3	No
Internal Employee/Posting		Ziprecruiter.com		2	No

6) Total # of Interviewees Referred: For the period from March 23, 2023 through March 22, 2024, this Employment Unit interviewed 48 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Job Fair Attendance

On March 25, 2023, the Indiana Broadcasters Association hosted a Career Fair. The event was located at 502 East Event Center in Carmel, IN. The event was attended by our General Sales Manager. Our contact person for the event was Alex Rusciano from the Indiana Broadcasters Association. The event took place from 1:30 PM through 4:30 PM. There were 26 businesses represented at this event. Students and the general public were invited to attend, and 41 students pre-registered. The General Sales Manager spoke to 11 people interested in careers with Pathfinder Communications Corporation. There were 5 candidates that left their resume for further consideration. Many of these candidates were Freshman and Sophomores who were graduating in May of 2025 and 2026. We are planning to interview 1 of the candidates for our Account Executive position. Other candidates were interested in pursuing positions in audio production, video production, promotions, social media, and internships.

(b) Initiative: Job Fair Attendance

On March 29, 2023, Indiana University South Bend hosted a Career and Internship Fair. The General Sales Manager for WTRC and WAOR attended this event. Our contact person for the event was Maureen Green, Employer Relations and Data Specialist at IUSB. The event took place from 11:00am – 3:00pm. Current IUSB students and alumni were invited to attend. During this time, the General Sales Manager spoke to 7 people interested in careers with Pathfinder Communications Corporation. Two of those candidates were interested in our Account Executive position. Others were interested in positions in promotions, IT, and internships. We are planning to interview these candidates as they get closer to graduation.

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(c) Initiative: Job Fair Attendance

On October 2, 2023, the Indiana Broadcasters Association hosted a Career Fair. The event was located at Gainbridge Fieldhouse in Indianapolis, IN. The General Sales Manager for WBYT attended this event. Our contact person for the event was Sam Brattain, the Director of Member Services with the Indiana Broadcasters Association. The event took place from 2:00 PM through 5:00 PM. There were 200 businesses represented at this event. Students as well as the general public were invited to attend. The General Sales Manager spoke to 27 people interested in a career at Pathfinder Communications Corporation. There were 18 candidates who left their resumes for further consideration, many of whom were Sophomores and Juniors graduating in May of 2025 and May of 2026. We are planning to further interview 5 candidates for the Account Executive position at Pathfinder Communications Corporation. Applicants were also interested in production, promotions, social media, sports play-by-play, and internship roles. The General Sales Manager also participated in a broadcast panel from 1:00pm to 2:00pm prior to the start of the job fair, speaking to students about what it takes to be successful in broadcast media sales.

(d) Initiative: Job Fair Attendance

On January 24th, 2024, Ball State University in Muncie, IN hosted a career fair at their Alumni Center. The General Sales Manager for WBYT attended the event. Our contact person for this event was Chris Wilkey, BSU Director of Professional Selling. The event took place from 11:00am – 3:00pm. There were 45 businesses at the event. Students and the general public were invited to attend. During this time, the General Sales Manager spoke to 13 people interested in a Sales career with Pathfinder Communications Corporation. There were 10 candidates who left their resumes for further consideration, and others who were students at the school were able to upload their resumes for consideration. All of the candidates were graduating in either the Spring of 2024 or Fall of 2024. The General Sales Manager is planning to further interview all of the candidates for an Account Executive position. The General Sales Manager also attended an after-hours networking event from 4:00pm – 6:00pm with approximately attended by approximately 30 sales and marketing students where we were able to further discuss career opportunities with Pathfinder Communications Corporation and in the broadcast media business in general.

(e) Initiative: General Outreach

Our General Sales Manager hosted an informative Career Sales discussion with Holy Cross college students on March 29th, 2023. The students attending were enrolled in a class called Personal Sales and Negotiating. The event took place at our office located at 245 West Edison Road, Mishawaka, IN 46545. The contact for this event was Laura Jackson, professor at the School of Business at Holy Cross College. The classroom style discussion took place from 12:30pm – 2:00pm. There were 15 students present, 8 of which were seniors graduating in May of 2023. During this time, the General Sales Manager spoke to 15 business students interested in a career in Sales and Marketing with Pathfinder Communications Corporation. Three candidates left their resume for further consideration and completed the initial online assessment. We are planning to interview 1 of those candidates for the Account Executive position. After the discussion was completed, students were given a tour of our stations and had the opportunity to meet with on-air talents as well.

(f) Initiative: General Outreach

On October 12, 2023, our General Sales Manager went to Saint Mary's College in Notre Dame, IN and spoke to a classroom of Business Students about Sales and Marketing in the Media industry. The contact for this event is Professor Jim Rogers. The professor invited the General Sales Manager to speak to the class as she has over 25 years of experience in this industry. She shared her extensive knowledge of the industry and what it takes to be successful. The industry has changed significantly over the years, but she has not only survived through those changes but thrived to have a very successful career. She hopes to inspire others to do the same. One of the keys she discussed was the importance of developing and cultivating relationships within the community. She also discussed Nielsen Ratings and Rankers as well as relationships with Agencies and Marketing Directors.

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