

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2024 – March 22, 2025.

- 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.)

<b>Job Title</b>	<b>Recruitment Sources</b>	<b>Recruitment Source Referring Hiree</b>
1. Promotion/Events Director	10, 12, 27, 29, 30, 31	Internal Employee Posting
2. Account Executive - WBYT	8, 15, 26, 27, 29, 30, 33	Referral
3. Account Executive - WTRC	27, 29, 30, 33	Indeed

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## 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.	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 <sup>th</sup> 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.	Holy Cross College	Laura Jackson	54515 SR 933, Notre Dame, IN 46556	574-239-8377	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
27.	Company website/s	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	No
28.	LinkedIn.com		LinkedIn.com		No
29.	Indeed.com		indeed.com		No
30.	Employee/Business Referral				No
31.	Internal Employee/Posting				No
32.	ZipRecruiter		Ziprecruiter.com		No
33.	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. Promotions/Events Director **Referral Source(s) of Hiree:** Internal Employee Posting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
IBA Website	Dave Arland	Indianabroadcasters.org	317-701-0084	0	No
IUSB	Career Services Staff	1700 E. Mishawaka Ave., South Bend, IN 46615	574-520-4425	1	No
Company website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	No
Indeed		Indeed.com		4	No
Referral				2	No
Internal Employee/Posting				1	No

**Job Title:** 2. Account Executive – WBYT **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)
Email/Text Outreach	Kathy Ueber	237 Edison Road, Mishwaka, IN 46545	574-258-5483	24	No
Holy Cross College	Laura Jackson	54515 SR 933, Notre Dame, IN 46556	574-472-8664	5	No
Facebook		Facebook.com		30	No
Company Website	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	0	No
Indeed		Indeed.com		17	No
Employee/Business Referral				2	No
On-Air Radio Recruitment	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	574-258-5483	2	No

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**Job Title:** 3. Account Executive - WTRC **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	No
Indeed		Indeed.com		6	No
Employee/Business Referral				1	No
On-Air Radio Recruitment Ad		237 Edison Road, Mishawaka, IN 46545	888-333-6133	2	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2024 through March 22, 2025, this Employment Unit interviewed 97 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job Fair Attendance**

On March 23, 2024, 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 for WBYT. Our contact person for the event was Dave Arland from the Indiana Broadcasters Association. The event took place from 1:00 PM through 4:00 PM. There were 45 businesses represented at this event. Students and the general public were invited to attend, and 56 students pre-registered. The General Sales Manager spoke to 25 people interested in careers with Talking Stick Communications. There were 12 candidates that left their resume for further consideration. Many of these candidates were Juniors and Seniors who were graduating in May of 2024 and 2025. We are planning to interview 2 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 27, 2024, 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 the Career Services Staff at IUSB. The event took place from 12:00pm – 3:00pm. Current IUSB students and alumni were invited to attend. During this time, the General Sales Manager spoke to 29 people interested in careers with Pathfinder Communications Corporation. Five of those candidates were interested in our Account Executive position. Others were interested in positions in promotions, IT, graphic design, and internships. We are planning to reach out to these candidates as they get closer to graduation for interviews.

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**(c) Initiative: Job Fair Attendance**

On October 2, 2024, 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 the Career Services Staff at IUSB. The event took place from 12:00pm – 3:00pm. Current IUSB students and alumni were invited to attend. During this time, the General Sales Manager spoke to 36 people interested in careers with Pathfinder Communications Corporation. Fifteen of those candidates were interested in our Account Executive position. Others were interested in positions in Accounting, promotions, IT, Engineering, graphic design, and internships. We are planning to reach out to these candidates as they get closer to graduation for interviews.

**(d) Initiative: Job Fair Attendance**

On October 14, 2024, the Indiana Broadcasters Association hosted a Career Fair. The event was located at the BASH Event Center in Carmel, IN. The General Sales Manager for WBYT attended this event. Our contact person for the event was Katy Barnhart, the Director of Member Services with the Indiana Broadcasters Association. The event took place from 1:00 PM through 5:00 PM. There were 65 businesses represented at this event. Students as well as the general public were invited to attend. The General Sales Manager spoke to 18 people interested in a career at Talking Stick Communications. There were 10 candidates who left their resumes for further consideration, many of whom were Juniors and Seniors graduating in May of 2025 and May of 2026. We are planning to further interview 3 candidates for the Account Executive position at Talking Stick Communications. Applicants were also interested in production, promotions, social media, sports play-by-play, and internship roles.

**(e) Initiative: Job Fair Attendance**

On February 20, 2025, the University of Indianapolis Communications Department hosted a career fair at the Schwitzer Student Center in Indianapolis, IN. The General Sales Manager for WBYT attended the event. Our contact person for this event was Jeffrey Teague, Media Manager at the University of Indianapolis. The event took place from 12:30pm – 2:30pm. There were 34 businesses at the event. Students and the general public were invited to attend, and 72 students pre-registered. During this time, the General Sales Manager spoke to 12 people interested in future career opportunities with Talking Stick Communications, but most were interested in internships at the time. There were 5 candidates who left their resumes for further consideration in full-time positions after graduation. Many of the candidates were Sophomores who were graduating in May of 2026 or 2027. The General Sales Manager is planning to further interview 2 of the candidates for an Account Executive position. Other candidates were interested in pursuing positions in Communications, Social Media, Promotions, and Internships.

**(f) Initiative: General Outreach**

On April 25, 2024, our General Sales Manager for WBYT hosted an informative Career Sales discussion with students from Holy Cross College. The students attending were enrolled in a Personal Sales and Negotiating class. The event took place in professor Laura Jackson’s classroom on the campus of Holy Cross. The contact for this event was Laura Jackson, professor at the School of Business at Holy Cross. The classroom style discussion took place from 11:00am – 12:30pm. There were 27 students present, 11 of which were seniors graduating in May of 2024. All students in Mrs. Jackson’s classroom were given an opportunity to take our sales assessment for extra credit. They received a Top Talent Report based on that assessment which provided feedback on their skills in Sales and Marketing. During this time, the General Sales Manager also spoke to all 27 of these students about a career in Sales and Marketing with Talking Stick Communications. Of the 27 students, 7 of them left their resume for further consideration. The General Sales Manager connected with the students on LinkedIn and plans to further interview 3 of the candidates for the Account Executive position.

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**(g) Initiative: General Outreach**

Our General Sales Manager hosted an informative Career Sales discussion with students from St. Mary's College on July 18, 2024. The students attending were enrolled in a Marketing and Advertising class. The event took place in Haggard Hall on the campus of St. Mary's College. The contact for this event was James Rogers, professor at the School of Business at St. Mary's. The classroom style discussion took place from 1:00pm – 3:00pm. There were 18 students present, 8 of which were seniors graduating in May of 2024. All students in Mr. Roger's classroom were given an opportunity to take our sales assessment for extra credit. They received a Top Talent Report based on that assessment which provided feedback on their skills in Sales and Marketing. During this time, the General Sales Manager spoke to 5 of these students interested in a career in Sales and Marketing with Talking Stick Communications. The General Sales Manager connected with the students on LinkedIn as well and plans to reach out to each student to set up an interview for the Account Executive position.

**(h) Initiative: General Outreach**

Our General Sales Manager for WBYT hosted an informative Career Sales discussion with students from St. Mary's College on July 18, 2024. The students attending were enrolled in a Marketing and Advertising class. The event took place in Haggard Hall on the campus of St. Mary's College. The contact for this event was James Rogers, professor at the School of Business at St. Mary's. The classroom style discussion took place from 1:00pm – 3:00pm. There were 18 students present, 8 of which were seniors graduating in May of 2024. All students in Mr. Roger's classroom were given an opportunity to take our sales assessment for extra credit. They received a Top Talent Report based on that assessment which provided feedback on their skills in Sales and Marketing. During this time, the General Sales Manager spoke to 5 of these students interested in a career in Sales and Marketing with Talking Stick Communications. The General Sales Manager connected with the students on LinkedIn as well and plans to reach out to each student to set up an interview for the Account Executive position.

**(i) Initiative: General Outreach**

On September 26, 2024, Brittney Baily, our WBYT-FM Morning Show Host hosted an informative career discussion at the Elkhart Area Career Center. This event took place at the Elkhart Area Career Center, 2424 California Rd, Elkhart, IN 46514. Our contact for this event was Brenda Metcalfe, Career Coordinator for the Elkhart Area Career Center. This classroom style discussion took place from 12:30pm – 3:00pm. There were 60 students present for the Employable Skills and Career discussion. All students at this event were given the opportunity to ask questions about career opportunities at Pathfinder Communications Corporation. Many of these students inquired about a various careers in Broadcast Radio. Brittney was also asked to mentor two students who had a strong interest in pursuing broadcasting as a career.