

WKZA-FM WLKW-FM Annual EEO Public File Report
For the Period:
February 1, 2016– January 29, 2017

This Report consists of:

1. Station Information
2. Recruitment sources
3. Interviewees for each full-time vacancy & summary
4. Recruitment initiatives

For the Employment Unit:

WKZA-FM
Facility ID: 48736
Lakewood, NY

WLKW-FM
Facility ID: 189508
Celoron, NY

Neither station is an LMA

Prepared by Harry Finch, Corporate
Cross Country Communications, LLC

January 29, 2017

716-487-1106

EEO Organization List

Contact	Organization	Address	Contact Info
Ron Turak	Jamestown Community College (9/1/03)	525 Falconer St., Jamestown, NY 14701	716-665-2550 (P) www.sunyjcc.edu (phone)
Diane Rogowski	Jamestown Business College (9/1/03)	7 Fairmount Ave Jamestown, NY 14701	716-664-5100 (P) placement@jamestownbusinesscollege.edu (email)
Chris LaGrow	Fredonia – SUNY (9/1/03)	280 Central Avenue Gregory Hall SUNY Fredonia 14063	716-673-3327 (P) 716-673-3593 (F) careers@fredonia.edu (email)
Lisa August	Buffalo State College (9/1/03)	1300 Elmwood Ave Buffalo, NY 14222	716-878-3152 (F) askorca@buffalostate.edu www.buffalostate.edu (email)
Pam Burdick	St. Bonaventure University (9/1/03)	3261 West State Rd St. Bonaventure, NY 14778	716-375-2384 (P) 716-375-2381 (F) career@sbu.edu www.sbu.edu (email)
Heather Jewart	Butler Community College (9/1/03)	College Drive, Oak Hills Butler, PA 16001	724-287-8711 Ext. 206 (P) 724-287-4715 (F) heather.jewart@bc3.edu (email)
Diana Brush	Clarion University (9/1/03)	114 Egbert Hall Clarion, PA 16214	814-393-2323 (P) 814-393-2054 (F) mjackson@clarion.edu www.collegecentral.com (email)
Carol Capan	Penn State Erie - The Behrend College (9/1/03)	4701 Behrend College Drive Erie, PA 16563	814-898-6012 (P) aew6@psu.edu www.pserie.psu.edu (email)
Janet Armbruster	Gannon University (9/1/03)	109 University Square Erie, PA 16501	814-871-7680 (P) 814-871-7220 (F) armbrust003@mail1.gannon.edu www.gannon.edu (phone)
Deloris Griswold	Mercyhurst College (9/1/03)	501 East 38th St. Erie, PA 16546	814-824-2426 (P) 814-824-2070 (F) (fax)

WNY Job Bank Frank McAndrew	Chauautauqua Works (9/1/03)	284 Main Street Buffalo, NY 14202	716-851-2694 (P) 716-851-2702 (F) www.jobsearch.org (fax special form)
Pam Watkins	Warren County Job Center (9/1/03)	2 Market Street Warren, PA 16365	814-723-2350 (P) 814-723-3891 (F) (fax special form)
The Center for Career Services Jody Gallagher	Edinboro University of Pennsylvania (9/1/03)	106 McNerney Hall Edinboro, PA 16444	814-732-2781 (P) 814-732-2909 (F) www.edinboro.edu jgallagher@edinboro.edu (submit online)

FULL TIME JOB – ON-AIR ANNOUNCER VACANCY #1

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

http://www.1069kissfm.com
WKZA 106.9 Radio, WLKW 95.3 Radio

General Information

Job Title:	On-Air Announcer Position – WKZA & WLKW		
Date Position Opened:	1/20/2016	Date Position Filled:	N/A

Total number of persons interviewed for this position:	2
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Recruitment Source for Hire:	N/A
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FULL TIME JOB –ON-AIR ANNOUNCER VACANCY #2

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

http://www.1069kissfm.com
http://www.allaccess.com
WKZA 106.9 Radio, WLKW 95.3 Radio

General Information

Job Title:	On-Air Announcer Position – WKZA & WLKW		
Date Position Opened:	05/31/16	Date Position Filled:	06/14/16

Total number of persons interviewed for this position:	4
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Recruitment Source for Hire:	Referral
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FULL TIME JOB – SALES POSITION VACANCY #3

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

WKZA 106.9 Radio, WLKW 95.3 Radio
http://www.1069kissfm.com
WNY Job Bank

General Information

Job Title:	Media Sales Rep Position – WKZA & WLKW		
Date Position Opened:	6/7/16	Dates Position Filled:	N/A

Total number of persons interviewed for this position:	3
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Recruitment Source for Hire:	N/A
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FULL TIME JOB – ON-AIR ANNOUNCER VACANCY #4

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

http://www.allaccess.com
WKZA 106.9 Radio, WLKW 95.3 Radio
http://www.1069kissfm.com

General Information

Job Title:	Media Sales Rep Positions – WKZA & WLKW		
Date Position Opened:	07/11/16	Dates Position Filled:	8/17/16

Total number of persons interviewed for this position:	4
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Recruitment Source for Hire:	Jamestown Community College
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FULL TIME JOB – ON-AIR ANNOUNCER VACANCY #5

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

http://www.1069kissfm.com
http://www.allaccess.com
WKZA 106.9 Radio, WLKW 95.3 Radio

General Information

Job Title:	On-Air Announcer – WKZA & WLKW		
Date Position Opened:	9/2/16	Date Position Filled:	10/5/16

Total number of persons interviewed for this position:	3
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Recruitment Source for Hire:	Referral
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FULL TIME JOB –SALES POSITION VACANCY #6

This job vacancy was distributed to the EEO recruitment sources list herein, posted in a place where employees would easily see it at the stations when appropriate and advertised in and on the various media/websites listed below and submitted via email, online or in person:

http://www.1069kissfm.com
WNY Job Bank
WKZA 106.9 Radio, WLKW 95.3 Radio

General Information

Job Title:	Media Sales Rep Position – WKZA & WLKW		
Date Position Opened:	12/15/16	Date Position Filled:	N/A

Total number of persons interviewed for this position:	1
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Recruitment Source for Hire:	N/A
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2016-2017 Supplemental Recruitment Activities Undertaken

Station(s) Claiming Credit: WKZA-FM & WLKW-FM Cross Country Communications

FEBRUARY 15, 2016 – WKZA/WLKW staff hosted Boy Scout Troop 138 for a tour of the facilities. We talked about the importance of radio and how it works. We also talked about the business side of radio in emergency situations. The scouts were able to earn their communication badges for visiting with us.

March 24, 2016 - WKZA/WLKW staff hosted a group of 16 students from the Music and Marketing Class from Jamestown High School. Heather Skuggen gave the students a tour of the facilities and answered questions about music, downloads, and marketing.

June 7, 2016 - WKZA/WLKW staff hosted Boy Scout Troop #77 for a tour of the facilities. We talked about the importance of radio and how it works. We also talked about the business side of radio in emergency situations. The scouts were able to earn their communication badges for visiting with us.

October 23 and 24th, 2016 - WKZA/WLKW staffer Heather Jean had Jamestown Community College student Nate VanHout shadow for two days, for two hours each day. Nate was able to watch Heather do the live lunch show, learned how we process production, as well as learning the daily duties at a radio station. We've been in talks with the WNY Job Bank and Jamestown Community College about a possible internship with Nate in the spring.

November 14, 2016 - WKZA/WLKW staffer Heather Jean hosted a tour with Taylann Kendall's Giving Mission. The group learned about the importance of radio, how it works, and how commercials are recorded. We recorded the children and played their recordings.

WKZA Feb. 1, 2016 – Jan. 29, 2017 Report Period

Total Number of Interviews Referred by Recruitment Source

Referrals	2
Jamestown Business College	1
Total Number of Persons Interviewed for Full-Time Positions	17
Total Number of Full-Time Positions for the Period	3