

## Annual EEO Public File Report

Covering the Period From December 1, 2010 to November 30, 2011

Comprising Station Employment Unit: WAQY / WLZX / WHMP / WRSI

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

### A. Full-Time Vacancies Filled During Past Year

<b>1. Job Title:</b>	WAQY/WLZX Account Executive (Sales)	<b>Date Filled:</b>	03/10/2011
<b>2. Job Title:</b>	WHMP/WRSI Account Executive (Sales)	<b>Date Filled:</b>	03/11/2011
<b>3. Job Title:</b>	WHMP/WRSI Account Executive (Sales)	<b>Date Filled:</b>	05/01/2011
<b>4. Job Title:</b>	WAQY/WLZX Senior (Regional) IT Support Specialist	<b>Date Filled:</b>	06/15/2011
<b>5. Job Title:</b>	WHMP/WRSI News Director	<b>Date Filled:</b>	08/12/2011
<b>6. Job Title:</b>	WHMP Morning Host	<b>Date Filled:</b>	09/13/2011
<b>7. Job Title:</b>	WAQY/WLZX Accounting Assistant	<b>Date Filled:</b>	09/30/2011

### B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

<b>1. Job Title:</b>	WAQY/WLZX Account Executive (Sales)		<b>Date Filled:</b>	03/10/2011
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source	
In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	0	
Rock 102 Website	rock102.com	413 525 4141	0	
Lazer 993 Website	lazer993.com	413 525 4141	0	
Rock 102/Lazer 993 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	5	
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0	
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0	
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	0	
Saga Communications Website	sagacommunications.com	313 886 7070	0	
All Access	allaccess.com	310 457 6616	0	
Referral			3	
Total Number of Persons Interviewed:			8	
Recruitment source that referred the hiree:			Referral	

<b>2. Job Title:</b>	WHMP/WRSI Account Executive (Sales)		<b>Date Filled:</b>	03/11/2011
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source	
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	0	
WHMP Website	whmp.com	413 586 7400	0	
WRSI Website	wrsi.com	413 586 7400	0	
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0	
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0	
Internal EEO Outreach Distribution List	15 Hampton Avenue, Northampton, MA	413 586 7400	0	
Saga Communications Website	sagacommunications.com	313 886 7070	0	
Daily Hampshire Gazette	115 Conz Street, Northampton, MA	413-584-5000	0	
Word of Mouth			4	
Total Number of Persons Interviewed:			4	
Recruitment source that referred the hiree:			Word of Mouth	

**B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy (Continued)**

<b>3. Job Title:</b> WHMP/WRSI Account Executive (Sales)		<b>Date Filled:</b> 05/01/2011	
<b>Recruitment Source</b>	<b>Address</b>	<b>Tel #</b>	<b># Persons Interviewed Per Recruitment Source</b>
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	0
WHMP Website	whmp.com	413 586 7400	0
WRSI Website	wrsi.com	413 586 7400	0
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Internal EEO Outreach Distribution List	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
All Access	allaccess.com	310 457 6616	0
Word of Mouth			1
Total Number of Persons Interviewed:			1
Recruitment source that referred the hiree: Word of Mouth			

<b>4. Job Title:</b> WAQY/WLZX Senior (Regional) IT Support Specialist		<b>Date Filled:</b> 06/15/2011	
<b>Recruitment Source</b>	<b>Address</b>	<b>Tel #</b>	<b># Persons Interviewed Per Recruitment Source</b>
In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	0
Rock 102 Website	rock102.com	413 525 4141	0
Lazer 993 Website	lazer993.com	413 525 4141	2
WHMP Website	15 Hampton Avenue, Northampton, MA	413 586 7400	0
WRSI Website	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Rock 102/Lazer 993 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	10
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Internal EEO Outreach Distribution List <i>Career Point</i>	45 Fisher Avenue, E. Longmeadow, MA <i>850 High Street, Holyoke, MA 01040</i>	413 525 4141 <i>413 532 4900</i>	1
Saga Communications Website	sagacommunications.com	313 886 7070	0
Republican Newspaper/masslive.com	1860 Main Street, Springfield, MA	413 788 1000	4
Indeed.com (which linked to Saga Communications website)	indeed.com	800 836 7897	2
All Access	allaccess.com	310 457 6616	0
Referral			1
Word of Mouth			3
Total Number of Persons Interviewed:			23
Recruitment source that referred the hiree: Radio Advertisement (Rock 102)			

<b>5. Job Title:</b> WHMP/WRSI News Director		<b>Date Filled:</b> 08/12/2011	
<b>Recruitment Source</b>	<b>Address</b>	<b>Tel #</b>	<b># Persons Interviewed Per Recruitment Source</b>
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	0
WHMP Website	whmp.com	413 586 7400	0
WRSI Website	wrsi.com	413 586 7400	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
All Access	allaccess.com	310 457 6616	5
Internal EEO Outreach Distribution List	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Referral			1
Total Number of Persons Interviewed			6
Recruitment source that referred the hiree: All Access			

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy (Continued)			
<b>6. Job Title:</b> WHMP Morning Host		<b>Date Filled:</b> 9/13/2011	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	0
WHMP Website	whmp.com	413 586 7400	0
WRSI Website	wrsi.com	413 586 7400	0
Get Radio Jobs	getradiojobs.com		0
AM FM Jobs	amfmjobs.com		0
All Access	allaccess.com	310 457 6616	3
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Internal EEO Outreach Distribution List	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
Talkers Magazine	talkers.com	413 565 5413	0
Word of Mouth			1
Total Number of Persons Interviewed:			4
Recruitment source that referred the hire: Word of Mouth			

<b>7. Job Title:</b> WAQY/WLZX Accounting Assistant		<b>Date Filled:</b> 09/30/2011	
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	0
Rock 102 Website	rock102.com	413 525 4141	0
Lazer 993 Website	lazer993.com	413 525 4141	0
WHMP Website	15 Hampton Avenue, Northampton, MA	413 586 7400	0
WRSI Website	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Rock 102/Lazer 993 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	2
WHMP/WRSI Radio Ads	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	
AIC Career Services	1000 State Street-Box 7A, Springfield, MA 01109	413 205 3237	1
Job Quest (Future Works Career Center)*	1 Federal Street, Bldg 103-3, Spfld, MA 01105	413 858 2800	1
Saga Communications Website	sagacommunications.com	313 886 7070	0
Republican Newspaper/masslive.com	1860 Main Street, Springfield, MA	413 788 1000	7
Indeed.com (which linked to Saga Communications website)	indeed.com	800 836 7897	4
All Access	allaccess.com	310 457 6616	0
Referral			1
Career Builder (which linked to Saga Communications website)	careerbuilder.com	866 438 1485	1
Job Fair Held 09/27/11 at sister station	15 Hampton Avenue, Northampton, MA	413 586 7400	1
Total Number of Persons Interviewed			18
Recruitment source that referred the hire: indeed.com			

\* Indicates sources that have requested notification of job openings

## D. Total Number of Interviewees Referred by Each Recruitment Source

Rock 102/Lazer 993 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	17
Referral			6
Word of Mouth			9
Lazer 993 Website	lazer993.com	413 525 4141	2
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	
<i>Career Point</i>	850 High Street, Holyoke, MA 01040	413 532 4900	1
<i>AIC Career Services</i>	1000 State Street-Box 7A, Springfield, MA 01109	413 205 3237	1
<i>Job Quest (Future Works Career Center)*</i>	1 Federal Street, Bldg 103-3, Spfld, MA 01105	413 858 2800	1
Republican Newspaper/masslive.com	1860 Main Street, Springfield, MA	413 788 1000	11
Indeed.com (which linked to Saga Communications website)	indeed.com	800 836 7897	6
All Access	allaccess.com	310 457 6616	8
Career Builder (which linked to Saga Communications website)	careerbuilder.com	866 438 1485	1
Job Fair Held 09/27/11 at sister station	15 Hampton Avenue, Northampton, MA	413 586 7400	1

\* Indicates sources that have requested notification of job openings

## E. Outreach Activities

Attach a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.

**Job Fair**

WAQY/WLZX hosted a Job Fair on September 27, 2011 at sister station WRSI/WHMP located at 15 Hampton Avenue in Northampton, Massachusetts. Brochures detailing "Careers in Radio Broadcasting" were handed out and resumes were collected for Full-time Account Executive (Sales), Full-time Accounting Assistant, and Part-Time Street Team positions.

**Internship Program**

The goal of the WAQY/WLZX/WRSI/WHMP Internship Program is to provide college students with a unique and practical experience in the radio industry. Internships are available for those full-time students who are seeking approved college credit hours. WAQY/WLZX/WRSI/WHMP Internships are non-paid positions. Although most Interns will spend up to eight hours per week at the radio station, Internships can be arranged to accommodate a student's academic schedule.

**Scholarship Programs**

In 2011, 2010, 2009, 2008, 2007, and 2006, WAQY/WLZX/WRSI/WHMP participated in the Connecticut School of Broadcasting Scholarship Program which provides scholarships to high school students who are interested in pursuing a career in the broadcasting industry.

In April 2011, WAQY/WLZX/WRSI/WHMP completed its fourth and final component of the 2011-2012 MBA Student Broadcaster Scholarship Program. The applications were ranked with our top ten selections for 10 \$2000 scholarships and 1 \$3000 Al Sprague Memorial scholarship.

In April 2010, WAQY/WLZX/WRSI/WHMP completed its final component in the 2010-2011 Massachusetts Broadcasters Association Scholarship Program. The MBA sent copies of the top 10 deserving finalists' applications and asked that they be ranked 1-10 for most deserving of a \$2000 scholarship and then to be ranked 1-5 for the student most deserving of the Al Sprague Memorial Scholarship in the amount of \$2500.

In 2009 WAQY/WLZX/WRSI/WHMP participated in the Massachusetts Broadcasters Association Scholarship Program. The MBA sent the top essay entries to the radio station for review in order to help choose the 3 most deserving candidates who were either currently enrolled or enrolling in a broadcasting/communications major to receive a scholarship.

**EEO Training for Management**

On September 21, 2010, Luke Donahue (Business Manager) attended the 2010 EEO Seminar with Scott Flick of Pillsbury Winthrop Shaw Pittman, LLP sponsored by the Massachusetts Broadcasters Association.

**General Outreach**

WAQY/WLZX/WRSI/WHMP routinely contact various community organizations to notify them of job opportunities at the radio stations through email, fax, and mail and through on-air broadcasts informing them to contact jobs@rock102.com, jobs@lazer993.com, jobs@wrsi.com and jobs@whmp.com to be included in future distributions.

**Other Activities**

Disseminated information as to employment opportunities in broadcasting to job candidates via Massachusetts Broadcasters Association "Careers in Radio Broadcasting" Brochures at Job Fair held September 27, 2011 at sister station in Northampton, Massachusetts.

Continually analyze recruitment program on an ongoing basis and regularly update internal database to achieve broad outreach to potential applicants.