

Annual EEO Public File Report
Covering the Period From December 1, 2011 to November 30, 2012
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

1. Job Title:	General Sales Manager (WAQY/WLZX)	Date Filled:	01/09/12
2. Job Title:	Account Executive/Sales (WAQY/WLZX)	Date Filled:	02/20/12
3. Job Title:	Account Executive/Sales (WAQY/WLZX)	Date Filled:	08/06/12
4. Job Title:	Traffic Manager/Receptionist (WAQY/WLZX)	Date Filled:	07/30/12
5. Job Title:	Senior IT Support Specialist (WAQY/WLZX)	Date Filled:	08/27/12
6. Job Title:	Account Executive/Sales (WRSI/WHMP)	Date Filled:	12/05/11
7. Job Title:	Account Executive/Sales (WRSI/WHMP)	Date Filled:	03/08/12
8. Job Title:	Account Executive/Sales (WRSI/WHMP)	Date Filled:	08/20/12

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

1. Job Title:	General Sales Manager (WAQY/WLZX)	Date Filled:	01/09/12
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	1
Rock 102 Website	rock102.com	413 525 4141	0
Lazer 99.3 Website	lazer993.com	413 525 4141	0
Rock 102/Lazer 99.3 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	2
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	0
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
All Access Music Group	allaccess.com	310 457 6616	0
Inside Radio	insideradio.com	513 366 3588	2
Radio Ink	radioink.com	561 655 8778	0
Indeed (which linked to Saga)	indeed.com	800 462 5842	0
Referral			1
In Market			2
Total Number of Persons Interviewed:			8
Recruitment source that referred the hire: Referral			

2. Job Title:	Account Executive/Sales (WAQY/WLZX)	Date Filled:	02/20/12
3. Job Title:	Account Executive/Sales (WAQY/WLZX)	Date Filled:	08/06/12
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	1
Lazer 99.3 Website	lazer993.com	413 525 4141	0
Rock 102/Lazer 99.3 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	8
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 Music Group	allaccess.com	310 457 6616	0
Referral			4
Word of Mouth			1
Total Number of Persons Interviewed:			14
Recruitment source that referred the hire: Referral and Word of Mouth			

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

4. Job Title: Traffic Manager/Receptionist (WAQY/WLZX)			Date Filled: 07/30/12
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	1
Rock 102 Website	rock102.com	413 525 4141	1
Lazer 99.3 Website	lazer993.com	413 525 4141	0
Rock 102/Lazer 99.3 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	1
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	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 Music Group	allaccess.com	310 457 6616	0
Total Number of Persons Interviewed:			3
Recruitment source that referred the hire: In-House Posting			

5. Job Title: Senior IT Support Specialist (WAQY/WLZX)			Date Filled: 08/27/12
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	4
Lazer 99.3 Website	lazer993.com	413 525 4141	0
Rock 102/Lazer 99.3 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	7
WHMP/WRSI Radio Ads	15 Hampton Avenue, Northampton, MA	413 586 7400	0
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	1
<i>Career Point</i>	<i>850 High Street, Holyoke, MA 01040</i>	<i>413 532 4900</i>	
Broadcast Compliance Services	bcs-ok.com	866 227 4336	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
All Access Music Group	allaccess.com	310 457 6616	0
Indeed (which linked to Saga)	indeed.com	800 462 5842	3
Republican Newspaper/masslive.com	1860 Main Street, Springfield, MA	413 788 1000	1
Career Builder/Hartford Courant	285 Broad Street, Hartford, CT	800 842 8824	5
Daily Hampshire Gazette	115 Conz Street, Northampton, MA	413 585-5204	0
Word of Mouth			1
Total Number of Persons Interviewed:			22
Recruitment source that referred the hire: Radio Ad (Rock 102)			

6. Job Title: Account Executive/Sales (WRSI/WHMP)			Date Filled: 12/05/11
7. Job Title: Account Executive/Sales (WRSI/WHMP)			Date Filled: 03/08/12
8. Job Title: Account Executive/Sales (WRSI/WHMP)			Date Filled: 08/20/12
Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	1
WHMP Website	whmp.com	413 586 7400	2
WRSI Website	wrsi.com	413 586 7400	2
WHMP/WRSI Radio Ads	15 Hampton Avenue, Northampton, MA	413 586 7400	1
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 Music Group	allaccess.com	310 457 6616	0
Total Number of Persons Interviewed			6
Recruitment source that referred the hire: Radio Ad, In-House Posting, and WRSI Website			

D. Total Number of Interviewees Referred by Each Recruitment Source

In-House Posting	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	2
In-House Posting	15 Hampton Avenue, Northampton, MA	413 586 7400	1
Rock 102/Lazer 99.3 Radio Ads	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	18
Rock 102 Website	rock102.com	413 525 4141	6
WHMP Website	whmp.com	413 586 7400	2
WRSI Website	wrsi.com	413 586 7400	2
WHMP/WRSI Radio Ads	15 Hampton Avenue, Northampton, MA	413 586 7400	1
Inside Radio	insideradio.com	513 366 3588	2
Internal EEO Outreach Distribution List	45 Fisher Avenue, E. Longmeadow, MA	413 525 4141	
<i>Career Point</i>	<i>850 High Street, Holyoke, MA 01040</i>	<i>413 532 4900</i>	1
Republican Newspaper/masslive.com	1860 Main Street, Springfield, MA	413 788 1000	1
Career Builder/Hartford Courant	careerbuilder.com	866 438 1485	5
Indeed (which linked to Saga)	indeed.com	800 462 5842	3
Referral			5
In Market			2
Word of Mouth			2

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.

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 2012, 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 2012, WAQY/WLZX/WRSI/WHMP completed its fourth and final component of the 2012-2013 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.

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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

TBD - More training will be scheduled in 2013.

Job Fair

TBD - Plan to host a Job Fair in 2013.

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

Plan to disseminate information as to employment opportunities in broadcasting to job candidates via Massachusetts Broadcasters Association "Careers in Radio Broadcasting" Brochures at Job Fair TBD 2013.

Provide link on station job openings web pages to Massachusetts Broadcasters Association for more information on jobs in the broadcasting industry.

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