

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period of January 23, 2008 to January 22, 2009.

1). Employment Unit: Pembrook Pines Media Group, Elmira, NY

2). Unit Members (Stations and Communities of License):
 WLKY (FM) Elmira, NY
 WOKN (FM) Southport/Elmira
 WELM (AM) Elmira, NY
 WEHH (AM) Elmira Heights, NY

3). EEO Contact Information for Unit Member:

Mailing Address:
 Pembrook Pines Media Group
 1705 Lake Street
 Elmira, NY 14901

Telephone:
 (607) 733-5626

Contact Person: Nancy Nicastro
 Email: rjp-ppmg@stny.rr.com

4). List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

<u>Job Title</u>	<u>Opening Date</u>	<u>Position Filled</u>	<u>Source For Opening</u>	<u>Source for Hire</u>
Account Executive	1/31/2008	1/19/2008	2, 3	2
On-Air Talent	2/1/2008	2/1/2008	2, 3, 5	2
Sales	2/20/2008	3/8/2008	2, 3	3
Sales	4/8/2008	9/2/2008	2, 3	3
Sales	4/9/2008	Left Open		
Program	6/30/2008	7/1/2008	2, 3, 5	3
Sales	7/8/2008	8/27/2008	2, 3	2
Office	7/11/2008	8/11/2008	2, 3, 5, 7	7

Sales	8/8/2008	11/24/2008	2, 3	2
Sales	01/13/09			
		Position	Left Open	
Sales	1/14/2009	Position	Left Open	

6). Total # of Interviewees Referred. For the period of January 23, 2008 to January 22, 2009. This Employment interviewed 71 interviewees for full-time job vacancies.

7). Supplemental Recruitment Initiatives. Here are the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

(a) Initiative: General Outreach in the Community

The stations create, publish and distribute a "Career Opportunities" pamphlet, which is made available to the general public at every live remote broadcast, at station events, and at the desk in the reception area. The pamphlet is dedicated to general outreach promoting career opportunities in the broadcast community.

(b) Initiative: Job Fairs

Participated in the March 2008 Corning Community College job fair and the March 2008 Elmira College job fair. Key staff from the station included the market manager, program director, and on-air personalities who answered questions about broadcasting opportunities. Some of the station personnel who attended the show have substantial responsibility in the making of hiring decisions.

(c) Initiative: Participating in Other Activities

PPMG Elmira disseminated information about employment opportunities to job candidates who might otherwise be unaware of such opportunities. Such information was disseminated through organizations including Chemung County Chamber, Corning Community College, Elmira College, all high schools, All Access Music Group, Job Source New York and Ernie Davis Center.

RESOURCES FOR RECRUITMENT

PEMBROOK PINES ELMIRA, LTD.

1. The Star Gazette, Classified Advertising Dept. 201 Baldwin Street, P.O. Box 285, Elmira, NY 14902. 607-733-8282.
2. Advertising on our Pembroke Pines Media Group Stations: WELM-AM, WLKY-FM, WOKN-FM, WEHH-AM, WVIN-FM, WABH-AM, and WPIE-AM.
3. Pembrookpines.com – our Web site where we list openings for employment.
4. tvandradijobs.com – a regional Web site for employment opportunities.
5. Resumes from past Career Expo and Job Fairs that we participated in. Two were sponsored by Elmira College and Corning Community College.
6. Other ... Personnel of some of our client's who were laid off due to economic reasons.
7. Elmira College – Office of Counseling & Career Services. Doug Couchon – Head of Department. 607-735-1830.