

Annual EEO Public File Report

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

Comprising Station Employment Unit: WHAI/WPVQ/WLZX-HD2

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:** WHAI/WPVQ/WLZX-HD2 Account Executive (Sales) **Date Filled:** 11/7/2011

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

1. **Job Title:** WHAI/WPVQ/WLZX-HD2 Account Executive (Sales) **Date Filled:** 11/7/2011

Recruitment Source	Address	Tel #	# Persons Interviewed Per Recruitment Source
In-House Posting	81 Woodard Rd, Greenfield MA	413 774-4301	0
WHAI Website	whai.com	413 774-4301	0
WPVQ Website	bear953.com	413 774-4301	0
WLZX-HD2 Website	hits943.com	413 774-4301	0
Massachusetts Broadcasters Association	massbroadcasters.org	800 471 1875	0
WHAI/WPVQ/WLZX-HD2 radio ads	81 Woodard Rd, Greenfield MA	413 774-4301	3
Internal EEO Outreach Distribution List	81 Woodard Rd, Greenfield MA	413 774-4301	0
Saga Communications Website	sagacommunications.com	313 886 7070	0
Total Number of Persons Interviewed:			3
Recruitment source that referred the hiree: Radio ad			

C. 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

WHAI/WPVQ/WLZX-HD2 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 WHAI/WPVQ/LZX-HD2 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. WHAI/WPVQ/WLZX-HD2 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, WHAI/WPVQ/WLZX-HD2 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, WHAI/WPVQ/WLZX-HD2 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 AI Sprague Memorial scholarship.

In April 2010, WHAI/WPVQ/WLZX-HD2 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 AI Sprague Memorial Scholarship in the amount of \$2500.

Scholarship Programs (Continued)

In 2009 WHAI/WPVQ 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

WHAI/WPVQ/WLZX-HD2 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 info@whai.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.