



CHADWICK BAY BROADCASTING



WDOE 1410 AM & 94.9 FM / WBKX KIX 96.5FM & 100.3 FM

4561 Willow Road, P.O. Box 209
Dunkirk, NY 14048

For the Employment Units:
WDOE-AM/FM Dunkirk, NY WBKX-FM Fredonia, NY

EEO PUBLIC FILE REPORT January 22, 2012 - January 21, 2013

I. INTRODUCTION AND GENERAL POLICY

Chadwick Bay Broadcasting Corporation consists of WDOE 1410 AM & 94.9 FM and WBKX KIX 96.5FM & 100.3 FM. The stations operate from Dunkirk, NY. The Employment Unit for WDOE is listed in Dunkirk, NY. The Employment Unit for WBKX is listed in Fredonia, NY.

Chadwick Bay Broadcasting Corporation is an equal opportunity employer. Our policy is to seek and employ qualified persons in all job classifications and positions without discrimination on the basis of race, religion, sex, national origin, age or disability.

Chadwick Bay Broadcasting Corporation shares at least one common employee. Thus, it is a single employment unit for purposes of this report. It includes information from the effective date of the new EEO rules, January 22, 2012 through January 21, 2013.

II. INTERNAL RECORD KEEPING

The EEO Rules include record keeping and reporting requirements for broadcasters. In accordance with these provisions, Chadwick Bay Broadcasting Corporation creates a file for each full-time vacancy. The stations' EEO File contains copies of the job listing for all sources used to recruit applicants. The EEO File also includes information on the stations' outreach activities. Pursuant to Section 73.2080 (c)(6) of the Federal Communications Commission's rules, this EEO Report is on file in the WDOE/WBKX public inspection file.

III. VACANCY LIST

During the recruitment period covered by this report, four full-time vacancies occurred and were filled with four hires. See Section IV, the "Master Recruitment Source List" ("MRSL") for recruitment source data, and Appendices A-E regarding recruitment initiatives.

Job Title	Date Filled	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive ⁱ	2/27/2012	1,2,4,5,7,14,20,22,23,24,25	25
On-Air Personality/Sales ⁱⁱ	8/6/2012	1,2,4,5,7,14,19,20,22,23,24,25,30	20
Account Executive ⁱⁱⁱ	10/19/2012	1,2,4,5,7,14,19,20,22,23,24,25,27,30	22
Assistant Brand Manager	1/02/2013	1,2,4,5,7,14,19,20,23,24,25,28,29	28

Total number of persons interviewed this reporting period: 55

IV. MASTER RECRUITMENT SOURCE LIST			
RS Number	RS Contact Information	Source Entitled to Vacancy Notification? (Yes/No)	Interviewees Referred by RS Over Reporting Period (#)

1	State University of New York College at Fredonia ATTN: Chris LaGrow, Assistant Director, Career Development Fredonia, NY 14063 Tel: 716-673-3327 Fax: 716-673-3593 Email: careers@fredonia.edu	Yes	2
2	Jamestown Business College ATTN: Michelle Runge, Career Development 7 Fairmount Avenue, P.O. Box 429 Jamestown, NY 14701 Tel: 716-664-5100 Fax: 716-664-3144 Email: johanson@jcbny.org	Yes	0
3	The Resource Center, ATTN: HR 186 Lakeshore Drive West Dunkirk, NY 14048 Tel: 716-366-0605 Fax: 716-366-8490	No	0
4	John Ames, Employment Development Specialist Jamestown Community College ATTN: Counseling and Career Development Center 525 Falconer Street, P.O. Box 20 Jamestown, NY 14702-0020 Tel: 716-665-5220 ext 2329 Fax: 716-665-9110 Email: johnames@mail.sunyjcc.edu	Yes	0
5	New York State Department of Labor 200 Lake Shore Drive West Dunkirk, NY 14048 Tel: 716-366-0130 Fax: 716-366-0502	Yes	0
6	Gail Lauderbach NYS Human Rights Division 44 Hawley Street, Room 603 Binghamton, NY 13901 Tel: 607-721-8467	No	0
7	Seneca Nation of Indians ATTN: Debbie Cooper, Employment Counselor SNI Employment & Training Programs 88 Iroquois Drive Irving, NY 14081 Tel: 716-532-1033 Fax: 716-532-6178 Email: debbie.cooper@sni.org	Yes	0
8	Chautauqua County Diversity Clearinghouse ATTN: Betsy Blanco Perez 525 Falconer Street Jamestown, NY 14702 Tel: 716-665-5220, 716-366-2255 Fax: 716-665-9110 Email: wendyburns@mail.sunyjcc.edu	No	0
9	American Women in Radio and Television	No	0

	ATTN: Melissa Lowe, Membership Coordinator 8405 Greensboro Drive, Suite 800 McLean, VA 22102 Tel: 703-506-3290 Fax: 703-506-3266 Web: www.awrt.org, publications, career line		
10	Chautauqua County Veterans Service Agency 110 East Fourth Street Jamestown, NY 14701-5334 Tel: 716-661-8255 Fax: 716-661-8257 Email: piglowsc@co.chautauqua.ny.us	No	0
11	New York State Broadcasters Association, Inc. 1805 Western Avenue Albany, NY 12203 Tel: 518-456-8888 Fax: 518-456-8943 Web: www.nysbroadcastersassn.org	No	0
12	Karen Hunter National Association of Broadcasters 1771 North Street, NW Washington, DC 20036 Tel: 202-429-5300 Email: echaquette@entercom.com	No	0
13	Erie-Times News 205 West 12 th Street Erie, PA 16534 Tel: 814-870-1600 Email: classify@timesnews.com	No	0
14	Phil Palisano, Administrative Offices/Business Services Buffalo & Erie County Workforce Development Consortium, Inc. 275 Oak Street, Suite 220 Buffalo, NY 14203 Tel: 716-819-9845 Email: ppalisano@wdcinc.org	Yes	0
15	BOCES 9520 Fredonia-Stockton Road Fredonia, NY 14063 Tel: 716-672-4371	No	0
16	Kris Polvino Dunkirk Observer 10 East Second Street Dunkirk, NY 14048 Tel: 800-836-0931 Fax: 716-366-4505	No	0
17	Joan Barrus Post-Journal 15 West Second Street Jamestown, NY 14701 Tel: 716-487-1111 Fax: 716-664-3119 Email: ads@postjournal.com	No	0
18	Chautauqua Opportunities, Inc.	No	0

	17 West Courtney Street Dunkirk, NY 14048 Tel: 716-366-3333		
19	WDOE 1410 AM & WBKX 96Kix FM Websites www.chautauquatoday.com / www.wbkxcountry.com	No	6
20	WDOE/WBKX On-Air Announcements 4561 Willow Road P.O. Box 209 Dunkirk, NY 14048 Tel: 716-366-1410 Fax: 716-366-1416	No	20
21	TV and Radio Jobs www.tvandradiojobs.com	No	0
22	NYPAHELPWANTED.COM c/o REGIONALHELPWANTED.COM 9100 East Panarama Drive, Suite 200 Engelwood, CO 81002	No	12
23	Employee Referral	No	0
24	Word of Mouth	No	1
25	Walk-In	No	1
26	Other (i.e., media contacts, clients or business associates)	No	1
27	Job Fair - see details in recruitment initiative documents	No	8
28	Employee Promotion	No	1
29	All Access	No	3
30	Mindie McCarthy Express Pros 17 East Fourth Street Jamestown, NY 14701 Tel: 716-483-3844	No	0
31	Unspecified	No	0

V. OUTREACH INITIATIVES

No.	Description of Outreach Initiative
1	An EOE announcement runs twice a day, seven days a week throughout the year on WDOE and WBKX for a combined total of 1460 times.
2	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM has developed a partnership with Fredonia High School. On February 29, 2012, sophomore student Ryan Fisk spent the morning shadowing KIX Country morning show host Mark James, News Director Dave Rowley and Business Office Manager Alyxandra Sherwood.
3	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM hosted the Fredonia Tiger Cubs Pack 267 for a tour of the radio station on April 9 th . The seven cub scouts, cub scout leader, and several parents were introduced to the staff, explored the rooms the morning shows are broadcast from, and answered the cub scouts questions. The cub scouts also recorded the Pledge of Allegiance, which was played twice during the Kix Country morning show on April 10 th .
4	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM has developed a partnership with St. Bonaventure University in Buffalo, NY. Mark Belcher completed a Summer News internship between

	May 2012 and August 2012. His responsibilities included news writing, producing news casts, and attending press conferences. Mr. Belcher was also trained as a board operator and was hired part time as a studio producer for high school and little league sports broadcasts and live station remotes.
5	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM participated in the 2012 SUNY Fredonia Job & Internship Expo on March 22, 2012. KIX Country Morning Show Host Mark James and Business Office Manager Alyxandra Sherwood were present to talk about the radio stations, available part time and full time positions, as well as took applications for internships and job opportunities.
6	WDOE 1410 AM/94.9 FM and WBKX 96.5/100.3 FM participated in the New York State Broadcasters Association paid internship program in 2012. Internship responsibilities included traffic programming, news writing, production, sports prep and broadcast, and sales shadowing. Stacey Klimczak and Dave Thompson, of the State University of New York at Fredonia, completed 180 hours over the Summer and Fall of 2012. In addition to receiving a broad overview, Stacey Klimczak focused on overhauling the graphical layout and usability of the website, and Dave Thompson shot, edited, and loaded video of local station broadcast events, including the Section 6 Baseball playoffs.
7	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM has developed a partnership with the State University of New York at Fredonia. On June 20, 2012, Communication Professor Ted Schwalbe interviewed Business Office Manager Alyxandra Sherwood on the history of the radio stations, a general overview of their role in the community, how they have utilized digital outreach and the impact it has had on the station and its listenership. Parts of the interview were intended to be used in a presentation Fall 2012 on the impact of digital outreach on radio stations.
8	On June 29, 2012, WBKX 96.5/100.3 partnered with Chautauqua Health & Fitness to invite listeners to register and run in the Inaugural D&F 5K Challenge. This race was part of a fitness program initiated by Chautauqua Health & Fitness for first time runners. Listeners were invited at the gym, over the air through recorded promos and live interviews, website, Facebook, and Twitter. The goal of the community outreach was to encourage healthy living and an active lifestyle. Business Office Manager Alyxandra Sherwood ran in the race, and Operation Manager Mark James did live reports before and after the event, and served as the Emcee for the event. Intern Dave Thompson shot video of the race. Mr. James and VP/GM Patricia Pritchard also handed out water bottles, race maps and sun block to runners and supporters. Chadwick Bay Broadcasting donated all on-air time, prizes for the raffle, and pizza for the participants.
9	On July 12, 2012, GM Patricia Pritchard, Account Executive Bethany Shaw & Business Office Manager Alyxandra Sherwood attended a webinar on social media and its impact for advertisers and listeners. The hour long webinar focused on changing the traditional approach of telling and selling advertising messages, and creating more interactive material. The webinar also focused on the pros and cons of Facebook, Youtube, Twitter, Flickr, Pintrest and LinkedIn.
10	WDOE 1410 AM/94.9 FM and WBKX 96.5/100.3 FM employees manned a station tent at the Chautauqua County Fair in Dunkirk, weekdays from 5-8pm and weekends from 10am-8pm, from July 23 rd – 29 th , 2012. Members of the public were invited to stop by the booth to meet station employees, and participate in a hula hoop contest for prizes. Mark James produced a CD with each fair sponsor's day, which was broadcast over the PA system at the fairgrounds throughout the day.
11	On November 13, 2012, Operations Manager Mark Hill and Business Office Manager Alyxandra Sherwood attended a webinar on SEO and the Top Ten Free Tools for Google. The hour long webinar focused on ten free tools to improve website keyword searches, and improving search results when listeners are searching for Chautauquatoday.com or Wbkxcountry.com. It was hosted by the JM Internet Group, and included an addition half hour period for questions and answers. The station was also able to receive an SEO Toolbook guide at no charge, for attending the webinar in real time.
12	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM hosted the Fredonia Cubs Scout Troop 267 for a tour of the radio station on November 21 st . The seventeen cub scouts, cub scout leader, and several parents were introduced to the staff, explored the rooms the morning shows are broadcast from, and answered the cub scouts questions. The cub scouts listened to News Director Dave Rowley as he gave a live news broadcast on WDOE, and a live band perform on Kix Country. One of the parents spoke to WDOE Morning Show Host Dan Palmer about the troop, and their upcoming activities.
13	On November 30, 2012, Operations Manager Mark Hill and Business Office Manager Alyxandra Sherwood attended the Jamestown Christmas Parade in the Kix Country Station Vehicle. A display was created and placed on top of the van, and played different renditions of "Jingle Bells" while waving to the crowd. A description of the station was submitted to the Jamestown Christmas Parade committee, and a live commentary and video feed documented the van as it passed by the judging table.

14	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM hosted the Westfield Girl Scouts for a tour of the radio station on December 26 th . The girl scouts, girl scout leader, and several parents were introduced to the staff, explored the rooms the morning shows are broadcast from, and answered the cub scouts questions about the radio industry, and what it takes to run a morning show.
15	On January 11, 2013, Operations Manager Mark Hill, WDOE Brand Manager Dave Thompson, and Business Office Manager Alyxandra Sherwood attended a webinar on Social Media and the Social News Desk. The webinar was provided by the New York State Broadcasters Association. The hour long webinar focused on effective social network posting, increasing listener participation, and different tools to manage social media access and accountability by station employees.
16	WDOE 1410 AM/94.9 FM and WBKX KIX 96.5/100.3 FM hosted twelve members of the Silver Creek Cub Scout Troop 252, and three members of the Fredonia Cup Scout Troop 267 for a tour of the radio station on January 21 st . Their parents and siblings were on the air with WDOE Morning Show Host Dan Palmer, and were given the opportunity to ask questions about being a radio host and sports announcer. The Cub Scouts were also interviewed by Kix Country Morning Show Host Mark James, and listened to a live news cast by News Director Dave Rowley.

VI. APPENDICES

- A. Recruitment Advertisements and Source Contacts for Account Executive / Sales Representatives / On-Air Personality/Sales / Assistant Brand Manager Full Time
- B. SUNY Fredonia Job & Internship Expo Packet
- C. D&F 5K Challenge Advertisements and Photos
- D. Chautauqua County Fair Schedule and Photos
- E. Webinar Invitations

ⁱ Hiree did not pass introductory period.

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