

**WQRC FM Barnstable, MA, WKPE FM South Yarmouth, MA
WOCN FM Orleans, MA, WFCC FM Chatham, MA
EEO PUBLIC FILE REPORT**

(December 1, 2014 thru November 30, 2015)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources, indicating name, address contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of full-time job vacancies.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED

[With Hire's Recruitment Source Noted in Brackets]

News Reporter/Anchor [#70]
Marketing Consultant (#1- 16, #18-60) [Hired #60]
Marketing Consultant (#1- 16, #18-60) [Hired #2]
Marketing Consultant (#1-16, #18-60) [Hired #60]
News Director WQRC (#61) [Hire due to special circumstances]*
Promotions Manager (#1 - 16, #18-60, #72-#73 [Hired #70]
On-Air Personality, Online Personality (#1- 16, #18-#60, #72-73 [Hired #60]
News Reporter/Copy Writer [#70]

*In May of 2015 the Employment Unit rehired a former News Director and esteemed colleague with many years of in-market news and public affairs experience and unique market knowledge and contacts.

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

25 persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#2 (6 persons), #3 (3 persons), #60 (6 persons), #61 (1 person), #69 (4 persons) #70 (3 persons), #72 (2 person)

SUPPLEMENTAL OUTREACH ACTIVITIES

Appendix B contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

WEBSITE/EMAIL SOURCES

1. **Massachusetts Broadcasters Association -Job Bank**
43 Riverside Ave, PMB401
Medford, MA 02155
1-800-471-1875
www.massbroadcasters.org
2. **Cape Cod Broadcasting Media**
Attn: Beverly Tilden, General Manager
737 West Main Street
Hyannis MA 02601
508-771-1224
www.CapeCodBroadcasting.com
www.CapeCod.com
www.WQRC.com
www.WOCN.com
www.WFCC.com
www.WKPE.com
3. **Cape Cod Young Professionals**
P.O. Box 634, 3195 Main Street
Barnstable, MA 02630
508-714-2201
<http://www.capecodyoungprofessionals.org>
4. **Cape Cod Times**
www.capecodworks.com
5. **UMASS Dartmouth**
using Connectlink
<https://www.myinterfase.com/connectsemass/employer>
6. **Bridgewater State University**
using Connectlink
<https://www.myinterfase.com/connectsemass/employer>
7. **Bristol Community College**
using Connectlink
<https://www.myinterfase.com/connectsemass/employer>
8. **Massasoit Community College**
using Connectlink
<https://www.myinterfase.com/connectsemass/employer>
9. **Cape Cod Community College Student Employment Office**
usingConnectlink
<https://www.myinterfase.com/connectsemass/employer>
10. **Boston University-College of Communication**
640 Commonwealth Avenue, Room 112
Boston, MA 02115
617-343-3490
<https://careers-bu-com-csm.symplicity.com>

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

- 11. Williams College - Career Center**
Attn: Robin Meyer-Director, Recruiting Program
Office of College Relations
995 Main St
Williamstown, MA 01267
413-597-3019
Email: wcc@williams.edu

- 12. Fisher College – Office of Career Services**
118 Beacon Street
Boston, MA 02116
617-236-8878
<http://www.collegecentral.com/CCNEngine/SELogin.CFM>

- 13. Syracuse University/School Comm**
Attn: Sue Clayton
235 Schine Center, 303 University Place
Syracuse, NY 13244
315-443-2009
<http://syr-csm.symplicity.com/employers>

- 14. Clark University/Career Services**
Attn: Barbara Zarillo – Career Services
122 Woodland Street
Worcester, MA 01610
508-793-7258
<http://clarku-csm.symplicity.com>

- 15. American International College**
100 State Street
Springfield, MA 01109
800-242-3142
www.myinterfase.com/aic/employer
Email: careerservices@aic.edu

- 16. Asian American Journalists Assoc**
Justin Seiter -Career Placement
5 Third Street, #1108
San Francisco, CA 94103
415-346-2051
www.aaja.org

- 17. All Access**
Attn: Joel Denver
28955 Pacific Coast Highway, Suite 210-5
Malibu, CA 90265
310-457-6616
www.Allaccess.com

- 18. Nat'l Assoc of Hispanic Journalist**
1050 Connecticut Ave. NW 10th L
Washington, DC 20045
202-662-7145
Email: info@nhmc.org

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

LETTER MAILING SOURCES

- 19. Connecticut School of Broadcasting**
Media Park - 130 Birdseye Road
Farmington, CT 06032
860-677-7577
Email: Ahoops@gocsb.com
- 20. Scott Baker & Company**
34 Lenhorne Drive
Cranford, NJ 07016
973-263-3355
- 21. Cape Cod Regional Technical School**
Paul F Smith
351 Pleasant Lake Lane
Harwich, MA 02645
508-432-4500
- 22. Cape Verdean Club**
PO Box 2298, 126 Sandwich Road
East Falmouth, MA 02536
508-548-9021
- 23. Connecticut School of Broadcasting**
73 TV Place
Needham Heights, MA 02494
781-559-0005
- 24. Emerson College, Career Center**
120 Boylston Street
Boston, MA 02116
617-824-8500
- 25. JobPhone**
P.O. Box 5048
Newport Beach, CA 92660
949-644-3298
- 26. Massachusetts Division of Employment Security**
372 North Street
Hyannis, MA 02601
508-771-5627
- 27. NAACP**
P.O. Box 464
Hyannis, MA 02601
508-540-6266 Frank Rhodes
- 28. NAB Employment Clearing House**
1771 North Street N.W.
Washington, DC 20036
- 29. National Assoc of Black Journalists**
110 Knight Hall Suite 3100
College Park, MD 20742
301-405-0248

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

- 30. Visions Maker Media
Native American Public Telecommunications
1800 No. 33 Street
Lincoln, NE 68503
402-472-3522**
- 31. Penn State University
School of Communications
417 Old Main
University Park, PA 16802
814-865-4700**
- 32. Society of Professional Journalists
3909 N Meridian Street
Indianapolis, IN 46208-4045
317-927-8000**
- 33. University of Massachusetts
Boston Harbor Campus
110 William T. Morrissey Blvd.
Boston, MA 02125**
- 34. Upper Cape Cod Regional Vocational-Technical School
220 Sandwich Rd
Bourne, MA 02532**
- 35. WBUR-FM (Boston University)
630 Commonwealth Avenue
Boston, MA 02215**
- 36. Urban League of Eastern MA
88 Warren Street
Roxbury, MA 02119**
- 37. Mashpee Wampanoag Tribe
483 Great Neck Road South
Mashpee, MA 02649**
- 38. WRBB-FM (Northeastern University)
360 Huntington Avenue
Boston, MA 02115**
- 39. WUMB-FM (U-Mass Boston)
100 Morrissey Boulevard
Boston, MA 02125**
- 40. WZBC-FM (Boston College)
140 Commonwealth Avenue
Chestnut Hill, MA 02167**
- 41. Alliance for Women in Media
1250 24th Street, NW Suite 300
Washington, DC 20037**
- 42. Amherst College, Career Center
PO Box 2210
Amherst, MA 01001-5000**

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

- 43. Broadcast Center
2360 Hampton Avenue
St. Louis, MO 63139**
- 44. Professional Women of Cape Cod
PO Box 1793
Orleans, MA 02653**
- 45. Cambridge College
1500 Main Street, PO Box 15229
Springfield, MA 01115**
- 46. Every Women's Center-U Mass
513 E. Pleasant Street
Amherst, MA 01003**
- 47. Greenfield Community College
One College Drive
Greenfield, MA 01301**
- 48. Hampshire College-Career Options
PO Box 5001
Amherst, MA 01002**
- 49. Martin Luther King Center
PO Box 91026 HS
Springfield, MA 01139**
- 50. Native American Journalists Assoc
University-Oklahoma Gaylord College
395 W. Lindsey
Norman, OK 73019-4201**
- 51. New Bedford- Equal Opportunity
133 William Street – Unit 208
New Bedford, MA 02740**
- 52. University of Massachusetts Mather Hall
Campus Career Network
37 Mather Drive
Amherst, MA 01003**
- 53. Western New England College
1215 Wilbraham Road
Springfield, MA 01119**
- 54. Westfield State College
577 Western Avenue
Westfield, MA 01086**
- 55. Work Opportunity Center, Inc.
PO Box 481
Agawam, MA 01001**
- 56. JTEC
88 North Street
Hyannis MA 02601**

**Cape Cod Broadcasting Media
Distribution List for Recruitment Letter & Sources
December 1, 2014 – November 30, 2015**

- 57. Urban League of Springfield, Inc
One Federal St, Bldg III-3
Springfield, MA 01105**
- 58. NAACP/Job Placement Officer
95 Cedar Street
New Bedford, MA 02745**
- 59. Massachusetts Division Of Employment
372 North Street
Hyannis MA 02601**
- 60. Internal Postings/Referrals**
- 61. Rehire**
- 62. Former Employee Recommendation**
- 63. WQRC On-Air Schedule**
- 64. WOCN On-Air Schedule**
- 65. WFCC On-Air Schedule**
- 66. WKPE On-Air Schedule**
- 67. LinkedIn**
- 68. On-Air Schedule, Unspecified Station**
- 69. Referral Source Not Indicated**
- 70. Promotion from with-in**
- 71. Word of Mouth**
- 72. Indeed.com**
- 73. Bridgewater State University Cape Cod
MacArthur Building, 1175 Route 28
South Yarmouth, MA 02664
508-531-1844**
- 74. Journalismjobs.com**

Supplemental Outreach Initiatives

(December 1, 2014 thru November 30, 2015)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
#1	The Employment Unit participated in the April 22, 2015 Massachusetts Broadcasters Association Job Fair, sponsored by the Massachusetts Broadcasters Association. Participation included the Unit's Promotion Manager and Manager of Digital Strategy, who have substantial responsibility in making hiring decisions.
#5	The Employment Unit has an established internship program for people who live or summer locally and are interested in broadcasting. The Employment Unit had five interns: one local High School student September 2014 – December 2014, two local High School student October 2014 – May 2015 and two local High School students September 2015-May 2016.
#7	The Employment Unit Participated in the 2014-2015 Scholarship Programs of the Massachusetts Broadcasters Association. As part of its participation, the Employment Unit contributed money towards the scholarship fund and participated in selecting the scholarship winners. In addition, the Employment Unit promoted the scholarship program through :60 announcements airing four times daily during the month leading up to the scholarship application deadline.
#12	The Employment Unit lists and recruits for each upper level category using job banks, newsletters of various media trade groups whose membership includes substantial participation of women and minorities, Job Listings Websites, various colleges and universities and all Employment Unit Websites (see Appendix A).
#16	To further the goal of disseminating information as to employment opportunities in broadcasting, the Employment Unit airs 60 second outreach messages targeting and informing in-market organizations of the opportunity to add their organization to its list of recruitment sources.