

**WQRC FM Barnstable, MA, WKPE FM South Yarmouth, MA
WOCN FM Orleans, MA, WFCC FM Chatham, MA
EEO PUBLIC FILE REPORT
(December 1, 2016 thru November 30, 2017)**

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]

On-Air Personality (#2-15, #18-27 #29-30, #32-49, #51-58 #72) [Hired #2]
On-Air Personality (#2-15, #18-27 #29-30, #32-49, #51-58 #72) [Hired #3]
Marketing Consultant (#1-3, #5-15, #11, #19-58, #71-73, #76, #77 [Hired #2]
Marketing Consultant (#1-3, #5-15, #11, #19-58, #71-73, #76, #77 [Hired #63]
Online & Radio News Reporter (#1-15, #17-59, #62-65, #71-72, #76, #78 [Hired #59]
Online & Radio News Reporter (#1-15, #17-59, #62-65, #71-72, #76, #78 [Hired #2]
Marketing Writer (#2-3, #66, #71, #77) [Hired #59]
Marketing Consultant (#1-15, #17-18, #59, #62-65, #71, #76, #78 [Hired #2]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

44

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#1 (2 persons), #2 (8 persons), #3 (4 persons), #4 (2 persons), #9 (1 person), #59 (8 persons), #62 (1 person), #63 (1 person) #66 (3 person), #68 (4 persons), #71 (10 persons)

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, 2016 – November 30, 2017

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: Gregory D Bone, Managing Partner
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. Williams College - Career Center
Attn: Robin Meyer-Director, Recruiting Program
Office of College Relations
995 Main St
Williamstown, MA 01267
413-597-3019
<https://williams-csm.symplicity.com/employers>

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11. Fisher College – Office of Career Services
118 Beacon Street
Boston, MA 02116
617-236-8878
<http://www.collegecentral.com/CCNEngine/SELogin.CFM>
12. Syracuse University Newhouse School of Public Communications
215 University Place
Syracuse, NY 13244
315-443-2009
<http://syr-csm.symplicity.com/employers>
13. Clark University/Career Services
Attn: Barbara Zarillo – Career Services
122 Woodland Street
Worcester, MA 01610
508-793-7258
<http://clarku-csm.symplicity.com>
14. American International College
100 State Street
Springfield, MA 01109
800-242-3142
www.myinterfase.com/aic/employer
Email: careerservices@aic.edu
15. Asian American Journalists Assoc
Justin Seiter -Career Placement
5 Third Street, #1108
San Francisco, CA 94103
415-346-2051
16. All Access
Attn: Joel Denver
28955 Pacific Coast Highway, Suite 210-5
Malibu, CA 90265
310-457-6616
www.Allaccess.com
17. Nat'l Assoc of Hispanic Journalist
1050 Connecticut Ave. NW 10th L
Washington, DC 20045
202-662-7145
Email: info@nhmc.org

LETTER MAILING SOURCES

18. Connecticut School of Broadcasting
Media Park - 130 Birdseye Road
Farmington, CT 06032
860-677-7577
Email: Ahoops@gocsb.com
19. Scott Baker & Company
34 Lenhorne Drive
Cranford, NJ 07016
973-263-3355

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20. Cape Cod Regional Technical School
Paul F Smith
351 Pleasant Lake Lane
Harwich, MA 02645
508-432-4500

21. Cape Verdean Club
PO Box 2298, 126 Sandwich Road
East Falmouth, MA 02536
508-548-9021

22. Connecticut School of Broadcasting
80 Ferry Blvd.
Stratford, CT 06615

23. Emerson College, Career Center
120 Boylston Street
Boston, MA 02116
617-824-8500

24. JobPhone
P.O. Box 5048
Newport Beach, CA 92660
949-644-3298

25. Massachusetts Division of Employment Security
372 North Street
Hyannis, MA 02601
508-771-5627

26. NAACP
P.O. Box 464
Hyannis, MA 02601
508-540-6266 Frank Rhodes

27. NAB Employment Clearing House
1771 North Street N.W.
Washington, DC 20036

28. National Assoc of Black Journalists
110 Knight Hall Suite 3100
College Park, MD 20742
301-405-0248

29. Visions Maker Media
Native American Public Telecommunications
1800 No. 33 Street
Lincoln, NE 68503
402-472-3522

30. Pennsylvania State University
School of Communications
417 Old Main
University Park, PA 16802
814-865-4700

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31. Society of Professional Journalists
3909 N Meridian Street
Indianapolis, IN 46208-4045
317-927-8000
32. University of Massachusetts
Boston Harbor Campus
110 William T. Morrissey Blvd.
Boston, MA 02125
33. Upper Cape Cod Regional Vocational-Technical School
220 Sandwich Rd
Bourne, MA 02532
34. WBUR-FM (Boston University)
630 Commonwealth Avenue
Boston, MA 02215
35. Urban League of Eastern MA
88 Warren Street
Roxbury, MA 02119
36. Mashpee Wampanoag Tribe
483 Great Neck Road South
Mashpee, MA 02649
37. WRBB-FM (Northeastern University)
360 Huntington Avenue
Boston, MA 02115
38. WUMB-FM (U-Mass Boston)
100 Morrissey Boulevard
Boston, MA 02125
39. WZBC-FM (Boston College)
140 Commonwealth Avenue
Chestnut Hill, MA 02167
40. Alliance for Women in Media
2365 Harrodsburg Road
Lexington, KY 40504
41. Amherst College, Career Center
PO Box 2210
Amherst, MA 01001-5000
42. Broadcast Center
2360 Hampton Avenue
St. Louis, MO 63139
43. Professional Business Women of Cape Cod
PO Box 1793
Orleans, MA 02653
44. Cambridge College
1500 Main Street, PO Box 15229
Springfield, MA 01115

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45. Every Women's Center-U Mass
513 E. Pleasant Street
Amherst, MA 01003
46. Greenfield Community College
One College Drive
Greenfield, MA 01301
47. Hampshire College-Career Options
PO Box 5001
Amherst, MA 01002
48. Martin Luther King Center
PO Box 91026 HS
Springfield, MA 01139
49. Native American Journalists Assoc
University-Oklahoma Gaylord College
395 W. Lindsey
Norman, OK 73019-4201
50. New Bedford- Equal Opportunity
133 William Street – Unit 208
New Bedford, MA 02740
51. University of Massachusetts Amherst
Department of Communications
650 North Pleasant Street
Amherst, MA 01003
413-545-1311
52. Western New England College
1215 Wilbraham Road
Springfield, MA 01119
53. Westfield State College
577 Western Avenue
Westfield, MA 01086
54. Work Opportunity Center, Inc.
PO Box 481
Agawam, MA 01001
55. JTEC
88 North Street
Hyannis MA 02601
56. Urban League of Springfield, Inc
One Federal St, Bldg III-3
Springfield, MA 01105
57. NAACP/Job Placement Officer
95 Cedar Street
New Bedford, MA 02745
58. Connecticut School of Broadcasting
130 Rumford Ave., Suite 201
Newton, MA 02466
59. Internal Postings/Referrals

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- 60. Rehire
- 61. Former Employee Recommendation
- 62. WQRC On-Air Schedule
- 63. WOCN On-Air Schedule
- 64. WFCC On-Air Schedule
- 65. WKPE On-Air Schedule
- 66. LinkedIn
- 67. On-Air Schedule, Unspecified Station
- 68. Referral Source Not Indicated
- 69. Promotion from with-in
- 70. Word of Mouth
- 71. Indeed.com
- 72. Bridgewater State University Cape Cod
MacArthur Building, 1175 Route 28
South Yarmouth, MA 02664
508-531-1844
- 73. Journalismjobs.com
- 74. The Executive Suites
129 Airport Road
Hyannis MA 02601
- 75. United State Coast Guard
31 Mohegan Parkway
New London, CT 06320
- 76. American Broadcasting School * 2/23/2017
4511 SE 29th Street
Oklahoma City, OK 73115
- 77. Facebook
- 78. Ithaca College
Roy H Park School of Communications
953 Danby Road
Ithaca, NY 14850

Supplemental Outreach Initiatives

(December 1, 2016 thru November 30, 2017)

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 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 September 17th-21st, 2017 Massachusetts Broadcasters Association Virtual Job Fair, sponsored by the Massachusetts Broadcasters Association. Participation included the Unit's Director of Sales, who has 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 three interns: one college student from May 2017 – August 2017, one college student June 2017 – August 2017, one high school student September 2017.
#7	The Employment Unit Participated in the 2017-2018 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).
#14	The Employment Unit's Managing Partner participated in the October 18, 2017 EEO Webinar, "The Changing Face of the FCC's EEO Rule in 2017," sponsored by the Massachusetts Broadcasters Association."
#16	To further the goal of disseminating information as to employment opportunities in broadcasting, the Employment Unit posts on websites and airs 60 second outreach messages targeting and informing in-market organizations of the opportunity to add their organization to its list of recruitment sources.