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

Marketing Director (#1-3, #5-15, #23-26, #38-39, #41) [Hired #39]
Online & Radio News Reporter (#1-3, #5-14, #16-26, #39) [Hired #39]
Receptionist | Office Assistant (#1-2, #4, #26, #36, #38-39) [Hired #2]
Radio & Digital Account Executive (#1-3, #5-14, #26, #30, #31, #38-39, #41) [Hired #2]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

45

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#1 (2 persons), #2 (5 persons), #4 (2 persons), #15 (1 persons), #19 (1 persons), #31 (2 persons), #36 (1 persons), #38 (1 persons), #39 (28 persons), #41 (2 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.
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 Websites
   www.CCB-Media.com
   www.CapeCod.com
   www.WQRC.com
   www.Ocean1047.com
   www.WFCC.com
   www.CapeCountry104.com

3) Cape Cod Young Professionals
   P.O. Box 634, 3195 Main Street
   Barnstable, MA 02630
   508-714-2201
   www.capecodyoungprofessionals.org

4) Cape Cod Times
   www.capecodworks.com

5) Cape Cod Chamber of Commerce
   5 Patti Page Way
   Centerville, MA 02632
   www.capecodchamber.org
   Email: kim@capecodchamber.com
   a) Job board

6) Dennis Chamber of Commerce
   242 Swan River Rd
   West Dennis, MA 02670
   http://www.dennischamber.com/
   Email: Joan@dennischamber.com
   a) Newsletter

7) Falmouth Chamber of Commerce
   20 Academy Ln
   Falmouth, MA 02540
   www.falmouthchamber.com
   Email: falmouth@falmouthchamber.com
   a) Job board

8) Hyannis Chamber of Commerce
   Admin Office: 356 South St
   Hyannis, MA 02601
   http://hyannis.com/
   Email: todd@hyannis.com
   a) Job board
9) Mashpee Chamber of Commerce
   5 North Market St
   Mashpee, MA 02649
   [https://mashpeechamber.com/](https://mashpeechamber.com/)
   Email: info@mashpeechamber.com
   a) Newsletter
   b) Job board

10) Orleans Chamber of Commerce
    44 Main Street
    Orleans, MA 02653
    [https://orleanscapecod.org/](https://orleanscapecod.org/)
    Email: npina@orleanscapecod.org
    a) Job board

11) Sandwich Chamber of Commerce
    520 Route 130
    P.O. Box 744
    Sandwich, MA 02563
    Email: info@sandwichchamber.com
    a) Newsletter
    b) Job board

12) Yarmouth Chamber of Commerce
    424 MA-28,
    West Yarmouth, MA 02673
    [www.yarmouthcapecod.com](http://www.yarmouthcapecod.com/)
    Email: communications@yarmouthcapecod.com
    a) Newsletter
    b) Job board

13) Bridgewater State University
    using Connectlink
    [www.myinterfase.com/connectsemass/employer](http://www.myinterfase.com/connectsemass/employer)

14) Cape Cod Community College Student Employment Office
    using Connectlink
    [www.myinterfase.com/connectsemass/employer](http://www.myinterfase.com/connectsemass/employer)

15) All Access
    Attn: Joel Denver
    28955 Pacific Coast Highway, Suite 210-5
    Malibu, CA 90265
    310-457-6616
    [www.Allaccess.com](http://www.Allaccess.com)

16) WBUR-FM (Boston University)
    630 Commonwealth Avenue
    Boston, MA 02215
    617-353-0909
    [http://www.wbur.org](http://www.wbur.org)
17) Ithaca College  
   Roy H Park School of Communications  
   Dean Diane Gayeski, Ph.D.  
   953 Danby Road  
   Ithaca, NY 14850  
   607-274-1021  
   www.ithaca.edu/rhp

18) Connecticut School of Broadcasting  
   Steve Williams  
   130 Rumford Ave., Suite 201  
   Newton, MA 02466  
   781-444-0237  
   www.gocsb.com/locations/boston-massachusetts  
   Email: swilliams@gocsb.com

19) Emerson College, Career Center  
   Sandy Rivet, Staff Assistant  
   120 Boylston Street  
   Boston, MA 02116  
   617-824-8586  
   www.emerson.edu/careers-internships  
   Email: careers@emerson.edu

20) Boston University College of Communications  
    Student Employment Job Board  
    One Silber Way  
    Boston, MA 02215  
    617-353-3594  
    https://careers-bu-com-csm,symplicity.com  
    Email: stujobs@bu.edu

21) WRBB-FM (Northeastern University)  
   Lou Conrad  
   360 Huntington Avenue  
   Boston, MA 02115  
   617-437-2790  
   www.wrbbradio.org  
   Email: promo@wrbbradio.org

22) Syracuse University Newhouse School of Public Communications  
    Placement Office  
    215 University Place  
    Syracuse, NY 13244  
    315-443-1870  
    syr-csm.symplicity.com/employers  
    Email: careers@syr.edu

23) Clark University/Career Services  
    Attn: Eric Saczawa  
    122 Woodland Street  
    Worcester, MA 01610  
    508-793-7258  
    clarku-csm.symplicity.com  
    Email: careers@clarku.edu
24) University of Massachusetts Amherst
   Department of Communications
   650 North Pleasant Street
   Amherst, MA 01003
   413-545-1311
   www.umass.edu/communication
   Email: careerservices@umass.edu

25) Westfield State College
   Office of Career Services
   577 Western Avenue
   Westfield, MA 01086
   415-572-5300
   www.westfield.ma.edu
   Email: careers@westfield.ma.edu

26) Internal Posting/Referral

27) Client Referral

28) Rehire

29) Former Employee

30) Employee Referral

31) WQRC On-Air Schedule

32) WOCN On-Air Schedule

33) WFCC On-Air Schedule

34) WKPE On-Air Schedule

35) On-Air Schedule, Unspecified Station

36) Referral Source Not Indicated

37) Promotion from within

38) Word of Mouth

39) Indeed.com

40) Facebook

41) LinkedIn
## Supplemental Outreach Initiatives

(December 1, 2018 thru November 30, 2019)

**PCC 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 a mentoring program for station personnel;
9. Establishment of a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions;
10. Establishment of a mentoring program for station personnel;
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 the 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.

<table>
<thead>
<tr>
<th>Menu Category (select # from above list)</th>
<th>Brief Description of Activity, Including Date(s) and Station Staff Involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>#5</td>
<td>The Employment Unit has an established internship program for people who are interested in broadcasting and live or summer locally. The Employment Unit had eight interns: one college graduate from May 2019 – August 2019, one college graduate from June 2019 – September 2019, one college student from June 2019 – September 2019, one college student in June 2019, two college students from June 2019 to August 2019, one college student from July 2019 – September 2019, one college student from August 2019 – September 2019.</td>
</tr>
<tr>
<td>#7</td>
<td>The Employment Unit participated in the 2019-2020 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 second announcement airing 21 times per week during the 5 weeks leading up to the scholarship application deadline.</td>
</tr>
<tr>
<td>#12</td>
<td>The Employment unit lists and recruits for each upper level category using Cape Cod towns’ chambers of commerce job boards and newsletters, job listings websites, various college and university job boards and websites, and all employment unit websites (see Appendix A).</td>
</tr>
<tr>
<td>#16</td>
<td>To further the goal of disseminating information as to employment opportunities in broadcasting, the Employment Unit posts on its website 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.</td>
</tr>
</tbody>
</table>