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]

Radio & Digital Account Executive (#1-3, #4-13, #25, #29, #30, #37-38, #40) [Hired #38]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS
9

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED
#30 (2 persons), #38 (7 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.WORC.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 Chamber of Commerce
   5 Patti Page Way
   Centerville, MA 02632
   www.capecodchamber.org
   Email: kim@capecodchamber.com
   a) Job board

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

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

7) Hyannis Chamber of Commerce
   Admin Office: 356 South St
   Hyannis, MA 02601
   http://hyannis.com/
   Email: todd@hyannis.com
   a) Job board

8) Mashpee Chamber of Commerce
   5 North Market St
   Mashpee, MA 02649
   https://mashpeechamber.com/
   Email: info@mashpeechamber.com
   a) Newsletter
   b) Job board

APPENDIX A
APPENDIX A

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

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

11) 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

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

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

14) 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)

15) WBUR-FM (Boston University)
    630 Commonwealth Avenue
    Boston, MA 02215
    617-353-0909
    [http://www.wbur.org](http://www.wbur.org)

16) 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](http://www.ithaca.edu/rhp)

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

19) 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

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

21) 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

22) Clark University/Career Services
    Attn: Eric Saczawa
    122 Woodland Street
    Worcester, MA 01610
    508-793-7258
    clarku-csm.symplicity.com
    Email: careers@clarku.edu

23) 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

24) Westfield State College
    Office of Career Services
    577 Western Avenue
    Westfield, MA 01086
    413-572-5300
    www.westfield.ma.edu
    Email: careers@westfield.ma.edu

APPENDIX A
25) Internal Posting/Referral
26) Client Referral
27) Rehire
28) Former Employee
29) Employee Referral
30) WQRC On-Air Schedule
31) WOCN On-Air Schedule
32) WFCC On-Air Schedule
33) WKPE On-Air Schedule
34) On-Air Schedule, Unspecified Station
35) Referral Source Not Indicated
36) Promotion from with-in
37) Word of Mouth
38) Indeed.com
39) Facebook
40) LinkedIn
Supplemental Outreach Initiatives
(December 1, 2019 thru November 30, 2020)

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.

<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 has multiple interns in its program each year, but there were no applicants after Covid-19. Prior to Covid-19, the Employment Unit committed to one intern for academic credit but was not able to follow through because of Covid-19.</td>
</tr>
<tr>
<td>#7</td>
<td>The Employment Unit participated in the 2020-2021 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 consistently throughout the year targeting and informing in-market organizations of the opportunity to add their organization to its list of recruitment sources.</td>
</tr>
</tbody>
</table>