



WSEN AM, WSEN FM & WFBL AM RADIO STATIONS ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080©(6) of the FCC’s 2002 EEO rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WSEN-FM, Baldwinsville, New York FIN: 7716
WSEN (AM), Baldwinsville, New York FIN: 7712
WFBL (AM), Syracuse, New York FIN: 34821

The information contained in the Report covers the time period beginning February 1, 2010 to and including January 31, 2011. The FCC’s 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list of brief descriptions of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Sections 1, 2, and 3, which follow, provide the required information. Please note that the numbers listed on Section 2 under the column entitled “Full-Time Positions for which this Source Was Utilized” refer to the number of the full-time job positions listed on Section 1.

Leatherstocking Media Group, Inc., the licensee of WSEN AM/FM and WFBL-AM, has and will continue to be Equal Employment Opportunity Employers. Leatherstocking Media is committed to broad and inclusive outreach for hiring full-time employees, affording equal opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender and religion. As required by Section 73.2080 of the Commission’s Rules, the stations have participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

**WSENAM/FM & WFBL RADIO STATIONS
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SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken By WSEN & WFBL

WSEN & WFBL had an intern for the summer (May-August) from the New York State Broadcasters Association Intern Program. She worked in both the promotions and production departments. She also worked many hours with the promotions department on creating, setting up and executing station promotions. She also worked in the production department preparing syndicated shows for broadcast on a weekly basis as well participating in voice-over work. Her experience with this internship has helped her make a decision to continue to strive for a career in Broadcasting and Mass Communications. She attends Herkimer Community College in New York and is expected to transfer to the State University of New York at Oswego to earn her Bachelor of Arts.

WSEN/WFBL On-Air Personality, conducted a tour for a local Cub Scout Pack #50 on December 9th, 2009, where he spoke with about 10 – 12 scouts, about a career in broadcasting. After the tour of the studios, he had the scouts participate in production as well as had them on the air.

WSEN/WFBL air a commercial encouraging Recruitment Agencies to contact us regarding employment with our stations. They are asked to contact the Business Manager if they would like to be informed of any openings at our stations. We run this ad on all stations for one week (15x) every month (staggered weeks between stations). We also update our recruitment sources once a year to make sure of correct address's and contact persons. This allows us to be efficient when recruiting for a position.

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SECTION 1: VACANCY INFORMATION

FULL TIME POSITIONS FILLED BY JOB TITLE	RECRUITMENT SOURCE OF HIREE	TOTAL # OF INTERVIEWEES FROM ALL SOURCES FOR THESE POSITIONS
1. Account Executive	Syrhelpwanted.com	
2. Account Executive	Syrhelpwanted.com	
3. Account Executive	Business Referral	
4. Account Executive	WSEN FM (on-air ad)	

Total Number of Persons Interviewed During Applicable Period:

8

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SECTION 2: RECRUITMENT SOURCE INFORMATION

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Position # / (# of referred) This Period (if any)	Full-Time Positions For Which This Source Was Utilized
Bryant & Stratton Placement 953 James Street Syracuse, NY 13203 contact: Kristen Aust	0	1,2,3,4
CNY Works Job Bank 207 Genesee Street, Ste 201 Utica, NY 13501	0	1,2,3,4
Displaced Homemakers 770 James Street Syracuse, NY 13203 contact: Sandy Gordon	0	1,2,3,4
Dunbar Center Assoc., Inc. 1453 South State Street Syracuse, NY 13205 contact: Sharon Williams	0	1,2,3,4
Educational Opportunity Ctr 100 New Street Syracuse, NY 13027 contact: Melody Holmes	0	1,2,3,4
ITT Technical Institute 235 Greenfield Parkway Liverpool, NY 13088 contact: Glenda Ventre	0	1,2,3,4
NAACP 416 W. Onondaga Street Syracuse, NY 13202 contact: Employment Advisor	0	1,2,3,4

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Recruitment Source (Name, Address, Telephone Number, Contact Person)	Position # / (# of referred) This Period (if any)	Full-Time Positions For Which This Source Was Utilized
OCM BOCES Liverpool 4500 Crown Road Liverpool, NY 13090 contact: Linda Farney	0	1,2,3,4
Onon Cty Human Rights Comm. 421 Montgomery Street Syracuse, NY 13202 contact: Linda Hall	0	1,2,3,4
PEACE Inc. 217 S. Salina Street Syracuse, NY 13202 contact: Catherine Green	0	1,2,3,4
wsenfm.com Website contact: Kristine Gladle	0	1,2,3,4
wfbl.com Website contact: Kristine Gladle	0	1,2,3,4
Recruitment Ads On-Air	4(1)	1,2,3,4
Business Referral	3(1)	
Syrhelpwanted.com	1 (3) 2 (1) 4 (2)	1,2,3,4