

Attachment A

IV: Recruitment

We will contact a variety of minority and women's organizations to encourage the referral of qualified minority and women applicants whenever job vacancies occur:

In addition to the organizations noted in attachment, which specialize in minority and women candidates, we will deal only with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, natural origin or sex.

When we recruit prospective employees from educational institutions such recruitment efforts will include area schools and colleges with minority and women enrollments.

See attached list.

**American Red Cross of T. C. Friendship Center
618 West State Street
Ithaca NY 14850**

**BOCES, T-S-T, Business and Industry Training
555 Warren Road
Ithaca NY 14850**

**BOCES, T-S-T, Career and Technical Education
555 Warren Road
Ithaca NY 14850**

**Catholic Charities, Career and Family Development
324 West Buffalo Street
Ithaca NY 14850**

**Challenge Employment Services
402 East State Street
Ithaca NY 14850**

**Cornell Public Service Center, Community Work Study Program
Cornell University
200 Barnes Hall
Ithaca NY 14853-1601**

**Experience Works, Ithaca Office
c/o N.Y.S. Dept.of Labor- Tompkins
171 East State Street , 2nd floor,
Ithaca NY 14850**

**Labor Department, New York State, Endicott
2001 Perimeter Road East, Suite 3
Endicott NY 13760**

**Labor Department, NYS, Division of Employment Services
171 East State Street
Center Ithaca, 2nd Floor
Ithaca NY 14850**

**NAACP
132 Genesee Gardens
Auburn, NY 13021
Job Placement Office**

**Learning Web
515 West Seneca Street
Ithaca NY 14850**

**Learning Web, Youth Outreach Independent Living Program
602 Hancock Street
Ithaca NY 14850**

**Midstate Central Labor Council, AFL-CIO
123 South Cayuga Street
Suite 204**

Tompkins/Cortland Community College (TC3)
170 North Street
PO Box 139
Dryden NY 13053

Tompkins County Workers' Center
115 The Commons
2nd Floor
Ithaca NY 14850

National Organization for Women
124 Old Peruville Road
Groton NY 13073

Greater Ithaca Activities Center
318 North Albany Street
Ithaca NY 14850

Job Corps
224 Harrison Street
Suite 212
Syracuse NY 13202

Career Services
Ithaca College
1101 Gannett Center
Ithaca, NY 14850

Cornell Career Services
103 Barnes Hall
Cornell University
Ithaca, NY 14853

TCAD
200 East Buffalo Street
Suite 102A
Ithaca NY 14850

Cornell Women's Resource Center
Loft #1 Willard Straight Hall, Six
Mailbox #71, Cornell University
Ithaca NY 14853

**Salvation Army, Corps Community Center
150 North Albany Street
Ithaca NY 14850**

**Multicultural Resource Center
615 Willow Avenue
Ithaca NY 14850**

**Southside Center
305 South Plain Street
Ithaca, NY 14850 Job Placement Office**

**Westchester Community College
75 Grasslands Ave
Valhalla, NY 10595
Radio / TV Department**

**North American Indian Club
PO Box 851
Syracuse, NY 13204**

**Dutchess Community College
53 Pendell Road
Poughkeepsie, NY 12601
Career Development Office**

EEO Public File Report
For the period: January 22, 2009 to January 22, 2010

Annual EEO Public File Report For:
Cayuga Radio Group
1751 Hanshaw Road
Ithaca, New York 14850
WNYY – WQNY – WHCU – WYXL-WIII-WYXL HD2-WYXL HD3

The purpose of this EEO Public File Report is to comply with Section 73.20800 (6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the stations WNYY, WHCU, WQNY, WYXL, WIII, WYXL HD2, WYXL HD3 all located in Ithaca, New York.

The information contained in this report cover the time period beginning January 22, 2009 to January 22, 2010.

The FCC's 2002 EEO Rule requires that this report contain the following information.

- 1) A list of all full-time vacancies filled by Cayuga Radio Group stations during the applicable period.
- 2) For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to section 73.2080c (1) of the EEO rule, which should be separately identified), identified by name, address, contact person and telephone number.
- 3) The recruitment source that referred the employee for each full-time vacancies during the applicable period
- 4) Date 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..
- 5) A list and brief description of the initiatives undertaken pursuant to section 73.2080c (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 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 Appendix 1.

EEO recruitment initiatives:

March 29, 2006:

Ithaca College Career Fair (Park School of Communication)

March 27, 2007:

Ithaca College Career Fair (Park School of Communication)

November 9, 2007:

Syracuse University Career Fair (Newhouse School)

April 1, 2008:

Ithaca College Career Fair (Park School of Communication)

April 1, 2009:

Ithaca College Career Fair (Park School of Communication)

September 1, 2009

Ithaca College Career Fair (Park School of Communication)

Participants: Susan Johnston/GM, Geoff Dunn/New Director, Chris Allinger/PD/OM,
Dave Vieser/Morning Host, Connie Fairfax-Ozmun/Marketing Director

On going 1992-2009

New York State Broadcasters Internship Program

This program recruits throughout the state for paid summer internships. Internships were awarded by New York State Broadcasters Association to our radio stations. We recruited through radio station ads, websites and made specific efforts to contact local high school guidance counselors, GIAC (Greater Ithaca Activity Center), Southside Community Center plus local college internship supervisors. The interns had to be between the ages of 17 and 21, reside in New York State or go to school in New York .

Cayuga Radio Group has an ongoing relationship with Ithaca College, Cornell College, Tompkins Cortland Community College, Cortland State College, and our local high schools. We provide unpaid or unpaid for credit internships throughout the school year and summer. The internships give students the opportunity to work in all of our departments and then specialize in their field of interest.

Cayuga Radio Group has an ongoing shadowing and mentoring program with students in the community who have an interest in broadcasting.

Our employees are guest lecturers in classes at Cornell University, Tompkins Cortland Community College, and Ithaca College. They also serve as guest speakers at area high schools for "career day".

We look at all of these as opportunities for outreach and recruitment.

On December 27, 2007, General Manager Susan Johnston was asked to participate, as a business leader, in "A Community Conversation on Racism and Equity" sponsored by the Tompkins County Chamber of Commerce and facilitated by Reinaldo Rivera of the Department of Justice.

After that meeting, Johnston volunteered her time in follow up meetings at the Chamber of Commerce. Because of that involvement, Cayuga Radio Group has spearheaded a PSA program on all 7 radio stations (donating \$50,000 of air time) to help promote and enhance a community dialogue across diverse economic groups. (see press release)

In September 2008, Cayuga Radio Group created and maintained a segment on WHCU, which runs Tuesdays from 8:30am to 9am, called All Things Equal. This program addresses racism, ethnicity, recruitment, and sustainability issues. This program continues as a permanent segment on WHCU.

Appendix 1
ANNUAL EEO PUBLIC FILE REPORT
COVERING THE PERIOD FROM 1/22/09 TO 1/22/10

Section 1: Vacancy Information

Station comprising report: WYXL, WQNY, WHCU, WNYW, WIII, WYXL HD2, WYXL HD3

Full time position Filled by job title	Date Open	Date Filled	Recruitment Source	Referring Source	Interviews for Position
Marketing Consultant	12/01/2009	12/01/2009	Previously Employed at Cayuga Radio Group		1
Marketing Consultant	Open Position	04/15/2009		Radio	1
Marketing Consultant	Open Position	06/15/2009		Radio	1
Marketing Consultant	11/15/2009	12/14/2009		Radio	8
Traffic Director	01/20/2009	02/02/2009		Craigs List	3

News	07/31/2009	08/10/2009	Saga Website	2
News	10/03/2009	10/14/2009	Previously Employed at Cayuga Radio Group	2

Appendix 2
ANNUAL EEO PUBLIC FILE REPORT
COVERING THE PERIOD FROM 1/22/09 TO 1/22/10

Section comprising report: WYXL, WQNY, WHCU, WNYY, WIII, WYXL HD2, WYXL HD3

First Name	Title	Company	Address	Interviews referred by source
1-Advertising Radio		WNYY	1751 Hanshaw Road Ithaca, New York 14850	
2-Advertising Radio		WQNY	Same as above	
3-Advertising Radio		WHCU	Same as above	
4-Advertising Radio		WYXL	Same as above	
5-Newspaper		Star Gazette	Elmira, New York	
6-Newspaper		Ithaca Journal	Ithaca, New York	
7-Newspaper		Binghamton Press	Binghamton, New York	
8-Newspaper		Cortland Standard	Cortland, New York	
9-Newspaper		Post Standard	Syracuse, New York	

Internet Resource

National Broadcast	www.nab.org/bcc
New York State Broadcasters	www.nybroadcasterassn.org
WHCU	www.whcu870.com
WNYY	www.1470wnyy.com
WYXL	www.literock973.com
WQNY	www.qcountry1037.com
WIII	http://www.i100rocks.com/
Radio Advertising Bureau	www.rab.com
Saga Communications	www.sagacommunications.com
Workforce New York	www.tompkinsworkforceny.org
Media Recruiter	www.mediarecruiter.com
All Access	www.allaccess.com
Craig's List	www.craigslist.org

