

**NEWS TALK  
96.7 FM**

*The Greatest Hits!*  
**92 Gold**

**Kinzua  
Country  
104.3**

**Annual EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(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 station(s): WNAE/96.7/WRRN - Warren, PA...WKNB - Clarendon, PA and is required to be placed in the public inspection files and posted on the website.

The information contained in this Report covers the time period beginning 4/1/17 to and including 3/31/18 (the "Applicable Period")

**RADIO PARTNERS, LLC**

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**LIST OF ALL FULL-TIME JOBS FILLED FOR  
THE 12 MONTH PERIOD OF April 1, 2017 through March 31, 2018.**

*Complete this worksheet continuously every time a vacancy is filled*

Job Title: \_\_\_\_\_ Date Filled: \_\_\_\_\_

Job Title: \_\_\_\_\_ Date Filled: \_\_\_\_\_

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Job Title: \_\_\_\_\_ Date Filled: \_\_\_\_\_

*Place in station's local public file annually on the anniversary date of the renewal filing due date. Post on station's website, if applicable.*

**YEARLY TOTAL NUMBER OF INTERVIEWEES  
AND TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH  
RECRUITMENT SOURCE**

*Complete this worksheet on the anniversary date of the renewal filing due date using the Tally of Interviewee Sources for Each Full-time Vacancy*

Yearly Period Beginning: April 1, 2017 Ending: March 31, 2018

Total Number of Persons Interviewed for Full-time Vacancies:

\* \* \* \* \*

Total Number of Interviewees Referred by Each Recruitment Source: 0

<b>Recruitment Source Name</b>	<b>Total Number Of Interviewees</b>

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**SUMMARY DESCRIPTION OF  
SUPPLEMENTAL OUTREACH INITIATIVES**

*Complete this form to summarize the activities compiled on the Description of Supplemental Outreach Initiatives worksheets. Stations required to engage in four initiatives should use an additional sheet to include remaining initiatives.*

**2/4 YEAR PERIOD BEGINNING 4-1, 2017 AND ENDING 3-31, 2018.**

Specify First Initiative:

April 1<sup>st</sup>, 2017 to current. “Sales Swap Idea” Online group—Jennifer Bliss created and participated.

Describe activities undertaken to fulfill that initiative:

A group for radio, TV, and VO professionals, to discuss ideas for sales, packages, creative, networking, and more. (Ongoing efforts). Approximately 40 participants.

Specify Second Initiative:

April 1<sup>st</sup>, 2017 to current. “Radio Swap a Spot” Online group. Jennifer Bliss co-created and participated, Samantha Williams participated.

Describe activities undertaken to fulfill that initiative:

A group for those swapping ideas, spots, voiceovers, and a place to post job availabilities. At least 450 other individuals use and participate in this group worldwide. An ongoing effort.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

April 3<sup>rd</sup>, 2017. Jennifer Bliss spoke to the League of Women Voters board about political advertising.

Describe activities undertaken to fulfill that initiative:

Five members of the LWV board asked questions about the rules for political advertising and fair time/equal time. Also discussed was a follow up to an article written by Jennifer Bliss, for a previous newsletter with information provided by PAB and compiled by Jennifer for political windows.

Specify Second Initiative:

February/March 2018—Jennifer Bliss worked with League of Women Voters to educate high school students about PSAs to vote.

Describe activities undertaken to fulfill that initiative:

This non-partisan collaboration helped students understand public service announcements during a state-wide 'get out and vote' effort during a video contest push. Helped students with ideas, scripts, and voiceovers. Explained rules for political ads and differences between paid commercials and public service announcements in ratio, TC, and on YouTube. Worked with students in Career Center and libraries to get the word out about the program.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

April 21<sup>st</sup>, 2017—Eggs and Issues, Warren County Chamber. Jennifer Bliss attended. Leadership Warren County speaker.

Describe activities undertaken to fulfill that initiative:

Networked with leaders of our community and learned about Leadership Warren County and their current project and community impact. Discussed with others attending about our radio industry, jobs, community involvement, news, and reach.

Specify Second Initiative:

August 24th, 2017 –Eggs and Issues, Warren Country Chamber. Jennifer Bliss attended. Speaker: Kerstin Wyman of Rouse Estate.

Describe activities undertaken to fulfill that initiative:

Discussed aging in our area, programs to benefit children to seniors. Talked about our listenership audiences and demographics and ways to reach those audiences. Mentioned employee involvement and volunteership.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

May 2017—Warren Gives and Community Foundation. Dale Bliss and Jennifer Bliss participated.

Describe activities undertaken to fulfill that initiative:

Spoke with Community Foundation and their community organizations in need, regarding their Warren Gives Fundraiser, how to promote and advertise, cross promote, and outreach leading up to an event. Advertising, marketing, and news were used to get the word out about this event and effort. Let listeners know about upcoming scholarships and how to apply.

Specify Second Initiative:

March 8<sup>th</sup>, 2018—Warren Zonta's Club. Jennifer Bliss and Mark Silvis participated.

Describe activities undertaken to fulfill that initiative:

Jennifer spoke to local Zontas about outreach to those in our area regarding Zontas scholarships and offered our community calendar and Insight with Mark Silvis show, while discussing jobs and careers for women in non-traditional positions.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

August 7<sup>th</sup> through August 11<sup>th</sup>, 4H students with live remote. Broadcast at Warren County Fair, Dale Bliss & Jennifer Bliss participated.

Describe activities undertaken to fulfill that initiative:

Students learned about live radio equipment, radio interviewing skills, public speaking while promoting their various 4H projects and being involved in their community.

Specify Second Initiative:

January 19<sup>th</sup>, 2017, PA State Fair Convention—Dale Bliss participated and presented.

Describe activities undertaken to fulfill that initiative:

Dale taught a seminar on budgeting, sponsorships, marketing, and advertising to all participating PA fairs. Talked about budgeting, sponsorships, marketing, advertising, and knowing your community. Gave examples of media partnerships such as radio.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

Football season 2017, Part time employee, Tim Juliano, under the direction of full time employee, Mark Silvis, mentored Sheffield High School freshman student for non-paid internship for sports broadcasting.

Describe activities undertaken to fulfill that initiative:

Student read commercials live during broadcast of football games and took stats for Tim to announce on air. Student learned about sports broadcasting, radio, and technology.

Specify Second Initiative:

Basketball season 2018, Part time employee, Tim Juliano, and full time employee, Mark Silvis, mentored Sheffield High School freshman student for non-paid internship for sports broadcasting.

Describe activities undertaken to fulfill that initiative:

Student read commercials live during sports broadcast and took stats for announcers while learning about sports broadcasting, radio, and technology.

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2/4 YEAR PERIOD BEGINNING 4-1, 2017, AND ENDING 3-31, 2018.

Specify First Initiative:

October 31<sup>st</sup>, 2017, Rural Regional College and Warren Chamber Eggs and Issues.  
Jennifer Bliss attended.

Describe activities undertaken to fulfill that initiative:

Listened to RRC's plans to open in our area and how we can be a part of and support their efforts. Discussed hands-on training in rural communities. Talked about careers in our industry.

Specify Second Initiative:

February 23<sup>rd</sup>, 2018, Warren General Hospital and Warren Chamber Eggs and Issues.  
Jennifer Bliss attended.

Describe activities undertaken to fulfill that initiative:

Hospital discussed their new partnership with LECOM, Allegheny Health and Highmark Health while still remaining a community hospital. Discussed our news broadcasts and comminute calendar, plus paid advertising and Insight programming. Talked about our demographics, radio listenership and reach, plus programming.

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Specify First Initiative:

8<sup>th</sup> Grade Career Day, Holy Redeemer Center, Warren, PA—November 17th, 2017 9a-1:30p—Jennifer Bliss attended.

Describe activities undertaken to fulfill that initiative:

Displayed technology used in radio from the 1940s to current for students to see and discuss. Described careers in radio and broadcasting.

Specify Second Initiative:

Full Partnership Luncheon, Hill Top Restaurant—Warren County Career Center, November 2<sup>nd</sup>, 2017, noon to 1pm, Jennifer Bliss attended.

Describe activities undertaken to fulfill that initiative:

Attended luncheon with other community leaders to discuss Warren County School to Work Partnership program and ways to promote jobs to middle and high school students.

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Specify First Initiative:

Marketing Day—in partnership with School to Work and Warren County Career Center, December 7<sup>th</sup>, 2017, 9a- noon. Jennifer Bliss attended and Samantha Williams participated.

Describe activities undertaken to fulfill that initiative:

Jennifer Bliss and Samantha Williams gave a tour of WRRN/WKNB/WNAE radio station 15 high schoolers, who received hands on experience with production equipment. Discussed different jobs in radio and the importance of multi-tasking and cross training in different positions.

Specify Second Initiative:

October 26<sup>th</sup> and 27<sup>th</sup>, 2017, in conjunction with community teens and Warren County Republican Committee, recording and education session. Samantha Williams participated.

Describe activities undertaken to fulfill that initiative:

Four teens recorded commercials as part of issue based political advertising. Samantha explained the differences between political candidate advertising and political issue advertising to the teens and talked about other riled for political ads and radio announcements.

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