

WDKX(FM)
EEO PUBLIC FILE REPORT
February 1, 2012-January 31, 2013¹

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive	1-2, 4-5, 11-13, 16-18	16
Sales Account Executive	1-2, 4-5, 11-13, 17-18	1

¹ This Report was revised in January 2013 to address reporting and formatting issues.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Community Place 145 Parsells Avenue Rochester, NY 14609 585-288-8662 Contact: Leonard Brock	N	1
2	Rochester Educational Opportunity Center Job Fair Contact: Patty Beaudrie	N	2
3	Gates Chili HS Internship 1 Spartan Way Rochester, NY 14624 585-247-5345 Contact: Mark Denninger	N	0
4	Baden St. Workforce Development 548 Joseph Avenue Rochester, NY 14608 585-235-8260 Contact: Earl Barnes	Y	0
5	Monroe Community College 1000 East Henrietta Road Rochester, NY 14623 585-292-3395 Contact: Peggy Harvey-Lee	N	0
6	NYSBA Internship Program 1805 Western Avenue Albany, NY 12207 518-456-8888 Contact: Mary Anne Jacon	N	0
7	RIT – Office of Diversity 1 Lomb Memorial Drive Rochester, NY 14623 585-750-4601 Contact: Morgan Martins	N	0
8	Metro Council for Teen Potential 585 Joseph Avenue Rochester, NY 14605 585-325-8123 Contact: Shawn Dunwoody	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Roberts Wesleyan College 2301 Westside Drive Rochester, NY 14624 585-594-6000 Contact: Mary Flaherty	Y	0
10	Southeast Neighborhood Services 846 S. Clinton Avenue Rochester, NY 14620 585-385-4665 Contact: Jessie Coven	N	0
11	Urban League of Rochester 265 N. Clinton Avenue Rochester, NY 14605 585-325-6530 Contact: Annette Rouse	N	0
12	SUNY Rochester EOC 161 Chestnut Street Rochester, NY 14604 585-327-4074 Contact: Patty Beaudrie	N	0
13	St. John Fisher College 3690 East Avenue Rochester, NY 14618 585-385-8000 Contact: Dr. Lauren A. Vicker	N	0
14	School of the Arts 45 Prince Street Rochester, NY 14607 585-242-7682 Contact: Alice K. Smith	N	0
15	Rochester Help Wanted 3490 Winton Place Rochester, NY 14618 585-244-9930	N	0
16	Word-of-Mouth Referral	N	1
17	Station Website	N	0
18	Station On-Air Announcements	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			4

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Career Fair	On April 19, 2012, our station participated in the Rochester Educational Opportunity Center Career Fair. WDKX hosted a table and spoke to interested attendees about jobs in broadcasting generally and at the station specifically. We also conducted on-the-spot interviews, collected resumes and promoted the fair on-air. Station participants included our Program Director.
2	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting. Job Shadowing	On June 14, 2012, WDKX hosted two students from Hope Hall School, exposing them to on-air broadcasting and show preparation with an emphasis on Sports Broadcasting. Station participants included an on-air personality.
3	Internship Programs (3)	<p>WDKX hosts interns from local schools and colleges in the areas of Administration, Programming, Production, and JamSquad in an effort to expose individuals to careers in broadcasting. Throughout this reporting period, we hosted a total of five interns as follows:</p> <p><u>JamSquad:</u> One intern from Bishop Kearney. JamSquad interns assist with setup at station remotes, van hits, and events and are supervised by our Promotions Manager.</p> <p><u>Administration:</u> One intern from Gates-Chili High School and one from School of the Arts. These interns assist with bookkeeping, data entry, and filing and are supervised by our CFO and/or Billing Manager.</p> <p><u>Programming</u> One intern from The Harley School and one from AmeriCorp Vista/Southeast Neighborhood Services. These interns assist with board operation as well as uploading/downloading commercials and are supervised by our Program Director and/or our Production Manager.</p>