

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2020 – March 22, 2021.

- 1) **Employment Unit: Pathfinder Communications Corp. – Elkhart, IN – Mishawaka, IN –Niles, MI- Ligonier, IN**
- 2) **Unit Members (Stations and Communities of License): WAOR-FM, Ligonier, IN- WBYT-FM, Mishawaka, IN, WTRC-AM, Elkhart, IN- WTRC-FM, Niles, MI**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address:  Pathfinder Communications Corp. 237 West Edison Road Mishawaka, IN 46545	Telephone Number:  574-258-5483
	Contact Person/Title:  Stephanie Michel, General Manager
	E-mail Address: smichel@federatedmedia.com

- 4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

(Numbers refer to accompanying table for Recruitment Sources.)

Job Title	Recruitment Sources	Recruitment Source Referring Hiree
1. Program Director- WAOR	28, 30-32	Indeed
2. Traffic Coordinator	29-32	Referral

**Station WAOR-FM, WBYT-FM, WTRC-AM and WTRC-FM are Equal Opportunity Employers**

## Recruitment Sources

The Employment Unit periodically contacts the following organizations for full-time job openings, and received referrals as indicated in each job opening on the pages that follow:

	Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification? (Yes or No)
1.	All Access		Allaccess.com		No
2.	Ancilla College	Jim Cathon	P O Box, Donaldson, IN 46513	574-936-8898	No
3.	Andrews University	Carletta Witzel	NH204, Berrien Springs, MI 49104	269-471-3227	No
4.	Ball State	Nancy Carlson	200 University Ave, Muncie, IN 47306	765-285-2436	No
5.	Bethel College	Michelle Yager	1001 W McKinley, Mishawaka, IN 46545	574-257-2661	No
6.	Career Builder	N/A	200 N LaSalle, Chicago, Il 60601	866-4538-1485	No
7.	Elkhart Area Career Center	Warren Seegers	2424 California Road, Elkhart, IN 46514	574-262-5650	No
8.	FederatedMedia.com	Paul Altman	Edison Road, Mishawaka, IN 46545	888-333-6133	No
9.	Goodwill Industries of Michiana	Maria Stancati	PO Box 3846, South Bend, IN 46619	574-472-7300	No
10.	Indiana Broadcasters Association	Gwen Piening	3003 E 98 <sup>th</sup> St, Indianapolis, IN 46280	317-573-0119	No
11.	Indiana Radio Watch	Blain	<a href="mailto:IRW@well.com">IRW@well.com</a>		No
12.	IUSB	Jeff Jackson	P O Box 7111, South Bend, IN 46634	574-520-4425	No
13.	Indiana University	David Boeyink	625 N Jordan, Bloomington, IN 47405	812-855-5234	No
14.	Ivy Tech	Gale Vaughn	220 Dean Johnson Blvd, So Bend, IN 46601	574289-7001	No
15.	Kalamazoo College	Lori Young	1200 Academy St, Kalamazoo, MI 49007	888-232-5966	No
16.	LaCasa of Goshen	Larry Gautsche	2020 No Cottage, Goshen, IN 46526	574-533-4450	No
17.	Malcom X College	Zerrie Campbell	1900 W VanBuren, Chicago, IL 60612	312-850-7000	No
18.	Michigan Association of Broadcasters	Karole White	819 N Washington, Lansing, MI 48906	800-968-7622	No
19.	NAACP	Trina Robinson	914 Lincoln Way West, South Bend, IN 46616	574-289-2123	No
20.	South Bend Human Rights	Lonnie Douglas	301 So St Louis Blvd, South Bend, IN 46617	574-235-9355	No
21.	Southwest Michigan College	Amy Anderson	58900 Cherry Grove, Dowagiac, MI 49047	269-687-5644	No
22.	Spec's Howard School of Broadcasting	Nicole LaDouceur	19900 W 9 Mile Road, Southfield, MI 48075	248-358-9000	No
23.	St Mary's College	Michael Sanders	162 Lemans Hall, Notre Dame, IN 46556	574-284-4775	No
24.	University of Notre Dame	Kathy Beaton	248 Flanner Hall, Notre Dame, IN 46556	574-631-5200	No
25.	Work One Elkhart	Business Serv Rep	430 Waterfall Drive, Elkhart, IN 46516	574-295-0105	No
26.	Work One of St Joseph County	Business Serv Rep	851 So Marietta St, South Bend, IN 46618	574-237-9675	No
28.	Company website/s	Paul Altman	245 Edison Road, Mishawaka, IN 46545	574-258-5483	No
29.	LinkedIn.com		LinkedIn.com		No
30.	Indeed.com		indeed.com		No
31.	Employee/Business Referral				No
32.	Internal Employee/Posting				No

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**5) Full-Time Job Vacancy Details**

**Only those sources listed in the charts below produced interviewees.**

**Job Title:** 1. Program Director-WAOR **Referral Source(s) of Hiree:** Indeed

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Indeed		Indeed.com		1	N
Internal Posting				1	N
Referral				2	N

**Job Title:** 2. Traffic Coordinator **Referral Source(s) of Hiree:** Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification ? (Yes or No)
Referral				2	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2020 through March 22, 2021, this Employment Unit interviewed 6 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job Fair Attendance**

On September 17, 2020, Indiana University Bloomington’s College of Arts & Sciences hosted a Virtual Career Fair online using Zoom to connect us to interested candidates. The General Sales Manager for both WTRC and WAOR attended this event and was provided with pre-scheduled interview times for candidates. Our contact person for the event was Sarah Daughtery, Events and Recruitment Coordinator. The event took place from 3:00 PM until 7:00 PM. Indiana University Bloomington students scheduled interviews for the event. During that time, we spoke to four interested candidates regarding a career at Pathfinder Communications. We had five scheduled interviews, but one candidate did not attend their scheduled time. These four candidates had an interest specific to sales. We are planning to further interview these candidates as they get closer to graduation to see if there is further interest in positions at Pathfinder Communications.

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**(b) Initiative: Job Fair Attendance**

On September 17, 2020, Saint Mary's College hosted a virtual career and job fair. The General Sales Manager for WBYT attended this event virtually from 4:00 pm through 7:00 pm online. The contact for this event took place through the Career Crossing's Office in South Bend with Stacie Jeffers. The event took place in a virtual room with pre-set interviews with candidates who had interest in working for Pathfinder Communications. The General Sales Manager spoke virtually with five candidates, each for about twenty minutes, at specific scheduled times. Students and the general public were invited to secure a time during the virtual career and job fair. The General Sales Manager received twelve resumes of other students who were unable to set a virtual time to talk that day but were interested in hearing more information regarding a career at Pathfinder Communications. The General Sales Manager emailed all twelve of those additional candidates the link to our online sales assessment interview. The General Sales Manager is planning to further interview four candidates for a Sales Account Executive position.

**(c) Initiative: Job Fair Attendance**

On February 25, 2021, the Indiana Broadcasters Association hosted a Virtual Career Fair online using Zoom to connect us to interested candidates. The General Sales Manager for both WAOR and WBYT attended this event and was provided with pre-scheduled interview times for candidates. Our contact person for the event was Sam Klemet, Director of Member Services. The event took place from 12:00 PM until 2:00 PM. The general public and students were invited to this event. During that time, the General Sales Manager spoke to one interested person regarding a career at Pathfinder Communications. There were two scheduled interviews, but one candidate did not attend their timeslot. We were also provided all the resumes for every person who attended the Career Fair and received forty-nine resumes. The one candidate the General Sales Manager spoke to had an interest in on-air roles and sales. The General Sales Manager is planning to interview other candidates regarding interest in future positions at Pathfinder Communications.

**(d) Initiative: General Outreach**

On September 9, 2020, Indiana University Bloomington's College of Arts & Sciences hosted a Webinar Panel online using Zoom to connect us with current students using the topic "Debunking the Myths of Working in Sales". The General Sales Manager for both WTRC and WAOR attended this event. Before the event, Indiana University provided the General Sales Manager with statements viewed as myths to prepare for the conversation. The contact person for the event was Hillary Nienhouse, Assistant Director of Employer Relations. The event took place from 2:00 PM until 3:00 PM. Interested Indiana University Bloomington students attended the Webinar. The General Sales Manager was joined by three other panelists who work in sales. The General Sales Manager spoke to eight students that were interested in hearing about these myths. This was used for educational purposes for the students to learn more about sales positions but was also general outreach for our stations as we disseminated our contact information for possible internship and employment opportunities in the future.