

Annual Equal Employment Opportunity Public File Report

**WDNB (FM)/WHNB-FM/WSUL (FM)/WVOS-FM/WVOS (AM)**

February 1, 2020 – January 31, 2021

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WDNB (FM) Jeffersonville, NY, WHNB-FM, Hancock, NY, WSUL (FM) Monticello, NY, WVOS-FM Liberty, NY, and WVOS (AM) Liberty, NY: and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this report covers the time period beginning February 1, 2020 up to and including January 31, 2021.

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 including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule which should be identified separately by name, address, contact person and telephone number;
3. The recruitment source that referred the person hired 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 and brief description of the initiatives undertaken pursuant to Section 72.2080(c)(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 positions listed on Appendix 1.

For the purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. The person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report

Covering the period February 1, 2020 to January 31, 2021

Stations Comprising the Station Employment Unit:  
WDNB (FM)/WHNB-FM/WSUL (FM)/ WVOS-FM/WVOS (AM)

Section 1: Vacancy Information

Bold Gold Media Group, Lp's New York office had no employment openings during this coverage period.

Total Number of Persons Interviewed During Applicable Period: 0

Annual Source Information

Recruitment Sources Employed for outreach during Applicable Period:

Recruitment Ads aired on radio stations

Appendix 2

EEO Public File Report Form

Covering the period February 1, 2020 to January 31, 2021

Stations Comprising Station Employment Unit:  
WDNB (FM)/WHNB-FM/WSUL (FM)/ WVOS-FM/WVOS (AM)

Section 2: Recruitment Source Information

Recruitment Source	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized
Recruitment Ads aired on radio stations	0	0

## Appendix 3

### Annual EEO Public File Report Form

Covering the period February 1, 2020 to January 31, 2021

Stations Comprising Station Employment Unit:  
WDNB (FM)/WHNB-FM/WSUL (FM)/ WVOS-FM/WVOS (AM)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
WDNB (FM)/WHNB-FM/WSUL (FM)/ WVOS-FM/WVOS (AM)

The following activities were undertaken during the Applicable Period. Details of activities are included in the appendix.

#### Appendix A-2021

Co-Hosted Northeast Broadcast Career Fair on March 25, 2020.

#### Appendix B-2021

Broadcast Equal Opportunity Employment Notices on all stations.

#### Appendix C-2021

Job / Career Fair Participation

#### Appendix D-2021

Internship Program

## Appendix A-2021

### Northeast Broadcast Career Fair

1. Event narrative
2. Station Promotional Announcement
3. Social Media: Facebook

Appendix A  
1. Event Narrative

Northeast Broadcast Career Fair

Sponsored by

Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL  
Bold Gold Media Group, LP Licensee/Operator of WDNH, WYCY, WPSN, WVOS-FM,  
WVOS (AM) WDNB, WSUL, WHNB  
Public Broadcasting WVIA-FM/TV

Bold Gold Media and Public Broadcasting WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. Due to the Covid-19 Nation-Wide emergency, the event had to be canceled per the state-wide order of the Pennsylvania Governor in order to comply with social distancing guidelines. The event was scheduled to be held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 23, 2020 from 4:00 pm. to 6:00 pm. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting at an event open to the public with multiple employers present. This event was conducted at no cost to the participating employers and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the weeks preceding the event to promote of the Career Fair. In addition, both sponsors promoted the event on station web sites. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by Bold Gold Media Business Manager Ashok Divecha and WVIA-FM Vice President for Radio Chris Norton. The sponsor representatives consulted in February, 2020 and drew up the outline for the career fair based on a successful promotion held in 2019. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors, and would be encouraged to promote the event on their stations.

In January 2020 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA would select a suitable date in March 2020. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but interested in opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 pm. to 6:00 pm. as the time for the event.

Ashok Divecha and Chris Norton developed a list of broadcasters and Chris Norton extended written invitations on behalf of the sponsors to:

Times-Shamrock Communications  
149 Penn Avenue  
Scranton, PA 18503

Cumulus Communications  
600 Baltimore Drive  
Wilkes Barre, PA 18702

Entercom Wilkes Barre-Scranton  
305 Route 315  
Pittston Twp., PA 18640

Bold Gold Media Group  
1049 North Sekol Road  
Scranton, PA 18504

WVIA Radio-TV  
100 WVIA Way  
Pittston, PA 18640

WNEP-TV  
16 Montage Mountain Road  
Moosic, PA 18507

WBRE-WYOU  
62 South Franklin St.  
Wilkes Barre, PA 18701

WOLF-TV  
1181 Highway 315  
Plains Twp, PA 18702

Geos Communications  
54 Wilmar Drive  
Tunkhannock, PA 18657

WHLM - Columbia Broadcasting Co.  
124 East Main St.  
Bloomsburg, PA 17815

WSBG-WVPO  
619 Alexander Rd 3rd Floor



Princeton, NJ 08540

WYNY  
Neversink Broadcasting  
PO Box 920  
Port Jervis, NY 12771

WAZL  
Panorama PA Inc.  
600 South Poplar St.  
Hazleton, PA 18201

Ion Media  
WQPX  
409 Lackawanna Ave Suite 700  
Scranton, PA 18503

WPEL  
Montrose Broadcasting Corp.  
9 Locust St.  
Montrose, PA 18801

WRGN  
RR3  
Hunlock Creek, PA 18621

WWRR/WMMZ/WICK/WYCK/WTRW/WCDL/WDNH/WYCY/WDNB/WHNB/WSUL/WVO S-FM/WVOS-AM and WVIA scheduled announcements during the four weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites and social media. Promotion of the event was scheduled from February 11 to March 16, 2020 when it was canceled due to a national pandemic emergency.

Posters promoting the event were sent to communications departments of area colleges and universities:

Marywood University  
University of Scranton  
Keystone College  
King's College  
Wilkes University  
Misericordia University  
Luzerne County Community College

The sponsor representatives judged that the event would have been a positive means of outreach for employees and that it would have fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet to set the date and firm up the rest of the plans in the beginning of 2021.

## Appendix A

### 2. Station Promotional Announcement

#### Bold Gold Media Group/WVIA Career Fair

#### Bold Gold Sponsor's Message

Are you considering a career in the field of broadcasting? The area's leading radio and television stations want to meet you at the Northeast Broadcasting Employment Fair on Monday, March 23rd. This will be your opportunity to explore a career in broadcasting. Meet with broadcasters and learn more about working in radio and television. The event is free and open to all. Monday, March 23rd from 4 to 6 PM at the WVIA Broadcasting Center in Pittston. Sponsored by Bold Gold Media Group, and WVIA Public Media, equal opportunity employers who hope to meet you there.

*Broadcasters were permitted to customize this message.*

Appendix A  
3. Social Media: Facebook  
(published 11 Feb 2020)

The screenshot shows a Facebook event page for "Broadcast Career Fair 2020". The event is scheduled for Monday, March 23, 2020, from 4 PM to 6 PM at WVIA, 100 Wvia Way, Pittston, Pennsylvania 18840. The event is hosted by Bold Gold Media Group and WVIA. The page features a banner with silhouettes of professionals and logos for Bold Gold Media Group and WIA PBS. The left sidebar includes navigation options like "Events", "Calendar", "Birthdays", "Discover", and "Hosting", along with a "Create Event" button. The right sidebar displays "INSIGHTS" with 1.5K people reached and 15 responses, a "Promotions" section for "Get More Responses", and "RECOMMENDED ACTIONS" such as "Reach More People, Share Your Event" and "Track Ticket Sales".

**Event Details:**  
Event: Broadcast Career Fair 2020  
Date: Monday, March 23, 2020 at 4 PM – 6 PM  
Location: WVIA, 100 Wvia Way, Pittston, Pennsylvania 18840  
Hosts: Bold Gold Media Group and WVIA

**INSIGHTS:**  
1.5K People Reached (+19 last 7 days)  
15 Responses (+0 last 7 days)  
Audience: Women 35-44 (21% of total reach)

**Promotions:**  
Get More Responses  
Boost your event to reach more people.  
Boost Event

**RECOMMENDED ACTIONS:**  
Reach More People, Share Your Event  
Help people find out about your event by sharing it in News Feed.  
Share Event

Track Ticket Sales

Appendix B-2021

EEO On-Air Outreach

Exhibit A: Text of the WDNB announcement

Exhibit B: Text of the WSUL announcement

Exhibit C: Text of the WVOS-FM/WVOS (AM) announcement

Exhibit A

WDNB(FM)/WHNB-FM

EQUAL OPPORTUNITY ANN

THIS IS DAWN CIORCIARI, VICE GENERAL MANAGER AND DIRECTOR OF SALES AT BOLD GOLD MEDIA GROUP, THUNDER 102, 98-3 WSUL AND 95-9 VOS-FM. WE'RE LOOKING FOR QUALIFIED, PROFESSIONAL RADIO SALES PEOPLE TO JOIN THE TEAM OF SULLIVAN COUNTY'S MOST LISTENED TO AND MOST RESPECTED RADIO STATIONS. A STRONG WORK ETHIC AND A DESIRE TO BE PART OF THE SUCCESS OF OUR LOCAL BUSINESSES AND OUR COMMUNITY ARE A MUST. WE'RE EXPANDING OUR ON AIR BROADCAST AND OUR INNOVATIVE DIGITAL MARKETING PLATFORMS. IF YOU WANT TO PART OF THE BOLD GOLD MEDIA GROUP TEAM GO TO [BOLDGOLDNEWYORK DOT COM](http://BOLDGOLDNEWYORK.COM) THAT'S [BOLDGOLDNEWYORK.COM](http://BOLDGOLDNEWYORK.COM) AND CLICK ON THE CONTACT TAB. PREVIOUS SALES AND MARKETING EXPERIENCE IS A PLUS. BOLD GOLD MEDIA IS AN EQUAL OPPORTUNITY EMPLOYER.

Exhibit B

WSUL(FM)

EQUAL OPPORTUNITY ANN

THIS IS DAWN CIORCIARI, VICE GENERAL MANAGER AND DIRECTOR OF SALES AT BOLD GOLD MEDIA GROUP, THUNDER 102, 98-3 WSUL AND 95-9 VOS-FM. WE'RE LOOKING FOR QUALIFIED, PROFESSIONAL RADIO SALES PEOPLE TO JOIN THE TEAM OF SULLIVAN COUNTY'S MOST LISTENED TO AND MOST RESPECTED RADIO STATIONS. A STRONG WORK ETHIC AND A DESIRE TO BE PART OF THE SUCCESS OF OUR LOCAL BUSINESSES AND OUR COMMUNITY ARE A MUST. WE'RE EXPANDING OUR ON AIR BROADCAST AND OUR INNOVATIVE DIGITAL MARKETING PLATFORMS. IF YOU WANT TO PART OF THE BOLD GOLD MEDIA GROUP TEAM GO TO BOLDGOLDNEWYORK DOT COM THAT'S BOLDGOLDNEWYORK.COM AND CLICK ON THE CONTACT TAB. PREVIOUS SALES AND MARKETING EXPERIENCE IS A PLUS. BOLD GOLD MEDIA IS AN EQUAL OPPORTUNITY EMPLOYER.

Exhibit C

WVOS-FM / WVOS (AM)

EQUAL OPPORTUNITY ANN

THIS IS DAWN CIORCIARI, VICE GENERAL MANAGER AND DIRECTOR OF SALES AT BOLD GOLD MEDIA GROUP, THUNDER 102, 98-3 WSUL AND 95-9 VOS-FM. WE'RE LOOKING FOR QUALIFIED, PROFESSIONAL RADIO SALES PEOPLE TO JOIN THE TEAM OF SULLIVAN COUNTY'S MOST LISTENED TO AND MOST RESPECTED RADIO STATIONS. A STRONG WORK ETHIC AND A DESIRE TO BE PART OF THE SUCCESS OF OUR LOCAL BUSINESSES AND OUR COMMUNITY ARE A MUST. WE'RE EXPANDING OUR ON AIR BROADCAST AND OUR INNOVATIVE DIGITAL MARKETING PLATFORMS. IF YOU WANT TO PART OF THE BOLD GOLD MEDIA GROUP TEAM GO TO BOLDGOLDNEWYORK DOT COM THAT'S BOLDGOLDNEWYORK.COM AND CLICK ON THE CONTACT TAB. PREVIOUS SALES AND MARKETING EXPERIENCE IS A PLUS. BOLD GOLD MEDIA IS AN EQUAL OPPORTUNITY EMPLOYER.



Interns and part-time employees will be recruited for positions as they occur using all resources available. Those part-time employees may apply for full-time openings and compete for those full time positions with other qualified candidates as the employment unit performs outreach. In all recruiting and hiring the station employment unit will recruit and hire with full compliance to the Equal Employment Opportunity regulations.

## Annual EEO Public File Report

### Appendix C-2021

Bold Gold Media Group, LP traditionally participates as an exhibitor in several local career/job fairs. These include the Northeast Pennsylvania Broadcast Career Fair, the Greater Scranton Chamber of Commerce Employment Expo, and the Working Pike Job Fair. These events are organized to offer members of the public the opportunity to meet with our staff to learn about employment opportunities in our markets. However, this year, State and Local Covid-19 regulations restricted mass gatherings and stay-at-home orders were either highly encouraged by authorities or required. Furthermore, venues were not permitted to allow these types of mass attendance events.

As a result, every event in the area was canceled per State and Local orders.

## Appendix D-2021

Bold Gold Media Group LP, traditionally sponsors and conducts an internship at our Monticello, NY office each year. Interns typically learn and gain experience in a wide range of station activities including Sales, Traffic, Production, Programming, On-Air duties, and Management.

Due to the Covid-19 pandemic, sponsoring an internship was not legally nor ethically possible. Most staff were working from home, and those who had to go to our offices were practicing social distancing to the maximum extent possible. Only the minimum number of staff required to execute day-to-day operations were permitted to be at our offices. It was decided that it would be irresponsible to unnecessarily expose our staff members to an intern, and conversely, an intern to our staff member, any of whom could potentially spread the Covid-19 virus to others.