

**EEO Public File Report**  
**(For the period 12/1/2020 to 11/30/2021)**

[illegible]

## **RECRUITMENT SOURCES**

### **SOURCE #1**

Company Name: Willpower Radio, LLC  
Address: 7564 No. Broadway, Red Hook Y 12571  
Contact: Barb Stanley  
Phone: (845) 758-9810  
Fax: (845) 758-9819  
E-Mail: Barb@wkze.com

### **SOURCE #2**

Company Name: The Lakeville Journal  
Address: 33 Bissell Street, Salisbury, CT 06039  
Contact: Anna Mae Kupferer  
Phone: (860) 435-9873  
Fax: (860) 435-146  
E-Mail:

### **SOURCE #3**

Company Name: The Daily Freeman  
Address: 88 Route 9, Rhinebeck, NY 12572  
Contact:  
Phone: (845) 876-2083  
Fax: (845) 876-2096  
E-Mail:

### **SOURCE #4**

Company Name: Northwestern Connecticut Community College  
Address: Place Park East, Winsted, CT 06098  
Contact:  
Phone: (860) 738-6300  
Fax:  
E-Mail:

### **SOURCE#5**

Company Name: Berkshire Community College  
Address: 343 Main Street, Great Barrington, MA 01230 {00004796.DOC.1}

### **SOURCE #6**

Company Name: Simons Rock of Bard College  
Address: 84 Alford Road, Great Barrington, MA 01230  
Contact:  
Phone: (413) 528-0771  
Fax: (413) 528-7365  
E-Mail:

**SOURCE #7**

Company Name: National Associations of Broadcasters  
Address: 1771 N Street, NW, Suite 600, Washington, DC 20036-2891  
Contact: Web Site  
Phone: (202) 429-5498  
Fax: (202) 775-3526  
E-Mail: <http://www.nab.org/bcc/>

**SOURCE #8**

Company Name: Connecticut Broadcasters Association  
Address: P.O. Box 678, Glastonbury, CT 06063  
Contact:  
Phone:  
Fax:  
E-Mail: [www.ctba.org](http://www.ctba.org)

**SOURCE #9**

Company Name: New York State Broadcasters Association  
Address: 1805 Western Avenue, Albany, NY 12203  
Contact:  
Phone: (518) 456-8888  
Fax: (518) 456-8943  
E-Mail: <http://www.nysbroadcastersassn.org/>

**SOURCE #10**

Company Name: YMCA Women's & Family Center  
Address: 167 Colony Street, Meriden, CT 06450  
Contact: Pam Dove  
Phone:  
Fax:  
E-Mail:

**SOURCE #11**

Company Name: NAACP  
Address: 166 Selleck Street, Stamford, CT 06902  
Contact:  
Phone:  
Fax:  
E-Mail:

**SOURCE #12**

Company Name: AWRT  
Address: 8405 Greensboro Drive, Suite 800, McLean, VA 22102  
Contact:  
Phone:  
Fax:  
E-Mail:

**SOURCE #13**

Company Name: All Access.com

Address:

Contact:

Phone:

Fax:

E-Mail:

**SOURCE #14**

Connecticut Broadcasters Association Job Bank

Ctba.org

TOTAL NUMBER OF INTERVIEWEES BY EACH  
RECRUITMENT SOURCE

Yearly Period Beginning: 12/1/2020 Ending: 11/30/2021

Total Number of Persons Interviewed for Full-time Vacancies: 4

\* \* \* \* \*

Total Number of Interviews by Each Recruitment Source:

Recruitment Source Name: Willpower Radio, LLC

Total Number of Interviewees: 4

Recruitment Source Name: Connecticut Broadcasters Association

Total Number of Interviewees: 0

Recruitment Source Name: The Lakeville Journal

Total Number of Interviewees: 0

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES SHEET**

1. September through November 2021

Initiative Title: Digital Marketing Training Program

Between September and November of 2021, Willpower Radio worked with Mathew Zucker of Mat Zucker Communications, an outside consultant, to train our staff in digital marketing opportunities for broadcast stations. These training sessions occurred weekly for 2-4 hours a session and provided formal training and education for our staff in digital marketing. These sessions added a new skill set for our staff to sell and package digital and traditional advertising on broadcast stations, which they can use at WKZE-FM or future employment at other broadcast stations. Prior to this training, our sales staff had little to no experience with digital marketing.