

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

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

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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.