

# EEO PUBLIC FILE REPORT

Employment Unit: Lightner Communications, LLC

For Radio Stations (Unit Members):

WBRX (FM) 94.7, Cresson, PA

WBXQ (FM) 94.3, Patton, PA

WRTA (AM) 1240, Altoona, PA

WKMC (AM) 1370, Roaring Spring, PA

WYUP (AM) 1400, Loretto, PA

WTRN (AM) 1340, Tyrone, PA

WKFO (AM) 1380, Kittanning, PA (as of 6-15-21)

WPHB (AM) 1260, Phillipsburg, PA (as of 11-1-21)

This EEO Public File Report Covers the One-Year Period  
April 1, 2021 - March 31, 2022.

Employment Unit Address:

2513 6<sup>th</sup> Avenue Altoona, PA 16602

This EEO Public File Report is filed in each stations public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules.

## EEO Contact Information for Employment Unit:

Each station routinely provides on-air announcements to notify groups in the community to notify us if they would like notifications of any job openings. If your organization would like to be contacted regarding future vacancies, please contact:

Jody Stevens, Office Manager

Lightner Communications, LLC.

2513 6<sup>th</sup> Avenue, Altoona, PA 16602

Phone: 814-943-6112

E-mail: [jstevens@lightnercom.com](mailto:jstevens@lightnercom.com)

## Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

During this one-year period, the stations filled the following full-time vacancies:

2 Full-Time Vacancies were filled during this period.

Job Title	Hire Date	Persons Hired	Persons Interviewed	Recruitment Sources Used	Referring Source for person hired
Marketing Representative	8/23/21	1	2	#13	#13
Marketing Representative	10/25/21	1	1	#13	#13
<b>Total</b>		<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>

## Attachment A

### **EEO INFORMATION FOR FULL-TIME VACANCIES**

Lightner Communications LLC, is an equal opportunity employer and does not discriminate in the hiring, or promotion of employees by reason of race, color, religion, sex, or national origin. We continually seek out prospective applicants for employment. We have contacted agencies in the area of the station to solicit for full-time open positions of employment. The attachment exemplifies those agencies contacted or our list to be contacted when we have any openings. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach to achieve dissemination of employment opportunities to a broad section of the community.

### **Full-Time Recruitment Sources Master List:**

<b>RS Number</b>	<b>Recruitment Source: Name, Address, Phone, Email, URL</b>	<b>Number of Interviewees Referred</b>	<b>Source Entitled to Vacancy Notification (Yes or No)</b>
1	PA CareerLink 1600 5 <sup>th</sup> Avenue Altoona, PA 16602 814-940-6200 <a href="http://www.Pacareerlink.pa.gov">www.Pacareerlink.pa.gov</a>	0	N
2	PA Association of Broadcasters 2018 North 3 <sup>rd</sup> Street \ Suite105 Harrisburg, PA 17101 717-482-4820 Gail Ponti gponti@pab.org	0	N
3	GREATER ALTOONA CAREER & TECHNOLOGY CENTER 1500 4 <sup>th</sup> Avenue Altoona, PA 16602 814-946-8562 Kim Ciccarella kim.ciccarella@gactc.edu	0	N
4	Penn State Altoona Career Services Office 3000 Ivyside Park Altoona, PA 16602 814-949-5099 Rebecca Maguda rvb5@psu.edu	0	N
5	PSU College of Communications 208D Carnegie Building University Park, PA 16802 814-863-4674 Robert P .Martin rpm163@ psu.edu	0	N
6	St. Francis University 117 Evergreen Drive PO Box 600 Loretto, PA 15940 814-472-3019 Julie Barris jlbarris@francis.edu	0	N

7	Juniata College 1700 Moore Street Huntingdon, PA 16652 814-641-3350 Tammy Stuber <a href="mailto:stuber@juniata.edu">stuber@juniata.edu</a>	0	N
8	Allegheny College of MD Bedford Campus 18 North River Lane Everett, PA 15537 814-652-9528 Maryann Clark <a href="mailto:mclark@allegany.edu">mclark@allegany.edu</a>	0	N
9	PA Highland Community College 5580 Goods Lane Altoona, PA 16602 814-201-2700 Larry Brugh <a href="mailto:careers@pennhighlands.edu">careers@pennhighlands.edu</a>	0	N
10	South Hills School of Business Altoona 541 58 <sup>th</sup> Street Altoona, PA 16602 814-944-6134 Lora Beamenderfer <a href="mailto:lbeamenderfer@southhills.edu">lbeamenderfer@southhills.edu</a>	0	N
11	Lightner Communications Website 2513 6 <sup>th</sup> Ave, Altoona PA 16602 814-943-6112 Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>	0	N
12	Lightner Communications – Internal Posting 2513 6 <sup>th</sup> Ave, Altoona PA 16602 814-943-6112 Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>	0	N
13	Lightner Communications On-air Radio and Internet streaming ads. 2513 6 <sup>th</sup> Ave, Altoona PA 16602 814-943-6112 Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>	3	N
14	Lightner Communications Facebook Posts 2513 6 <sup>th</sup> Ave, Altoona PA 16602 814-943-6112 Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>	0	N
15	Walk-In, Employee & Client Referrals 2513 6 <sup>th</sup> Ave, Altoona PA 16602 814-943-6112 Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>	0	N

## **Attachment B**

### **OUTREACH ACTIVITIES**

Attachment B contains a list and brief description of activities undertaken pursuant to the FCC's EEO rules during the time periods covered by this report. The stations have engaged in the following outreach activities:

### **RADIO STATION TOURS**

We routinely give group tours of our facility at 2513 6<sup>th</sup> Avenue Altoona, PA 16602, to organizations such as Boy and Girl Scouts, school groups, individual students, and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands-on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our stations and coverage areas. The tours are given by station personnel in programming, sales, or production teams. To request a tour, contact: Jody Stevens, at Lightner Communications 2513 6<sup>th</sup> Avenue Altoona, PA 16601 or Phone: 814-943-6112.

Due to COVID precautions, and lack of requests, no official tours were given in this period.

### **INTERNSHIP PROGRAM**

We provide internship opportunities to students as requested. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Students may work with any staff members to fulfill their Internship. Promotional interns help plan, implement, and recap ways to market and promote the stations. They attend Remote Broadcasts for the stations and help promote the event. For this period, we had internships as per the following:

No internships were provided this period Because of COVID-19

## **PARTICIPATION IN EDUCATIONAL EVENTS**

Date	Event/Recruitment Initiative	Description	Participants
3-7-22	Training Programs for Station Personnel	Participated in P1 Learning training series on recruitment and hiring.	Robert Taylor, Operations Manager, Sr. Sales Staff
4-14-21	Training Programs for Station Personnel	Participated in Pennsylvania Association of Broadcasters "Preparing for License Renewal" webinar	Robert Taylor, Operations Manager
11-14-21	Training Programs for Station Personnel	Participated in PAB/RDR Political Advertising Webinar	Robert Taylor, Operations Manager
12-8-21	Training Programs for Station Personnel	Participated in PAB/RDR Collections Webinar	Robert Taylor, Operations Manager
Various	Training Programs for Stations Personnel	We provide RAB and P1 online classes for professional development. Employees participate in learning throughout the year.	Sales Staff

## **OUTREACH EVENTS**

Lightner Communications participates in all possible Job Fairs, High School and College Career Fairs, and any other opportunity to inform potential employee candidates about the field of Broadcasting, Marketing, and Broadcast Journalism. Job fairs were limited during this period because of COVID-19

Date	Event/Recruitment Initiative	Description	Participants
5-20-2021 (Various dates through the year working on initiative project and Misc. PAB issues.	Pennsylvania Association of Broadcasters Board of Directors Meeting and Broadcast Engineer Futures Committee	Our station owner who serves on the PAB board of directors, worked with other board members and the PAB president to help develop a program to recruit and train Broadcast Engineers.	Matthew Lightner - Managing Member/Owner
10-6-2021	Greater Altoona Career and Technology Center/ OAC Meeting	Our owner serves on the electronics technology Occupational Advisory Committee at the GACTC. He Routinely speaks on the new trends in Broadcast Technology and what students need to know to work in broadcasting, as well discuss any employment or intern opportunities at the radio stations.	Matthew Lightner - Managing Member/Owner
11-5-2021	Claysburg Kimmel High School/ Career Day-Job Fair.	Station Staff discussed all the different types of careers in broadcasting, and what they do each day at the station. They showed examples of their work, and answered many questions from the students.	Matthew Lightner - Managing Member/Owner  Robert Taylor – Operations Manager  Adam Erickson – On-Air personality