

# 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

WPHB (AM) 1260, Phillipsburg, PA

This EEO Public File Report Covers the One-Year Period  
April 1, 2022 - March 31, 2023.

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 | 2/20/23   | 1             | 1                   | #15                      | #15                               |
| General Manager          | 1/16/23   | 1             | 1                   | #15                      | #15                               |
| <b>Total</b>             |           | <b>2</b>      | <b>1</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:<br/>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<br>1600 5 <sup>th</sup> Avenue<br>Altoona, PA 16602<br>814-940-6200<br><a href="http://www.Pacareerlink.pa.gov">www.Pacareerlink.pa.gov</a> | 0                                      | N  |
| 2                | PA Association of Broadcasters<br>2018 North 3 <sup>rd</sup> Street \ Suite105 Harrisburg,<br>PA 17101<br>717-482-4820<br>Gail Ponti gponti@pab.org       | 0                                      | N  |
| 3                | GREATER ALTOONA CAREER &<br>TECHNOLOGY CENTER<br>1500 4 <sup>th</sup> Avenue Altoona, PA 16602<br>814-946-8562<br>Kim Ciccarella kim.ciccarella@gactc.edu | 0                                      | N  |
| 4                | Penn State Altoona Career Services Office<br>3000 Ivyside Park Altoona, PA 16602<br>814-949-5099<br>Rebecca Maguda rvb5@psu.edu                           | 0                                      | N  |
| 5                | PSU College of Communications<br>208D Carnegie Building<br>University Park, PA 16802<br>814-863-4674<br>Robert P .Martin rpm163@ psu.edu                  | 0                                      | N  |
| 6                | St. Francis University<br>117 Evergreen Drive PO Box 600<br>Loretto, PA 15940<br>814-472-3019<br>Julie Barris jbarris@francis.edu                         | 0                                      | N  |

|    |   |   |   |
|----|---|---|---|
| 7  | Juniata College<br>1700 Moore Street<br>Huntingdon, PA 16652<br>814-641-3350<br>Tammy Stuber <a href="mailto:stuber@juniata.edu">stuber@juniata.edu</a>   | 0 | N |
| 8  | Allegheny College of MD Bedford Campus<br>18 North River Lane<br>Everett, PA 15537<br>814-652-9528<br>Maryann Clark <a href="mailto:mclark@allegany.edu">mclark@allegany.edu</a>  | 0 | N |
| 9  | PA Highland Community College<br>5580 Goods Lane Altoona, PA 16602<br>814-201-2700<br>Larry Brugh <a href="mailto:careers@pennhighlands.edu">careers@pennhighlands.edu</a>  | 0 | N |
| 10 | South Hills School of Business Altoona<br>541 58 <sup>th</sup> Street Altoona, PA 16602<br>814-944-6134<br>Lora Beamenderfer<br><a href="mailto:lbeamenderfer@southhills.edu">lbeamenderfer@southhills.edu</a>          | 0 | N |
| 11 | Lightner Communications Website<br>2513 6 <sup>th</sup> Ave, Altoona PA 16602<br>814-943-6112<br>Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>                                     | 0 | N |
| 12 | Lightner Communications – Internal Posting<br>2513 6 <sup>th</sup> Ave, Altoona PA 16602<br>814-943-6112<br>Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>                          | 0 | N |
| 13 | Lightner Communications On-air Radio and<br>Internet streaming ads.<br>2513 6 <sup>th</sup> Ave, Altoona PA 16602<br>814-943-6112<br>Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a> | 0 | N |
| 14 | Lightner Communications Facebook Posts<br>2513 6 <sup>th</sup> Ave, Altoona PA 16602<br>814-943-6112<br>Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>                              | 0 | N |
| 15 | Walk-In, Employee & Client Referrals<br>2513 6 <sup>th</sup> Ave, Altoona PA 16602<br>814-943-6112<br>Robert Taylor <a href="mailto:rtaylor@lightnercom.com">rtaylor@lightnercom.com</a>                                | 2 | 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.

### **Job Shadow Student**

Lightner Communications worked with Goodwill of the Southern Alleghenies with a job shadow student. This person was in on March 1<sup>st</sup>, 2023 and was shown all aspects of jobs in a radio station/

## **PARTICIPATION IN EDUCATIONAL EVENTS**

| Date    | Event/Recruitment Initiative             | Description   | Participants                                       |
|---------|--|---|--|
| 4-7-22  | Training Programs for Station Personnel  | Participated in P1 Learning training series on recruitment and hiring.  | Robert Taylor, Operations Manager, Sr. Sales Staff |
| 5-5-22  | PA Chamber president talk on employment  | Onsite Q/A Talk from PA Chamber president Gene Barr on employment and PA Politics.  | Matt Lightner, Owner                               |
| 8-18-22 | Training Programs for Station Personnel  | Participated in PAB/RDR Political Advertising Webinar   | Robert Taylor, Operations Manager                  |
| 4-20-23 | Training Programs for Station Personnel  | Participated in PAB/RAB Local Business Webinar  | Matt Lightner, Owner                               |
| 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 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.

| Date  | Event/Recruitment Initiative  | Description  | Participants   |
|---|---|--|--|
| 5-5-22, 12-15-22<br>(Various dates through the year working on initiative project and Misc. PAB issues. | Pennsylvania Association of Broadcasters Board of Directors Meeting and Recruitment discussions | Our station owner who serves on the PAB board of directors, worked with other board members on ideas to recruit technical staff.   | Matthew Lightner<br>Managing Member/Owner  |
| 10-4-2022, 3-7-2023   | Greater Altoona Career and Technology Center/ OAC Meetings                                      | 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<br>Managing Member/Owner  |
| 2-16-2023   | 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 -<br>Managing Member/Owner<br><br>Robert Taylor –<br>Operations Manager<br><br>Adam Erickson – On-Air personality |