

EEO Public File Report
For the period: January 22, 2011 to January 23, 2012

Annual EEO Public File Report For:
Cayuga Radio Group
1751 Hanshaw Road
Ithaca, New York 14850
WNYY – WQNY – WHCU – WYXL-WIII-WYXL HD2-WYXL HD3

The purpose of this EEO Public File Report is to comply with Section 73.20800 (6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the stations WNYY, WHCU, WQNY, WYXL, WIII, WYXL HD2, WYXL HD3 all located in Ithaca, New York.

The information contained in this report cover the time period beginning January 22, 2011 to January 23, 2012.

The FCC's 2002 EEO Rule requires that this report contain the following information.

- 1) A list of all full-time vacancies filled by Cayuga Radio Group stations during the applicable period.
- 2) For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to section 73.2080c (1) of the EEO rule, which should be separately identified), identified by name, address, contact person and telephone number.
- 3) The recruitment source that referred the employee for each full-time vacancies during the applicable period
- 4) Date 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..
- 5) A list and brief description of the initiatives undertaken pursuant to section 73.2080c (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 job positions listed on Appendix 1.

Appendix 1
ANNUAL EEO PUBLIC FILE REPORT
COVERING THE PERIOD FROM 1/22/11 TO 1/23/12

Section 1: Vacancy Information

Station compromising report: WYXL, WQNY, WHCU, WNYY, WIII,
WYXL HD2, WYXL HD3

Full time position Referring Source Filled by job title	Date Open	Date Filled	Recruitment Source	Interviews for Position
Traffic Manager	04/01/2011	04/20/2011	Saga Communications Website	2
Account Executive	ongoing	07/03/2012	Ithaca College Career Center	1
Program Director	05/01/2011	05/30/2011	Hired From Within	6
Assistant Traffic Director	12/01/2011	01/01/2012	Hired From Within	1
New Reporter	11/01/2011	11/25/2011	Saga Communications Website	3

Appendix 2
ANNUAL EEO PUBLIC FILE REPORT
COVERING THE PERIOD FROM 1/22/11 TO 1/23/12
Section comprising report: WYXL, WQNY, WHCU, WNYY,
WIII, WYXL HD2, WYXL HD3

First Name	Title	Company	Address
Interviewees referred by source			
1-Advertising Radio	WNYY	175 Hanshaw Road,	Ithaca, New York 14850
2-Advertising Radio	WQNY	Same as above	
3-Advertising Radio	WHCU	Same as above	
4-Advertising Radio	WYXL	Same as above	
5-Advertising Radio	WIII	Same as above	
6-Advertising Radio	WYXL HD2	Same as above	
7-Newspaper	Star Gazette	Elmira, New York	
8-Newspaper	Ithaca Journal	Ithaca, New York	
9-Newspaper	Binghamton Press	Binghamton, New York	
10-Newspaper	Cortland Standard	Cortland, New York	
11-Newspaper	Post Standard	Syracuse, New York	

Internet Resource

National Broadcast	www.nab.org/bcc
New York State Broadcasters	www.nybroadcasterassn.org
WHCU	www.whcu870.com
WNYY	www.1470wnyy.com
WYXL	www.literock973.com
WQNY	www.qcountry1037.com
WIII	http://www.i100rocks.com

WYXL HD2	http://hits1033.com	
Radio Advertising Bureau	www.rab.com	
Saga Communications	www.sagacommunications.com	5
Workforce New York	www.tompkinsworkforceny.org	
Media Recruiter	www.mediarecruiter.com	
All Access	www.allaccess.com	2
Craig's List	www.craigslist.org	6

Attachment A

IV: Recruitment

We will contact a variety of minority and women's organizations to encourage the referral of qualified minority and women applicants whenever job vacancies occur:

In addition to the organizations noted in attachment, which specialize in minority and women candidates, we will deal only with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, natural origin or sex.

When we recruit prospective employees from educational institutions such recruitment efforts will include area schools and colleges with minority and women enrollments.

See attached list.

**American Red Cross of T. C. Friendship Center
618 West State Street
Ithaca NY 14850**

**BOCES, T-S-T, Business and Industry Training
555 Warren Road
Ithaca NY 14850**

**BOCES, T-S-T, Career and Technical Education
555 Warren Road
Ithaca NY 14850**

**Catholic Charities, Career and Family Development
324 West Buffalo Street
Ithaca NY 14850**

**Challenge Employment Services
402 East State Street
Ithaca NY 14850**

**Cornell Public Service Center, Community Work Study Program
Cornell University
200 Barnes Hall
Ithaca NY 14853-1601**

**Experience Works, Ithaca Office
c/o N.Y.S. Dept.of Labor- Tompkins
171 East State Street , 2nd floor,
Ithaca NY 14850**

**Labor Department, New York State, Endicott
2001 Perimeter Road East, Suite 3
Endicott NY 13760**

**Labor Department, NYS, Division of Employment Services
171 East State Street
Center Ithaca, 2nd Floor
Ithaca NY 14850**

**NAACP
132 Genesee Gardens
Auburn, NY 13021
Job Placement Office**

**Learning Web
515 West Seneca Street
Ithaca NY 14850**

**Learning Web, Youth Outreach Independent Living Program
602 Hancock Street
Ithaca NY 14850**

Tompkins/Cortland Community College (TC3)
170 North Street
PO Box 139
Dryden NY 13053

Tompkins County Workers' Center
115 The Commons
2nd Floor
Ithaca NY 14850

National Organization for Women
124 Old Peruville Road
Groton NY 13073

Greater Ithaca Activities Center
318 North Albany Street
Ithaca NY 14850

Job Corps
224 Harrison Street
Suite 212
Syracuse NY 13202

Career Services
Ithaca College
1101 Gannett Center
Ithaca, NY 14850

Cornell Career Services
103 Barnes Hall
Cornell University
Ithaca, NY 14853

TCAD
200 East Buffalo Street
Suite 102A
Ithaca NY 14850

Cornell Women's Resource Center
Loft #1 Willard Straight Hall, Six
Mailbox #71, Cornell University
Ithaca NY 14853

**Salvation Army, Corps Community Center
150 North Albany Street
Ithaca NY 14850**

**Multicultural Resource Center
615 Willow Avenue
Ithaca NY 14850**

**Southside Center
305 South Plain Street
Ithaca, NY 14850 Job Placement Office**

**Westchester Community College
75 Grasslands Ave
Valhalla, NY 10595
Radio / TV Department**

**North American Indian Club
PO Box 851
Syracuse, NY 13204**

**Dutchess Community College
53 Pendell Road
Poughkeepsie, NY 12601
Career Development Office**

January 2011-January 2012 Community Outreach Narrative

September 9/12/11

Ithaca College Career Fair (Park School of Communication)

September 27, 2011

Ithaca College: Full College Internship Fair

Staff participation at all events included: Marketing Director, Program Directors, News Director, General Manager/Sales Manager

Summer 2011

New York State Broadcasters Internship Program

This program recruits throughout the state for paid summer internships. Internships were awarded by New York State Broadcasters Association to our radio stations. We recruited through radio station ads, websites and made specific efforts to contact local high school guidance counselors, GIAC (Greater Ithaca Activity Center), Southside Community Center plus local college internship supervisors. The interns had to be between the ages of 17 and 21, reside in New York State or go to school in New York . Summer 2011 Cayuga Radio Group hosted 3 NYSBA interns.

Spring/Summer 2011

Cayuga Radio Group has an ongoing relationship with Ithaca College, Cornell University, Tompkins Cortland Community College, Cortland State College, and our local high schools. We provide unpaid or unpaid for credit internships throughout the school year and summer. The internships give students the opportunity to work in all of our departments and then specialize in their field of interest. 2010 Cayuga Radio Group had one unpaid for credit intern from SUNY Oswego and one unpaid for credit intern from Ithaca College.

Cayuga Radio Group has an ongoing shadowing and mentoring program with students in the community who have an interest in broadcasting.

Our employees are guest lecturers in classes at Cornell University, Tompkins Cortland Community College, and Ithaca College. They also serve as guest speakers at area high schools for “career day”.

We look at all of these as opportunities for outreach and recruitment.

Throughout 2011, General Manager Susan Johnston participated, as a business leader and a Chamber member, in a series of meetings discussing issues of race, class, and employment. The program is called “A Community Conversation on Racism and Equity” sponsored by the Tompkins County Chamber of Commerce.

Cayuga Radio Group created and maintains a segment on WHCU, which runs Tuesdays from 8:30am to 9am, called All Things Equal. This program addresses racism, ethnicity, recruitment, and sustainability issues. This program is a permanent segment on WHCU and podcasts of the show are available on the WHCU website www.whcu870.com

12/17/11 Southside Community Center PSA workshop. Worked with business owners and students to demonstrate proper ways to write and craft a PSA.

2/5/11 PSA Recording-Worked with local hip hop artists to record and write PSAs for SSCC's Unity Studio

6/15/11 3rd Annual Freestyle Rap competition sponsored by Hits 103.3. We sponsored and gave away the grand prize...a 160g iPod!