

Equal Employment Opportunity Public File Report

For the reporting period of February 01, 2010 through January 31, 2011

WMSA-(AM) Massena, NY (Facility Id. No. 97)
WRCD-(FM) Canton, NY (Facility Id. No. 15821)
WVLF-(FM) Norwood, NY (Facility Id. No. 60470)
2155 State Route 420
P.O. Box 210
Massena, NY 13662

Licensee: Stephens Media Group-Massena, LLC

- i. The following is a list of all vacancies for full-time careers filled during the reporting period:

Career Title	Date Open	Date Filled
DJ/Production Director	February 5, 2010	February 18, 2010
DJ/Production Director	January 6, 2011	January 7, 2011

- ii. During the reporting period, the following recruitment sources were contacted as vacancies for full-time careers opened:

Source Number	Recruitment Source	Address	Contact person	Telephone/Fax Number
1	SeawayHelpWanted.com	One Civic Center Plaza Suite 506 Poughkeepsie, NY	Dale Mulder dale@regionalphelpwanted.com	P 845-471-5200 F 845-485-8398
2	Daily Courier-Observer	1 Harrowgate Commons, PO Box 300, Massena, NY 13662	Advertising bward@ogd.com	P 315-769-2541 F 315-764-0180
3	WMSA-WRCD-WVLF Radio	2155 St. Hwy 420, PO Box 210, Massena, NY 13662	Michael R. Guimond mikeg@1340wmsa.com	P 315-769-3333 F 315-769-3299
4	Referral from Client, Employee or Other Employer	2155 St. Hwy 420, PO Box 210, Massena, NY 13662	Michael R. Guimond mikeg@1340wmsa.com	P 315-769-3333 F 315-769-3299

iii. The following is a list of recruitment sources which provided the person hired for each position filled during the reporting period:

Career Title	Recruitment Source
DJ/Production Director	Referral from Client, Employee or Other Employer

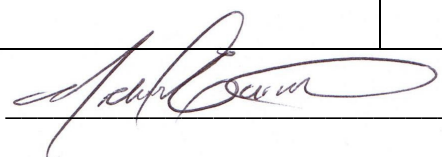
iv. During the reporting period, there were a total of 4 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

Recruitment Source	Total No. of Interviewees
SeawayHelpWanted.com	1
Daily Courier-Observer	0
WMSA-WRCD-WVLF Radio	0
Referral from Client, Employee or Other Employer	3

- v. During the reporting period, the station employment unit engaged in the following outreach initiatives:

No .	Type of Outreach Initiative (e.g. internship, job fair, etc.)	Brief Description of Activity (Include date, description of event, nature of SMG's participation in event, and title of station personnel involved)
1	Internship Program	Stephens Media Group maintains an on-going internship program with the Technical Prep department at Massena High School to offer training for interns with the goal of working in radio. This program gives local High School students exposure to all departments within a broadcast operation. This program operates throughout the school year and has resulted in part-time hires. The program starts in September and each student spends 6 Wednesday afternoons with station personnel. This past September students interned with Chuck Poirier in operations and on air DJ.
2	SeawayHelpWanted.com	Co-founding stations for Regional Help Wanted online job site where employers post help wanted ads and candidates can post resumes and apply for jobs. Cluster stations contribute more than \$20,000 annually in time promoting the job service for our listeners. General Manager Michael Guimond ensured commercials aired correctly on all stations.
3	Job & Career Fair	Participated in Gateways to Careers at Clarkson University. Met with various prospects and discussed opportunities in April 2010. Attended Canton NY's Fall Career Fair at SUNY Canton in October 2010. SMG-Massena General Manager Michael Guimond attended both, met with potential candidates, discussed opportunities and manned our booths.

4	Internet Advertising	Stations ran ads on www.Seawayhelpwanted.com seeking candidates for Production and On air positions. Posted by General Manager Michael Guimond, Operations Director Andy Cox, and Program Director, Sandy Cook.
5	Referrals	General Manager and Account Managers networked with clients or other area employers or business leaders at Chamber of Commerce and Rotary meetings for referrals of qualified potential employees.
6	Training Program	We have established a training program in conjunction with the RAB and NAB for sales training, as well as our own sales training course "Creating Champion Sellers" designed by David Stephens enabling station personnel opportunity for advancement within Stephens Media Group. The training program contains a DVD series and workbook for participants.
7	Mentoring Program	Our General Manger Michael Guimond meets weekly to mentor our director of operations and programming, Wednesday's at 11am. During this time, once per quarter, we analyze our recruitment program to ensure we reach a broad spectrum of potential candidates. Our General Manager also meets weekly with all salespeople to mentor them in sales and track their progress every Monday.

Signed: 

Typed Name: Michael R. Guimond

Title: General Manager

Telephone #: 315-769-3333 x104