

**EEO ANNUAL PUBLIC FILE REPORT
LLOYD LANE, INCORPORATED
WCJW (AM), WARSAW, NY
W279BO, WARSAW, NY
W288BZ, BATAVIA, NY
W265BX, NUNDA, NY
W282BQ, AVON, NY**

Equal Opportunity Employer Information:

Lloyd Lane, Incorporated, the licensee of WCJW (AM) in Warsaw, NY, is an equal opportunity employer. We are currently looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our radio station, call Lloyd Lane at (585) 786-8131 or contact by e-mail at lloyd@wcjw.com.

At WCJW (AM), we are committed to recruiting and retaining diverse talent by creating an environment that integrates diversity and inclusion in all aspects of our business. Our company is enriched and made more effective representation of diverse experience, backgrounds, ethnicity, education, sexual orientation and regional and cultural orientation. WCJW (AM) is an Equal Opportunity Employer where women and minorities are encouraged to apply.

This report covers full-time vacancy recruitment for the period of February 1, 2012 through January 31, 2013.

<p><u>Employment Unit:</u> Lloyd Lane, Incorporated</p>	<p><u>Address:</u> Lloyd Lane, Inc. 3258 Merchant Road Warsaw, NY 14569</p>	<p><u>Contact Person:</u> Lloyd B. Lane President / GM</p>
<p><u>Unit Members, Community of License</u> WCJW (AM), Warsaw, NY W279BO, Warsaw, NY W288BZ, Batavia, NY W265BX, Nunda, NY W282BQ, Avon, NY</p>	<p><u>Telephone Number:</u> (585) 786-8131</p>	<p><u>E-mail Address:</u> lloyd@wcjw.com</p>

1. Full-Time & Part-Time Job Vacancies Filled by the Employment Unit:

	Title	Recruitment Source Referring Hired	Recruitment Sources Utilized to Fill the Full-Time Vacancy			Referral Source of Interviews	
			Outreach Organization	Advertising	Job Fairs	Source	# of Interviews
A	Morning Show host	All Access.com	1, 2, 3, 4	8		11, 12, 13	8
B	Advertising Sales Representative	Client referral	1, 2, 4		9, 10	11, 12, 13	5
C	Advertising Sales Representative	Employee referral				11, 13	1
D	Announcer / Board Operator (PT)	Employee referral				11, 12	1
E	Announcer / Board Operator (PT)	All Access.com	1, 2, 3, 4	5, 6, 8		11, 13	7

Total # of interviews for full time job vacancies during the reporting period:	22
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2. Recruitment Sources

OUTREACH ORGANIZATIONS

#	Organizations	Contact	# of referrals
1	SUNY Brockport	Warren Kozireski SUNY Brockport 135 Seymour Union Brockport, NY 14420 (585) 395-5626 Dale Hartnett SUNY Brockport 350 New Campus Drive Brockport, NY 14420 (585) 395-5295	1
2	SUNY Geneseo	Michael Saffron WBSU-FM SUNY Geneseo Blake B #204 Geneseo, NY 14454 (585) 245-6009	2
3	Genesee Community College	Genesee Comm. College Dept of Communications Attn: Valerie Townsend 1 College Drive Batavia, NY 14020 (585) 343-0055	1
4	Get Creative Consulting / The Write Creative	Kurt Schenk, President Get Creative Consulting PO Box 25685 Rochester, NY 14625 Phone: 585-507-0944	0

COMPANY POSTINGS

5	Lloyd Lane	Employee Awareness	Current full & part-time employees are made aware of openings. Referrals are encouraged. Part time employees expressing interest are considered for full-time openings.	0
6	Lloyd Lane	WCJW website www.wcjl.com	Full & part-time opportunities are listed on the station website. (when appropriate)	0

ADVERTISING

7	WCJW Radio Commercials	On-Air Commercial Announcements	0
8	All Access.com	Website jobs listing	10

JOB FAIRS

9	Wyoming County Job Fair at Genesee Community College – Arcade	March 16, 2012 10am – 3pm	WCJW General Manager Lloyd Lane & Sales Manager Paul Schultz manned a booth at the fair.	11
10	Genesee Community College Job Fair-Batavia	April 3, 2012 12pm – 2pm	WCJW Sales Manager and Advertising Account Manager Kelli Pease manned the booth at the fair	3

OTHER SOURCES

11	Employee Referral	4
12	Client Referral	1
13	Self-Referral	1

3. Supplemental Recruitment Initiatives:

#	Initiatives	Date	Description	# of referrals
14	Student Internships	On-going	College students majoring in Communications or Broadcast are given the opportunity to work on a part time basis at the station. Interns are given "hands-on" experience in a variety of roles. 1 individual participated in an internship during this reporting period before returning to college in September.	1
15	WCJW Studio Group Tours	On-going	Tours of the radio facility are given to organizations such as Cub Scouts, summer youth programs, and various other organizations. Station operation, career opportunities and educational requirements are discussed. Over 5 tours were conducted during the reporting period. Tours are conducted by WCJW news director, Steve Weber.	0

Total interviewees referred for full and part-time jobs during the reporting period:	35
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