



WMCR AM & WMCR AM RADIO STATIONS ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080©(6) of the FCC's 2002 EEO rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WMCR-FM, Oneida, New York FIN: 58038
WMCR (AM), Oneida, New York FIN: 70890

The information contained in the Report covers the time period beginning February 1, 2011 to and including January 31, 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 the Stations comprising the Station Employment Unit during the applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data 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; and
5. A list of brief descriptions of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Sections 1, 2, and 3, which follow, provide the required information. Please note that the numbers listed on Section 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 Section 1.

Leatherstocking Media Group, Inc., the licensee of WMCR AM/FM, has and will continue to be Equal Employment Opportunity Employers. Leatherstocking Media is committed to broad and inclusive outreach for hiring full-time employees, affording equal opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender and religion. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

**WSENAM/FM & WFBL RADIO STATIONS
EEO PUBLIC FILE REPORT
COVERING PERIOD FROM FEBRUARY 1, 2011 TO JANUARY 31, 2012
STATIONS COMPRISING STATION EMPLOYMENT UNIT: WMCR AM/FM**

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken By WMCR

WSEN/WFBL air a commercial encouraging Recruitment Agencies to contact us regarding employment with our stations. They are asked to contact the Business Manager if they would like to be informed of any openings at our stations. We run this ad on all stations for one week (15x) every month (staggered weeks between stations). We also update our recruitment sources once a year to make sure of correct address's and contact persons. This allows us to be efficient when recruiting for a position.

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SECTION 1: VACANCY INFORMATION

FULL TIME POSITIONS FILLED BY JOB TITLE	RECRUITMENT SOURCE OF HIREE	TOTAL # OF INTERVIEWEES FROM ALL SOURCES FOR THESE POSITIONS
1. Account Executive	Madison County Courier	
2. Account Executive	WMCR FM (on-air ad)	

Total Number of Persons Interviewed During Applicable Period:

2

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SECTION 2: RECRUITMENT SOURCE INFORMATION

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Position # / (# of referred) This Period (if any)	Full-Time Positions For Which This Source Was Utilized
Madison County Courier 119 Genesee Street Chittenango, NY 13037 contact: Mike Bova	1(1)	1,2
CNY Works Job Bank 207 Genesee Street, Ste 201 Utica, NY 13501	0	1,2
wmcronline.com Website contact: Nikki Feroni	0	1,2
Recruitment Ads On-Air	2(1)	
Syrhelpwanted.com	0	1,2

