

**Champlain Radio Group**

**WWMP - WIER - WIFY - WCAT - WTWK - WRSA - WFAD**

**A. Full time vacancies filled in 2011**

Account Executives 6

Chief Engineer 1

**B. Recruitment/Referral Sources used to seek candidates for each vacancy**

<b>Account Executive</b>		<b>13 Interviewed</b>		<b>Position Filled 2/14/11 Our-Air</b>		<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403		802-863-1010		6
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403		Online		1
Seven Days Newspaper	Classifieds	PO Box 1164, Burlington VT 05402		802-859-1020 x21		4
Craig's List (VT and NY)	Job Listings	Craig'slist.com		Online		2
VT Assoc of Broadcasters	Classifieds	VAB website		On-Line		0
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265		On-Line		0

<b>Account Executive</b>		<b>13 Interviewed</b>		<b>Position Filled 2/14/11 Our-Air</b>		<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403		802-863-1010		6
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403		Online		1
Seven Days Newspaper & Web	Classifieds	PO Box 1164, Burlington VT 05402		802-859-1020 x21		4
Craig's List (VT and NY)	Job Listings	Craig'slist.com		Online		2
VT Assoc of Broadcasters	Classifieds	VAB website		On-Line		0
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265		On-Line		0

<b>Account Executive</b>		<b>13 Interviewed</b>		<b>Position Filled 2/14/11 Seven Days Newspaper</b>		<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403		802-863-1010		6
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403		Online		1
Seven Days Newspaper & Web	Classifieds	PO Box 1164, Burlington VT 05402		802-859-1020 x21		4
Craig's List (VT and NY)	Job Listings	Craig'slist.com		Online		2
VT Assoc of Broadcasters	Classifieds	VAB website		On-Line		0
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265		On-Line		0

<b>Account Executive</b>		<b>13 Interviewed</b>	<b>Position Filled 2/14/11</b>	<b>Seven Days Newspaper</b>	<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403	802-863-1010		6
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403	Online		1
Seven Days Newspaper & Web	Classifieds	PO Box 1164, Burlington VT 05402	802-859-1020 x21		4
Craig's List (VT and NY)	Job Listings	Craig'slist.com	Online		2
VT Assoc of Broadcasters	Classifieds	VAB website	On-Line		0
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265	On-Line		0

<b>Account Executive</b>		<b>13 Interviewed</b>	<b>Position Filled 2/14/11</b>	<b>Craig's List</b>	<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403	802-863-1010		6
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403	Online		1
Seven Days Newspaper & Web	Classifieds	PO Box 1164, Burlington VT 05402	802-859-1020 x21		4
Craig's List (VT and NY)	Job Listings	Craig'slist.com	Online		2
VT Assoc of Broadcasters	Classifieds	VAB website	On-Line		0
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265	On-Line		0

<b>Account Executive</b>		<b>8 Interviewed</b>	<b>Position Filled 10/11/11</b>	<b>Craig's List</b>	<b>#</b>
On-Air	On-Air	372 Dorset St, South Burlington VT 05403	802-863-1010		4
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403	Online		0
Seven Days Newspaper & Web	Classifieds	PO Box 1164, Burlington VT 05402	802-859-1020 x21		2
Craig's List (VT and NY)	Job Listings	Craig'slist.com	Online		1
VT Assoc of Broadcasters	Classifieds	VAB website	On-Line		0
Champlain College	Job Center	165 S. Willard St, Burlington, VT 05402	802-860-2700		1

<b>Chief Engineer</b>		<b>7 Interviewed</b>	<b>Position Filled 9/19/11</b>	<b>Word of Mouth</b>	<b>#</b>
Radio World	Classifieds	28 E 28th Street, NY, NY 10016	703-852-4600		2
Station Web Sites	Career Opportunities	372 Dorset St, South Burlington VT 05403	Online		1
All Access Media	Classifieds	28944 Pacific Coast Hwy, Malibu CA 90265	On-Line		1
Craig's List (VT and NY)	Job Listings	Craig'slist.com	Online		1
VT Assoc of Broadcasters	Classifieds	VAB website	On-Line		1
Champlain College	Job Center	165 S. Willard St, Burlington, VT 05402	802-860-2700		1

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### C. Total number of persons interviewed for full-time office vacancies during 2011

No persons interviewed for one full-time office vacancies because we had no openings

### D. Total number of interviewees for all full-time vacancies filled during 2011 by recruitment/referral source

34	Source: On air advertising -- 372 Dorset Street, S. Burlington, VT 05403	(802) 863-1010
6	Station web sites – 372 Dorset Street, S. Burlington, VT 05403	(802) 863-1010
1	AllAccess Media -- 28944 Pacific Coast Highway, Malibu, CA 90265	Online
1	Vermont Association of Broadcasters -- PO Box 4489, Burlington, VT 05406	(802) 658-1230
22	Seven Days -- PO Box 1164, Burlington, VT 05402	(802) 864-5684
0	Burlington Free Press -- 191 College Street, Burlington, VT 05401	(802) 863-3444
12	Craig’s List – Craigslist.com	Online
2	Champlain College -- 165 S Willard St., Burlington, VT 05402	(802) 860-2700
0	Saint Michaels College -- 1 Winooski Park, Colchester, VT 05439	(802) 654-2000
0	University of Vermont -- 85 S. Prospect, Burlington, VT 05405	(802) 656-3131
0	VT Employment Service -- 59 Pearl Street, Burlington, VT 05401	(802) 658-1120

Total: 78

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### Sources entitled to notification of job vacancies:

University of Vermont Job Placement Service, Middlebury College Graduate Placement, Champlain College Job Placement, Saint Michaels College Student Placement, United Way, Rotary Club, Chambers of Commerce in Addison, Chittenden and Franklin Counties, Vermont and Plattsburgh, New York

### Narrative Statement:

In 2011, WWMP, WIER, WIFY, WCAT, WTWK, WRSA, WRSA achieved broad and inclusive outreach:

### **Internship Program:**

- A. Recruiting and administering the *Champlain Radio Group Women and Minority Internship Program*.  
(College)
- B. Recruiting and administering the Radio Communications Internship Program (Women and Minorities)  
(High School, in association with S. Burlington High School)

**Additional:** On-going work with employment placement offices of the following local colleges: Champlain College, Middlebury College, Saint Michaels College, University of Vermont. On-going work regionally with the following colleges and universities: Boston College, Northeastern University, Southern New Hampshire University, and Suffolk University.

Throughout 2011, General Manager continued working with select Communications students from The University of Vermont taking part in a weekly, live, 2 hour Saturday/Sunday morning program on WCAT.

Presented employment opportunities through Addison County Chamber of Commerce, Addison County School events, Champlain College, Champlain Regional Chamber of Commerce, Franklin County Chamber of Commerce, Plattsburgh Chamber of Commerce, Rotary Club, Saint Michaels College, The University of Vermont, St. Michael College, South Burlington High School, University of Vermont

Provided regular tours of our stations to community and educational groups. These tours include explanations of career and internship opportunities.

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By posting job openings and station information on the following web sites: AllAccess Media, Champlain College, Craig's List.com, Saint Michaels College, University of Vermont, Vermont Association of Broadcasters, New Hampshire Association of Broadcasters, Massachusetts Association of Broadcasters, Vermont State Employment Service, Seven Days Newspaper, our radio station websites. Through regular advertising in the following newspapers and magazines: Burlington Free Press, Plattsburgh Press Republican, Addison Independent, R&R Online, Radio Ink, Seven Days, St. Albans Messenger, Vermont Business Magazines.