

2022

ANNUAL EEO PUBLIC FILE REPORT

Lehigh Valley Community Broadcasters Association, Inc.

April 1, 2021 to March 31, 2022

Station:	WDIY (FM-NCE)
Community of License:	Allentown, PA
No. of Full-time Employees:	5 – 10
Small Market Exemption:	No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

No Full Time Employees were hired during this period due to lower revenue caused by the pandemic. No new hires are anticipated.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

The Pandemic unfortunately interfered with what is usually a very robust internship at WDIY. WDIY maintained a best efforts internship program designed to assist college-level members of the community to acquire skills needed for multiple facets of broadcasting and future broadcast employment. Some of our internship work in the area of internet social media posting was conducted by an intern at home. The WDIY College Internship Program gives students real career experience in broadcasting, both on the content side and on the engineering side. We have graduates of the WDIY intern program who have progressed on to become broadcast professionals at a number of different stations. WDIY had one College interns and 3 high school interns again at times working from home during the reporting period. We are now in the process of creating a robust internship with Moravian College that will supply us with 3 interns.

WDIY 88.1

LEHIGH VALLEY PUBLIC RADIO 

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

*Participated in **other activities** designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

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wdiy.org

WDIY established and maintains an Internet presence with our own website, through which our radio programming also is streamed. We also have a Facebook page and Twitter feed. As of March 2021, we have over 3,595 Facebook likes, over 4,000 Facebook followers, over 2,650 Twitter followers, and over 1,523 Instagram followers. The WDIY website and social media include information about all of WDIY's Culture Calendar series, our online Community Calendar, and our weekly E-Waves newsletter covering our upcoming on-air programming features and other station announcements. The WDIY website also contains information regarding employment opportunities when these opportunities exist, financial reports, EEO reports and various committee meeting schedules.

WDIY is proud of its Youth Media training program for high-school-level and middle school-level students to be trained in and gain practical, hands-on experience in various radio reporting, interviewing, production and broadcast skills. As of March 2022, we have increased the number of YMP programs to 4 airing on the station quarterly throughout the year: Teen Scientist, Teen Connect, and Middle School Perspective and Teen Money Matters. Each program is produced and hosted by a different student from a Lehigh Valley school.

WDIY reached out to the following local minority groups to create new programs that are now on the air on WDIY. WDIY connected with Promise Neighborhoods of the Lehigh Valley to find a host of and create a program to discuss the challenges of the African American Community. We now have a program titled "The Talk" airing with Dr. Hasshan Batts that addresses issues confronting the African American community. The Lehigh Valley is 8 percent African American.

WDIY also connected with Lehigh County, Northampton County and the Hispanic Center of the Lehigh Valley to find a member of the Latino/a community to present a program addressing the issues of the Hispanic Community that represents nearly 30 percent of our Lehigh Valley Community. In late 2021 WDIY introduced the program “Charla Comunitaria” with host Olga Negron. Olga will often repeat what her conversations in Spanish for the benefit of our Hispanic Community as she discusses the needs of her community.

WDIY also connected with the Bradburry/ Sullivan LGBTQ Center in Allentown to find a host of the new WDIY program Q-LV. Our host Adrian Shanker who serves on the Presidential Advisory Council on HIV/AIDS (PACHA), addresses the needs of the LGBTQ Community.

WDIY also reached out to Movement Moves Media to locate a teacher/youth advocate to work with students in the media space with a specific emphasis on the First Amendment. WDIY has launched a program “Inside the 610” with host Michael Frassetto to organize community events to enhance the lives of young people and their communities. Michael who identifies as multi racial introduces community youth to do positive work in the inner-city neighborhoods of Allentown and Bethlehem.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

We did not have full time positions to fill during this period. However, we have maintained a broadcast training program designed to teach a broad spectrum of members of the community to acquire skills needed for radio program production and presentation. Most notable are training sessions on how to do your production from your house during various isolation periods. We have found that while the pandemic was challenging it also taught us new ways to connect.

We have found that while the pandemic was challenging it also taught our staff of 5 new ways to connect with volunteers, members, and diverse community groups and teach them how to do remote programs. WDIY currently has over 120 volunteers, over 90 participating in on-air hosting or production.

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