



2022 EEO Program Report
June 1st, 2021 – May 31st, 2022
WAKR/Akron, WONE-FM/Akron
WQMX/Medina, WNWV/Elyria

GENERAL POLICY

It is the policy of The Rubber City Radio Group to provide employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It is also our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an Equal Employment Opportunity Program which includes the following elements:

RESPONSIBILITY FOR IMPLEMENTATION

Our EEO Officer, who is responsible for the administration and implementation of our Equal Employment Opportunity Program, is Thomas Mandel. Thom is assisted by Michael Owens. Together, they review the practices of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program are adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

POLICY DISSEMINATION

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts are made:

- The station's employment application form contains a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, state or Federal agency if they believe they have been the victims of discrimination.
- Appropriate notices are posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, state or Federal agency if they believe they have been the victims of discrimination.
- We include a copy of our EEO Policy and Program in personnel manuals, employee handbooks and orientation materials.
- We remind our management staff of our EEO Policy from time to time at staff meetings and discuss our EEO Program at these meetings. At all hiring opportunities, involved individuals are specifically reminded of their EEO responsibilities.
- We inform our contacts in the local community of our EEO Policy and our commitment to it. Close community contacts include our Local Chapters of the American Red Cross, Salvation Army and United Way plus other community groups including Kiwanis, Victim's Assistance and more.

RECRUITMENT

To ensure non-discrimination and foster the full consideration of all qualified candidates whenever full-time job vacancies occur, we utilize the following recruitment procedures:

- We contact a variety of external media outlets, primarily online, where we feel we can reach a significant number of minority and female candidates without regard to race, color, religion, national origin or sexual orientation. Some of these include
 - ZipRecruiter (Online Classifieds)
 - CareerBuilder.com (Online Classifieds)
- In addition to the organizations noted above, which include access to minority and women candidates, we also work with industry specific employment services, and state employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex. These employment referral services include:
 - Ohio Media School
 - Ohio Assn. of Broadcasters
- When we recruit prospective employees from educational institutions, such recruitment efforts include schools and colleges with minority and women enrollments. Educational institutions we work with include:
 - Cleveland State University
 - The University of Akron
 - Kent State University
 - The Ohio University

- We encourage current employees to refer qualified minority and women candidates for existing and future job openings.
- We participate in job fairs by station personnel who have substantial responsibility in hiring. During the period, we have participated in the following job fairs:
 - On Wednesday, September 29th, 2021, the four Rubber City Radio Group stations sponsored an In-Person Job Fair in Akron, at the St. George's Fellowship Hall, 3204 Ridgewood Rd., Fairlawn, Ohio. The event was supported by on-air promotion on all four stations, plus social media and local newspaper. We had 35 area businesses in attendance, and 21 job seekers. The stations were represented by Danial DiPasquale (RCRG Events Sales Mgr.)
 - On Wednesday, January 12, 2022, the four Rubber City Radio Group stations sponsored an In-Person Job Fairs in Akron, at Ohio Means Jobs, 1040 E. Tallmadge Ave., Akron, OH. The event was supported by on-air promotion on all four stations, plus social media and local newspaper. We had 30 area businesses in attendance, and 107 job seekers. The stations were represented by Mason Meyer (Exec. Director of Sales) and Daniel DiPasquale (Events Sales Mgr.)
 - On Wednesday, April 27, 2022, the four Rubber City Radio Group stations sponsored an In-Person Job Fairs in Akron, at Ohio Means Jobs, 1040 E. Tallmadge Ave., Akron, OH. The event was supported by on-air promotion on all four stations, plus social media and local newspaper. We had 47 area businesses in attendance, and 53 job seekers. The stations were represented by Mason Meyer (Exec. Director of Sales), Derek Swan (Digital Sales Dir.) and Daniel DiPasquale (Events Sales Mgr.)

- We participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, and workshops. They include.
 - The Ohio Association of Broadcasters
 - The Cleveland Advertising Association
- We maintain a website based employment opportunities page, accessible directly from any of our station's sites, which outlines each of the positions for which we are currently recruiting. Positions that we recruit/interview on an ongoing basis, are also listed.
- RCRG is also participating in a new initiative, sponsored by the Ohio Association of Broadcasters to help Broadcaster develop Diversity, Equity & Inclusion programs in the state. More information on this program is available at: <https://oab.org/oab-diversity-series/>
- TRAINING/INTERNSHIPS
 - We provide on-the-job training to upgrade the skills of our employees.
 - We provide internships or other assistance to individuals, schools, or colleges in programs designed to enable qualified minorities and women to learn about various facets of the business and to compete in the broadcast employment market on an equitable basis. Most of our interns come from the following sources:
 - The University of Akron
 - Kent State University
 - The Ohio Media School

- We participate on the Board of The Ohio Broadcasters Foundation, which awards scholarships, annually, to college bound seniors who will be studying communications and media. Specifically, our General Manager, Thomas Mandel, President/CEO serves on the Board of the Ohio Broadcaster's Foundation and the selection committee for the scholarship program. More information about the program can be found at the following website address: <http://oab.org/scholarships>.

SELF-ASSESSMENT

To ensure that our EEO Program is effective in providing equal employment opportunity, we utilize the following procedures.

- Each year, when we prepare this report, we evaluate the productivity of each of our recruitment sources and eliminate those which have not produced useful candidate applications. From time to time, we supplement our sources with new organizations and other recruitment sources. One example is a current trend moving to online recruiting and away from Newspaper Classifieds (which no longer generate adequate referrals.)
- We periodically review the composition of our station's workforce for self-assessment purposes. Where under representation of minorities or women exists, we re-examine the station's personnel policies and practices to assure that they do not inadvertently screen out any group.
- We review our job hires to see whether all qualified applicants are considered for every job opening.
- We review our hiring, promotion and seniority practices and results for consistency with our EEO Program.
- We review the salaries and benefits of our employees to discover any inequities relating to minorities and women.

EXHIBIT A

RCRG EEO Plan WAKR - WONE - WQMX Recruitment Sources

When positions become available at Rubber City Radio Group stations, they are advertised by notification to the following mailing list. Following years of declining results from printed publications and a general lack of support from community job-board type agencies, we have refocused our recruitment primarily to online sources. Here is a list of the employment information outlets we use for our recruitment mailing list. This is the list used during the Fiscal Year ended 5/31/2022.

<u>Source:</u>	<u>Type:</u>	<u>Address:</u>	<u>Phone:</u>
Northeast Ohio Media Group PD Online Portal	Online Classifieds	1801 Superior Ave. Cleveland, OH 44114 Cleveland.com	(216) 999-5555
Akron Beacon-Journal Online Employment Classifieds	Online	44 E. Exchange St. Akron, OH 44328 Ohio.com	(330) 996-3600
Rubber City Radio Group Online Career Fair	Job Board	www.wakr.net www.wone.net www.wqmx.com www.1073cleveland.com	
Cleveland State University Career Services Center	School	1983 E. 24 th St. Cleveland, OH 44115	(216) 687-2238
University of Akron Center for Career Mgt.	School	302 Buchtel Hall Akron, OH 44325 uaccm@uakron.edu	(330) 972-7747
The Ohio University Career Services Div. of Student Affairs	School	Ms. Rosemary Maronne Baker Univ. Center, #533 One Park Place Athens, OH 45701 Mayronne1@ohio.edu	(740) 593-2909
Kent State university	School	261 MSC PO Box 5190 Kent, OH 44242	(330) 672-2360
Ohio Assn of Broadcasters https://oab.org/career-center/	Trade Assn.	Ms. Christine Merritt 88 E. Broad St., # 1180 Columbus, OH 43215	(614) 228-4052
Ohio Media School	School	Janis Hannah-Hardy 9985 Rockside Rd. Valley View, OH 44125 jhardy@beonair.com	(216) 593-5900

All Access	Online Programming Classifieds	www.allaccess.com
Zip Recruiter	Online Classifieds	www.ziprecruiter.com
Indeed	Online Job Board	www.indeed.com
Inside Radio	Online classifieds	www.insideradio.com
Military 2 Career	Online Classified	www.military2career.com
Hire A Patriot	Online Classified	www.hire-a-patriot.com
Diversity Job	Online Classified	www.diversity-job.com
Diversity Workers	Online Classified	www.diversityworkers.com
Hispanic & Latin Jobs	Online Classified	www.latpro.com

Rubber City Radio Group
Akron Equal Opportunity Program
May 31st, 2022

EXHIBIT B

FULL TIME EMPLOYMENT ACTIVITIES

6/1/21-5/31/2022

Due to the unusual circumstances caused by public health emergencies, there have been very few jobs posted during the period. Here is data for the positions we did fill.

1. CFO/Controller
 - a. Interviews for this position came from the following sources.
 - i. Industry Referrals
 - ii. Cleveland.com
 - iii. Soc. For CPAs
2. Morning Show Host – WNWV
 - a. Interviews for this position came from the following sources.
 - i. Industry Referrals.
 - ii. Cleveland.com
3. Radio Personality – WNWV
 - a. Interviews for this position came from the following sources.
 - i. Industry Referrals
 - ii. Cleveland.com
4. Radio Personality – WNWV
 - a. Position was filled internally.
5. Radio Personality – WNWV
 - a. Position was filled internally.
6. Digital Sales Manager
 - a. Industry Referral
 - b. Internal Referral

7. Engineering Assistant

- a. Internal Referral
- b. LinkedIn
- c. ZipRecruiter
- d. Akron Beacon Journal

The total number of individuals interviewed for these positions during the period was 32.

Those interviewees were referred to us from the following sources⁴

- Cleveland.com (10)
- Soc. For CPAs (6)
- Internal Referrals (2)
- Industry Referrals (Word of Mouth) (3)
- External Consultant
- LinkedIn (3)
- Beaconjournal.com (4)
- ZipRecruiter (3)