

## **PURPOSE**

The purpose of WOUB's equal employment opportunity (EEO) Public File Report is to meet and comply with the Federal Communications Commission (FCC) rules for broadcasters and multi-channel video program distributors, which became effective on March 10, 2003. Under the specific EEO program requirements, broadcasters must comply with three key components: (A) outreach/recruitment, (B) recordkeeping and reporting, and (C) self-analysis of EEO efforts. The FCC has established a three-pronged outreach and recruitment requirement. Prong 1 requires broadcasters to recruit for all full-time vacancies and widely disseminate information concerning each full-time vacancy. Prong 2 requires broadcasters to provide notification of all full-time job vacancies to organizations who request such notifications. Prong 3 requires broadcasters to engage in a certain number of longer-term recruitment initiatives from a "menu" of options, depending on the size of the station employment unit. WOUB is required to engage in four recruitment initiatives over a two-year period.

## **CONTENTS**

This Public File Report will provide the following information:

- A list of all full-time jobs filled by WOUB during the previous year, identified by job title;
- For *each* such vacancy, a list of the recruitment sources used to fill those vacancies (including organizations entitled to notification pursuant to Prong 2, which should be separately identified), identified by name, address, contact person and telephone number;
- For each full-time vacancy during the previous year, the recruitment source for the person hired, and the recruitment source for *each* person interviewed;
- Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies;
- A list and brief description of outreach activities (Prong 3) initiatives implemented during the previous year.

## **REPORTING AND FILING**

Annually, on the anniversary of the date that WOUB is required to file its license renewal application (currently June 1), WOUB will place the EEO Public File Report in its public inspection file and on its website. This report is not filed with the FCC annually, but on two occasions during the eight-year license term: (1) when WOUB files its license renewal application, it will need to include the EEO Public File Reports for the past two years, and (2) when WOUB files the Broadcast Mid-Term Report, it will need to include the EEO Public File Reports for the past two years.

<b>WOUB Public Media at Ohio University, Athens, Ohio</b> <b>Stations WOUB-TV, WOUB(AM), WOUB-FM, Athens, Ohio</b>						
<b>June 1, 2018 – May 31, 2019</b>						
<b>Full-Time Positions Filled</b>						
Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy, including organizations entitled to notification	Number Interviewed	Number Hired
1	Early Childhood Specialist	4/22/18	8/13/18	Ohio University employment site (www.ohiouniversityjobs.com); Public Broadcasting Service (PBS); Corporation for Public Broadcasting (CPB); National Educational Telecommunications Association (NETA); OhioMeansJobs.com; HigerEdJobs.com; Workforce West Virginia; Society of Broadcast Engineers (SBE); Social media (Facebook, Twitter, Linked In); Higher Education Recruitment Consortium (HERC); Diversityjobs.com	2 (note: a third applicant withdrew from the interview process)	1
2	Graphics Assistant	5/5/18	8/6/18	Ohio University employment site (www.ohiouniversityjobs.com); Public Broadcasting Service (PBS); Corporation for Public Broadcasting (CPB); National Educational Telecommunications Association (NETA); OhioMeansJobs.com; HigerEdJobs.com; Workforce West Virginia; Society of Broadcast Engineers (SBE); Social media (Facebook, Twitter, Linked In); Higher Education Recruitment Consortium (HERC); Diversityjobs.com	4	1

3	Director of Business Operations	10/21/18	01/03/19	Ohio University employment site (www.ohiouniversityjobs.com); Public Broadcasting Service (PBS); Corporation for Public Broadcasting (CPB); National Educational Telecommunications Association (NETA): OhioMeansJobs.com; HigerEdJobs.com; Workforce West Virginia; Society of Broadcast Engineers (SBE); Social media (Facebook, Twitter, Linked In); Higher Education Recruitment Consortium (HERC); Diversityjobs.com	3	1
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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
June 1, 2018 – May 31, 2019				
No.	Recruitment Source [Company Name, Address]	Contact Person [Name, Telephone]	Total Interviewed	Entitled To Notification? [Y/N]
1	Ohio University employment website	Ohio University Human resources 740 593-1645 <a href="https://www.ohiouniversityjobs.com/">https://www.ohiouniversityjobs.com/</a>	XXXX	Y
2	Public Broadcasting Service (PBS) member station forums MyPBS.org	None, self-posted Intranet system for PBS stations. mypbs.org		N
3	Corporation for Public Broadcasting (CPB) Job search forum (PBS & National Public Radio- NPR) CPB Jobline	None, self-posted <a href="http://cpb.org/jobline/">http://cpb.org/jobline/</a>		N
4	Higher Ed Jobs	None, self-posted <a href="http://www.higheredjobs.com">http://www.higheredjobs.com</a>		N
5	Ohio Means Jobs (includes Veteran job board sites)	<a href="https://jobseeker.ohiomeansjobs.monster.com/">https://jobseeker.ohiomeansjobs.monster.com/</a>		N
6	National Educational Telecommunications Association (NETA)	Maryanne Schuessler, <a href="mailto:maryanne@netaonline.org">maryanne@netaonline.org</a>		N
7	Diversityjobs.com Ohio University Human Resources also places postings on Veteran Jobs, Disability Jobs, African American Hires, AsianHires, We Hire Women, All LGBT Jobs, All Hispanic Jobs, and Latino Jobs.	Ohio University Human Resources 740-593-1645		N
8	Social Media (Facebook, Twitter)	WOUB Public Media		N

9	Workforce West Virginia	Ohio University Human Resources submit all Ohio University openings. www.wvcommerce.org		N
10	e-Mail messages to colleagues at the other seven Ohio PBS stations	WOSU, WPTD, WNEO, WBGU, WGTE, WVIZ, WCET		N
11	Higher Education Recruitment Consortium (HERC)	Ohio University Human Resources submit all Ohio University openings.		N
TOTAL			9	3

**NOTE: WOUB Public Media follows all policies and procedures of licensee Ohio University, an instrumentality of the State of Ohio, for hiring and EEO. In compliance with Ohio University Human Resources guidelines, applicants are asked to provide referral sources on an optional/voluntary basis.**

**Prong 3 Longer-Term Recruitment Initiatives Implemented**

**June 1, 2018 – May 31, 2019**

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
1		<b>Co-Hosting/Sponsoring of Student Broadcast Opportunities Career Fair with organizations in the academic, business, and professional community whose membership includes substantial participation by women and minorities.</b>		
1	August 2018	Scripps Freshman Kickoff event, OU Involvement Fair, WOUB Informational Meeting	Showcased materials about student involvement, information about meetings, PIT camps, student productions. Arranged student leaders to assist in recruiting.	Allison Hunter-Editor in Chief Mike Rodriguez- Director of Production Services and Student Development
1	November 2018– March 2019	Skype sessions – professional development discussion, Q&A	Unique Skype opportunities for student to receive feedback and best practices. Student journalists and video production majors with alumni for an overview of professional experiences and Q & A session.	Mike Rodriguez- Director of Production Services and Student Development
1	April 2019	Bridge/Work 2019 Conference at Valparaiso University, Indiana.	Moderated panel Looking at the ways race, class and location interact with policy, enforcement, media coverage and treatment.	Aaron Payne – Multimedia Reporter

2		<b>Establishment of Internship Program designed to assist members of community acquire skills needed for broadcast employment. Informational meetings and ongoing training via the Student Professional Development Program to train student volunteers in practical and professional operations of public broadcasting in radio and television, to include working in an environment where no person is discriminated against in employment because of race, color, religion, national origin, or sex.</b>		
2	August 2018 Ongoing	Ohio University students and volunteers work in all aspects of production of public radio and television programming In this reporting period	Students and volunteers receive hands-on training and mentoring	Mike Rodriguez- Director of Production Services and Student Development
2	May 2019	Summer News Internship	6 interns and 2-4 hourly wagers charged with producing NewsWatch and content for our radio and web audience.	Allison Hunter-Editor in Chief Mike Rodriguez- Director of Production Services and Student Development. Atish Baidya - Mulitmedia Content Editor
2	March 2019	Black Student Communication Caucus event: "Women in Communication"	Panel participant. Professionals invited to discuss stories and strategies for achieving success in the media industry.	Allison Hunter-Editor in Chief

2 continued	May 2019	Communications Fellow Program; Ohio University Scripps College of Communication	Mentor; to encourage teachers and their students into positions in communication	Thomas S. Hodson JD, Director WOUB Public Media Berman Professor of Communication, Scripps College of Communication
3		<b>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</b>		
3	August- Nov. 2018	Corporation for Public Broadcasting	Harassment Prevention Training	Entire WOUB Public Media Staff, student participants
3	August 2018 Ongoing	Graduate Master's Degree Program in public broadcasting management for students. <i>This program is ongoing but the student participants are new applicants each year.</i>	Originally funded by the Corporation for Public Broadcasting (CPB), the costs are now absorbed by Ohio University since funding from CPB ceased. Ohio University has supported this effort solely for at least ten years. WOUB Center for Public Media staff provides professional mentoring, training, and advisory support	Thomas S. Hodson JD, Director WOUB Public Media Berman Professor of Communication, Scripps College of Communication
3	April 2019	Scripps High School Journalism Workshop	Panel participant on diversity in newsrooms	Atish Baidya – Multimedia Content Editor

4		<b>Participate in at least four events, including conventions, career days, workshops, and similar activities. Sponsored by organizations representing groups present in the community interested in broadcast employment issues</b>		
4	September & October 2018	OU Homecoming Parade Professional Development	Student journalists and video production majors combine efforts with Media Arts School to provide a live multi view web stream experiences of OU Homecoming Parade	Mike Rodriguez- Director of Production Services and Student Development
4	September 2018	Visiting sports professional workshop – Justin Feldkamp, Sports Director 13 ABC- Toledo	Ohio University alumnus returns for 3.5 day intensive student professional development and sharing commercial television producing experiences.	Mike Rodriguez- Director of Production Services and Student Development
4	March 2019	Experience Scripps Day	Key information and recruitment day dedicated for high school juniors and seniors.	Mike Rodriguez- Director of Production Services and Student Development

4	April 2019	Gray Television Sinclair Broadcasting Corp.	News directors, recruiting officers interview and provide portfolio review to seniors entering the workforce.	Mike Rodriguez- Director of Production Services and Student Development
4	September 2018 – April 2019	Scripps Diversity Committee	Part of faculty, staff, student committee in year-long efforts in diversity & inclusion issues.	Atish Baidya – Chief Diversity Officer Mike Rodriguez- Director of Production Services and Student Development
4	September 2018- April 2019	90 Minutes Conversation Series	The weekly series exposed students to people who have faced adversity or who have seen bigotry and discrimination happen for others, but have stepped forward to address those social and cultural wrongs.	Mike Rodriguez- Director of Production Services and Student Development
4	November 2018- April 2019	Athens Middle School Documentary Club	Advisor for fourteen 8th graders on their documentary projects for the National History Day competition. Met bi-weekly, and lead workshops on research, script writing, and editing. Four groups advanced from Regionals to the State Competition, and their films were premiered at an event in late April.	Evan Shaw – Electronic Media Editor/Videographer

4	Career Days	<p>Athens Middle School: December 19th, 2018</p> <p>Jackson Middle School: January 29th, 2019</p> <p>Meigs High School: May 10th, 2019</p>	Spoke to local students about careers and opportunities in the world of media production.	Evan Shaw – Electronic Media Editor/Videographer
4	Public Speaking	<p>Glouster Public Library: July 24, 2018</p> <p>Athens Noon Rotary: February 11th, 2019</p>	Spoke about the “Our Town” series, and WOUB’s efforts to create content centered around local history.	Evan Shaw – Electronic Media Editor/Videographer