

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.

**WOUB Public Media at Ohio University, Athens, Ohio
Stations WOUB-TV, WOUB(AM), WOUB-FM, Athens, Ohio**

June 1, 2014 – May 31, 2015

Full-Time Positions Filled

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	MANAGER, DISTANCE LEARNING	6/2/2014	8/13/2014	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; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations	3	1
2	EDITOR IN CHIEF	N/A	8/11/2014	Opportunity hire.	0	1

3	TRAFFIC & PROMOTION COORDINATOR	8/22/2014	10/14/2014	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; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations	2	1
4	CHIEF REVENUE OFFICER	9/22/2014	N/A	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; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations; emails to Ohio University alumni	4	0
5	NEWS ASSIGNMENT EDITOR	11/3/2014	3/5/2015	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; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations	2	1

6	TELECOMMUNICA -TIONS SENIOR SPECIALIST	3/23/2015	in process	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; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations	2	In process
7	AUDIO SUPERVISOR	4/30/2015	in process	Ohio University employment site (www.ohiouniversityjobs.com); OhioMeansJobs.com; HigerEdJobs.com; Workforce West Virginia; Social media (Facebook, Twitter, Linked In); email messages to other public media organizations	In process	In process

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

June 1, 2014 – May 31, 2015

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 https://www.ohiouniversityjobs.com/	7	Y
2	Public Broadcasting Service (PBS) member station forums MyPBS.org	None, self-posted http://connect.pbs.org		N
3	Corporation for Public Broadcasting (CPB) Job search forum (PBS & National Public Radio- NPR) CPB Jobline	None, self-posted http://cpb.org/jobline/		
4	Higher Ed Jobs	None, self-posted http://www.higheredjobs.com		N
5	Ohio Means Jobs (includes Veteran job board sites)	Maryanne Schusler, maryanne@netaonline.org		N
6	National Educational Telecommunications Association (NETA)	None, self-posted http://www.tvjobs.com/		N
7	e-Mail messages to colleagues at the other seven Ohio PBS stations	WOSU, WPTD, WNEO, WBGU, WGTE, WVIZ, WCET		N
8	Social Media (Facebook, Twitter)	WOUB Public Media		N
9	Workforce West Virginia	Ohio University Human Resources submit all OU openings. Www.wvcommerce.org		N
10		Various		N

Prong 3 Longer-Term Recruitment Initiatives Implemented

June 1, 2014 – May 31, 2015

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Aug 2014 (Annual Event)	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.	Ohio University Outreach Expo, Ohio University Student Involvement Fair and Scripps College of Communication freshman kickoff event, all conducted at the Ohio University main campus in Athens	Representation and distribution of marketing, informational, promotional, and career opportunity materials to college students and college graduates.	Mike Rodriguez, Director, Production Services and Student Development
2	Aug. 2014 Ongoing	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.	Ohio University students and volunteers work in all aspects of production of public radio and television programming In this reporting period WOUB Public Media worked with approximately 150 to 200 students working in paid, volunteer, and class laboratory settings. Our news department alone utilizes 75 students per academic year in various positions	Students and volunteers receive hands-on training and mentoring.	Mike Rodriguez, Director, Production Services and Student Development WOUB Radio and TV staff
3	Aug. 2014 Ongoing	Participation in at least four events or programs	Four different students participate in graduate level study for a career with	Originally funded by the Corporation for Public Broadcasting (CPB), the costs are	Thomas S. Hodson JD, , Director and General Manager

		<p>sponsored by educational institutions relating to career opportunities in broadcasting. Graduate Master's Degree Program in public broadcasting management for students. This program is ongoing but the student participants are new applicants each year.</p>	<p>specialized skills through course work in the School of Media Arts and Studies and professional work at the WOUB Center for Public Media. Students receive \$15,000 plus tuition for four quarters. Requirements are a baccalaureate degree, with at least a 2.5 grade point average.</p>	<p>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.</p>	<p>Berman Professor of Communication, Scripps College of Communication Associate Professor, E. W. Scripps School of Journalism</p> <p>WOUB Radio and TV staff</p>
4	<p>Aug. 2014</p> <p>Oct., 2014</p> <p>October 2014</p> <p>October 2014</p>	<p>Participate in at least four events, including conventions, career days, workshops, and similar activities. Sponsored by organizations representing groups present on the community interested in broadcast employment issues.</p> <p>Different staff members participated in local and regional activities</p>	<p>RTDNA (Radio Television Digital News Association)</p> <p>OU Homecoming professional development session.</p> <p>Schuneman Symposium (Journalism and New Media)</p> <p>Scripps Week</p>	<p>Monthly professional Development Sessions</p> <p>Students spent the day working with alumni who are currently working in the Broadcast Journalism field.</p> <p>Symposium sponsored by the Scripps School of Journalism encompassing national journalism professionals. Students and staff were released from schedules to attend seminars.</p> <p>Scripps College professional development and networking for undergraduates & graduates</p>	<p>Mike Rodriguez, Director, Production Services and Student Development</p> <p>Allison Hunter, Editor and Chief WOUB Radio and TV News</p> <p>Thomas Hodson Director and General Manager WOUB Public Media</p> <p>Mike Rodriguez, Director, Production Services and Student</p>

4 Continued	March 2015		College Broadcasters Inc. National Students Electronic Media Conference		Development Mike Rodriguez, Director, Production Services and Student Development
5		For other initiatives implemented during the 2-year term, see the EEO Public File Report for prior years.			