

**BROADCAST EMPLOYMENT UNIT  
RECRUITMENT INITIATIVES CHECKLIST**

Station(s): WFRO-FM, WOHF-FM, WTTF-AM  
(list all that are included within Employment Unit)

Community(ies) of License: Fremont, Bellevue, Tiffin, Ohio

Date of Annual Report: June 1<sup>st</sup> 2014 Thru May 31<sup>st</sup> 2015  
(enter the anniversary of the date the renewal application must be filed,  
which is four months prior to expiration of license)

No. of Full-time Employees:<sup>1</sup>  
Five to 10

In the preceding year, the Employment Unit has engaged in:

Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

- 1) Kalahari Regional Job Fair,  
Sandusky, OH 4-15-15

The Kalahari event is a Regional Job Fair with over 100 vendors participating from Cleveland, Columbus, and Toledo. There are job interview technique seminars, one on one job interview opportunities and a number of seminars introducing new recruits to area opportunities.

- 2) Tiffin University Job Fair  
Tiffin, OH 5-6-15

Tiffin University Job Fair has about 50 vendors that are looking to recruit graduates of Tiffin University. Seminars are held by some of the area vendors. The students go to each of the booths gathering information and finding out more about the vendors opening.

- 3) Kenyon College Job Fair  
MT Vernon, Ohio 2-10-15

Kenyon College holds a Job Fair Each year in February. The stations were co-sponsors, promoted the event and conducted interviews throughout the day.

Established an **internship** program in 6/2008 designed to assist members of the community in acquiring skills needed for broadcast employment.

Describe: With University of Toledo, BGSU, Tiffin University, Terra State Community College and Heidelberg University. All received letters from the employment unit requesting students contact our company to perform an internship. The owners of the company visit the above schools twice annually in an effort to recruit interns. We also speak to communication students twice annually about a career in broadcasting. Currently we have 2 interns.

- 4) On November 6<sup>th</sup> 2015 we co-sponsored, promoted, and broadcast live from the Lorain County Chamber of Commerce Business Expo at Tom's Country Place in Avon, Ohio. The expo included recruitment information and speakers from several sectors of the business community. Many local businesses and universities participated in the day long event.
- 5) BAS Broadcasting Job Fair was held Tuesday February 10<sup>th</sup> 2015 at each of the BAS clusters in Fremont, Sandusky, Mt. Vernon and Tiffin Ohio, A department head from Sales and Programming were available in each cluster to conduct interviews, tours of the facilities and answer any questions the candidate ask. Each candidate was given a BAS Broadcasting Brand Your Business DVD.

Established a **mentoring** program for station personnel.

BAS Broadcasting conducts a quarterly review of all employees. This is designed to help all employees improve their job performance. The review we use is a combination of two reviews. One is produced through the Radio Advertising Bureau and the other is from the OAB. We've combined the reports to reflect information that would be pertinent to a sales person and others that would work best for programming and office employees. These reports help both the manager and the employee grow in their respective jobs. It also helps managers troubleshoot situations before they become big issues.

Owners and Department Heads also speak at Bowling Green University, Tiffin University, Heidelberg, Kenyon and Tiffin University at least once per year looking for seniors that are interested in a career in radio. The school visits are done in late fall or early spring.

Established **training** programs designed to enable station personnel to acquire skills that can qualify them for higher level positions in the company.

We utilize training programs offered by OhioJobsNow.com to help current employees to increase their skills. The programs offered are software computer skills taught by certified instructors. Both owners also conduct ongoing sales training utilizing weekly sales meetings from RAB, and OAB. The employment unit also has a sales tracking program in place to assist salespersons for ongoing and increased success.

Once a quarter we bring in local business owners to discuss their business so that the AE's can get a real life perspective of an owners world in a specific category. Before we hear from the local owner we review that category from a national perspective to compare notes on what is reality for our clients in that product category and what is not at this time.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

Describe: We offer webinars twice annually to our department heads from OAB and RAB concerning EEO and discrimination issues.

## LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source referring person hired.

[illegible]

## RECRUITING SOURCES USED

*Use Separate Sheet for Each Opening*

Job Title of Position: Sales      Date of Hire: 11-10-14      Page 1 of

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Newspaper		State Street Fremont	Joyce Barr	419-332-5156
Station Ads		1281 N River Rd. Fremont	Tom Klein	419-332-8218
Lifestyles			JoAnn McDowell	419-680-5228
Ashland County-West Holmes Career Center 1783 St. Rt. 60 Ashland, OH 44805  Case Western University 10900 Euclid Avenue Cleveland, OH 44106  C-Tec 150 Price Road Newark, OH 43055  Cuyahoga Community College 700 Carnegie Avenue Cleveland, OH 44115  Delaware Area Career Center 4565 Columbus Pike Delaware, OH 43015  Denison University 100 West College Street Granville, OH 43023  Department of Business/Communicati ons Bowling Green State University 245 Troup Street Bowling Green, OH 43403 Attention: Dr Ewart Skinner				

<p>Department of Business/Communicati ons Findlay University 1000 N. Main Street Findlay, OH 45840 Attention: Ms. Jeanette Drake</p> <p>Department of Business/Communicati ons Heidelberg University 310 E. Market Street Tiffin, OH 44883 Attention: Mr. Thanda Bantu Mocco</p> <p>Department of Career Services Terra State Community College 2830 Napoleon Road Fremont, OH 43420 Attention: Ms. Joan Gamble Director of Career Services</p> <p>Department of Communications Tiffin University 155 Miami Street Tiffin, OH 44883 Attention: Ms. Carol McDannell</p> <p>Department of Business/Communicati ons University of Toledo 2801 W. Bancroft Street Toledo, OH 43606 Attention: Dr. Norbert Mills</p> <p>Kenyon College 103 College Drive Gambier, OH 43022 Attn: Shawn Presley Marketing Director</p> <p>Knox County Career Center 306 Martinsburg Road Mt. Vernon, OH 43050</p>			
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<p>Lorain County Community College 1005 North Abbe Road Elyria, OH 44035</p> <p>Marion Technical College 1467 Mt. Vernon Avenue Marion, OH 43302</p> <p>Mount Vernon Nazarene University 800 Martinsburg Road Mt. Vernon, OH 43050 Attn: Joe Rinehart Director of Broadcasting</p> <p>Ohio Center for Broadcasting 9885 Rockside Rd. Cleveland, OH 44125</p> <p>Ohio Means Jobs Sandusky County Randy Company <a href="http://Ohiomeansjobs.com/sandusky">Ohiomeansjobs.com/sandusky</a></p> <p>Ohio Means Jobs Knox County <a href="http://Ohiomeansjobs.com/knox">Ohiomeansjobs.com/knox</a></p> <p>Ohio Means Jobs Seneca County Randy Company <a href="http://Ohiomeansjobs.com/seneca">Ohiomeansjobs.com/seneca</a></p> <p>Ohio Means Jobs Erie County <a href="http://Ohiomeansjobs.com/erie">Ohiomeansjobs.com/erie</a></p> <p>Ohio Means Jobs Lorain County <a href="http://Ohiomeansjobs.com/lorain">Ohiomeansjobs.com/lorain</a></p> <p>Ohio State University c/o College of Arts and Sciences 48 Townshend Hall 1885 Neil Ave. Columbus, OH 43210</p>			
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Owens Community College 30335 Oregon Road Perrysburg, OH 43551				
Polaris Career Center 7285 Old Oak Boulevard Middleburg Heights, OH 44130				
Penta Career Center 9301 Buck Road Perrysburg, OH 43551				
Vanguard Career Center 1306 Cedar Street Fremont, OH 43420				
Zane State College 1555 Newark Rd Zanesville, OH 43701				



## INTERVIEW LIST FOR OPENING

Job Title of Position: Sales

Date of Hire: 11-10-14

List the referral source of each person interviewed:

[illegible]

TOTAL NUMBER OF PERSONS INTERVIEWED

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Page \_\_\_\_ of \_\_\_\_

Date of  
Annual Report: May 31<sup>st</sup> 2015

(enter the anniversary of the date the station must file its renewal  
application, which is four months prior to expiration of the license)

Total Number of Persons Interviewed in Preceding Year: 7

List total number of interviewees generated by each recruitment source in the preceding year (use as many pages as necessary).

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
ON-Air Ads	2
Sandusky Register	0
Lifestyles Magazine	2
Lorain Newspaper	3

*Retain until after the grant of the next renewal application.*

*Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.*

## REQUIRED RECORDS

Check if record maintained:

Date: 5-31-2015

CHECK	TYPE OF RECORD	PLACED IN PUBLIC FILE ANNUALLY?*
<input type="checkbox"/>	List of positions filled (see chart of "List of Positions Filled" for details).	Yes
<input type="checkbox"/>	Recruiting sources used (see chart for details).	Yes
<input type="checkbox"/>	List of referral sources of persons interviewed for each position filled (see chart of "Interview List for Opening" for details).	Yes
<input type="checkbox"/>	List of aggregate number of interviews by source of referral during prior year (see chart of "Interviewee Referral Source Summary" for details).	Yes
<input type="checkbox"/>	Dated copies of advertisements, bulletins, letters, faxes and e-mails or other communications announcing vacancies (organize by vacancy).	Yes
<input type="checkbox"/>	Narrative documentation sufficient to disclose fully the nature of the initiative (see "Recruitment Initiatives Checklist," e.g., job fair, sponsorship, internship, scholarship, mentoring program, training program, community events, job banks, etc.). Must include (organize by event or initiative): <ul style="list-style-type: none"> <li>• date of event</li> <li>• description of event or initiative</li> <li>• scope of station's participation</li> <li>• station personnel involved.</li> </ul>	Yes
<input type="checkbox"/>	Backup documentation of initiatives, such pamphlets, brochures, or other evidence of participation.	Yes

***\*Retain all records until after the grant of the next renewal application. If record does not go in the public file, retain record in station's non-public recruitment files.***

***Do NOT place this document in the local public file.***

**INTERNAL ANALYSIS**  
*For all Employment Units*

It is recommended that an internal review of the employment unit's outreach efforts occur at least every six months.

Has the Employment Unit:

Date: 5-31-2015

- Recruited for every opening? Yes OK No
- Stated on employment applications, job notices and web sites that the employer is an Equal Opportunity Employer or "EOE"? Yes OK No
- Maintained records sufficient to verify accuracy of information provided in Form 396, Form 397, and EEO public file reports? Yes OK No
- Analyzed its recruitment program on an ongoing basis (*i.e.*, for each opening) to ensure that it is effective in achieving broad outreach to potential applicants, and addressed problems found as a result of its analysis? Yes OK No

Has the Employment Unit periodically analyzed measures taken to:

- Disseminate the Employment Unit's EEO program to job applicants and employees? Yes OK No
- Review seniority practices to ensure that such practices are nondiscriminatory? Yes OK No
- Examine rates of pay and fringe benefits for employees having the same duties, and eliminate any inequities based upon race, national origin, color, religion, or sex discrimination? Yes OK No
- Utilize media for recruitment purposes in a manner that will contain no indication, either explicit or implicit, of a preference for one race, national origin, color, religion or sex over another? Yes OK No
- Ensure that promotions to positions of greater responsibility are made in a nondiscriminatory manner? Yes OK No
- Where union agreements exist, cooperate with the union or unions in the development of programs to assure all persons equal opportunity of employment, irrespective of race, national origin, color, religion, or sex, and include an effective nondiscrimination clause in new or negotiated union agreements? Yes OK No
- Avoid the use of selection techniques or tests that have the effect of discriminating against any person based on race, national origin, color, religion, or sex? Yes OK No

***Do NOT place this document in the local public file. Keep this document in the non-public records for the employment unit.***

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