

**ELYRIA-LORAIN BROADCASTING COMPANY
WEOL/WKFM/WLKR (AM-FM)**

**EEO PUBLIC FILE REPORT
June 1, 2019 – May 31, 2020**

(note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data

JOB TITLE	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Insert name of job title, e.g. Account Executive	Insert numbers corresponding to RS's in the MRSL, e.g., 1-10, 15, 18-23	Insert number corresponding to RS in the MRSL, e.g., 23
WKFM/WLKR Account Manager Open 10/31/19 Hire 12/13/19	3,4,5,6,7,8,10,11,13,16,17,18,20,22,24,27 31,32,33,35,36,37,41,42,43,46,47,48,49	48
WEOL Account Manager Open 06/04/19 Hire 10/07/19	1,2,5,6,7,8,10,13,16,17,18,20,22,24, 31,32,34,35,36,37,41,42,43,47,48,49	48
WEOL Account Manager Open 01/04/19 Hire 08/05/19	1,2,5,6,7,8,10,13,16,17,18,20,22,24 31,32,34,35,36,37,41,42,43,47,48,49	5
WEOL Account Manager Open 11/5/19 Hire 02/03/20	1,2,5,6,7,8,10,13,16,17,18,20,22,24 31,32,34,35,36,37,41,42,43,47,48,49	3
WKFM/WLKR Account Manager Open 01/03/20 Hire 02/03/20	3,4,5,6,7,8,10,11,13,16,17,18,20,22,24,27, 31,32,33,35,36,37,41,42,43,46,47,48,49	3
WEOL Media Billing Traffic Open 04/12/19 Hire 07/01/19	1,2,3,5,6,7,8,10,13,16,17,18,19,20,22,24 31,32,34,35,36,37,41,42,43,47,48,49	3
WEOL Media Billing Traffic Open 07/09/19 Hire 10/07/19	1,2,3,4,5,6,7,8,10,13,16,17,18,19,20,22,24 31,32,34,35,36,37,41,42,43,47,48,49	13
WEOL Media Coordinator Open 12-06-19 Hire 03-08-20	1,2,5,6,7,8,10,13,16,17,18,20,22,24 31,32,34,35,36,37,41,42,43,47,48,49	48

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	WEOL-AIR	N	
2	WEOL.COM Tim Alcorn 538 Broad St Elyria, OH 44035 440-322-3761 talcorn@weol.com	N	
3	WKFM/WLKR-AIR	N	
4	WKFM/WLKR.COM Bill Forthofer 10327 Milan Road Milan, OH 44846 bforthofer@wkfm.com	N	
5	Elyria-Lorain Broadcasting Includes client, employee referrals and internal candidates.	N	
6	Allaccess.com On Air Talent WEOL, WKFM, WLKR AM & FM	N	
7	Ashland University 401 College Avenue Ashland, OH 44805 419-289-5033 419-289-5993 – FAX hr@ashland.edu	N	
8	Baldwin-Wallace College 275 Eastland Drive Berea, OH 44017 440-826-2220 440-826-3564 – FAX career@bw.edu	N	
9	Bryant & Stratton College 3121 Euclid Ave Cleveland, OH 44129 216-771-1700 cleveland@bryantstratton.edu	N	

10	Bowling Green State University Firelands Campus 1 University Dive Huron, OH 44835 419-433-5560 X20657 419-433-9696 FAX careerservices@bgsu.edu	N	
11	Flex Temp Employment 1514 E. Farwell Street Sandusky, OH 44870 Annette Camp-Career Coordinator 419-625-3470 419-625-2897 FAX acamp@flextemp.com	N	
12	Career Builders.com	N	
13	Chronicle-Telegram 225 East Avenue Elyria, OH 44035 440-329-7000 Print & Northcoast Now Online hr@chroniclet.com		
14	Cleveland State University 2124 Chester Avenue Rhodes West, Rm 280 Cleveland, OH 44115 216-687-2238 216-687-1453 FAX careers@csuohio.com	N	
15	Cuyahoga Community College 700 Carnegie Ave Cleveland, OH 44115 216-987-3086 careerservices@tri-c.edu	N	
16	Ehove Career Center 316 W Mason Road Milan, OH 44846 Sandy Meinen- Placement Specialist 419-499-4663 419-499-4076 FAX smeinen@ehove.net	N	
17	CareerBoard.com 675 Alpha Drive Ste E Highland Hts, OH 44143 877-619-5627 accounts@careerboard.com	N	
18	Kent State University 800 Summit Kent, OH 44242 330-672-2360 330-672-2057 FAX csjobs@kent.edu	N	
19	Lorain Civil Service Department 200 West Erie Ave Lorain, OH 44052 Rose White -Administrative Asst 440-204-2020	N	
20	Lorain County Community College 1005 Abbe Road Elyria, OH 44035 440-366-7563 440-366-4676 FAX mpelsey@lorainccc.edu	N	

21	Lorain County.com	N	
22	Lorain County JVS 15181 State Rte 58 South Oberlin, OH 44074 Robbie Muzik- Career Services 440-774-1051 X2237 440-776-2070 FAX rmuzik@lcjvs.net	Y	
23	Lorain County Urban League 200 Middle Aveue Elyria, OH 44035 Gloria Simpson-Emp & Careers 440-323-3364 440-323-5299 gsimpson@lcul.org	N	
24	Ohio University 1 Ohio University Athens, OH 45701 740-593-2533 turner13@ohio.edu llewellb@ohio.edu	N	
25	NAACP of Elyria 225 Warden Avenue P O Box 145 Elyria, OH 44036 Ardelia Tolbert-President 440-323-7048	N	
26	NAACP of Lorain 1034 West 21 st Street Lorain, OH 44052 Jean Wrice – President 440-245-6545	N	
27	NAACP of Sandusky 158 E Market Street #708 Sandusky, OH 44870 Barbara Clark – President 419-624-8825 419-624-8825 FAX	N	
28	National Assoc of Broadcasters NAB – Career Center www.nab.org	N	
29	Norwalk Reflector 61 E Monroe Street Norwalk, OH 44857 Classified 419-668-3771	N	
30	Notre Dame College 4545 College Road Cleveland, OH 44121 216-373-5290 216-373-5282 FAX andersons@ndc.edu	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
31	Oberlin College 155 West Lorain Street Oberlin, OH 44074 Arron Corwin – FT Positions Kim Beth – Internships 440-775-8121 440-775-8089 FAX career.services@oberlin.edu	Y	
32	Ohio Association of Broadcasters 17 South High Street #1010 Columbus, OH 43215 Chris Merritt – Executive VP 614-228-4052 614-228-8133 FAX oab@oab.org	Y	
33	Ohio Business College Timber Commons Drive Sandusky, OH 44870 Uhna Williamson-Career Coordinator 888-627-8345 419-627-1958 FAX	N	
34	Ohio Business College 5095 Waterford Drive Sheffield Village, OH 44035 Jan Krawski 888-514-3126 440-934-3105 FAX jkrawski@ohiobusinesscollege.edu	N	
35	Ohio Means Jobs(Indeed)	N	
36	Ohio Center for Broadcasting 9885 Rockside Road Valleyview, OH 44125 Janice Hanna-Hardy-Career Services 216-447-9117 216-642-9232 jhardy@beonair.com	N	
37	Owens Community College 30335 Oregon Road Perrysburg, OH 43551 Jane Pozniak-Career 567-661-7715 419-661-7012 FAX lhoehn@owens.edu	N	
38	Polaris Career Center Pam Vizer, Employment Resource Coordinator 7285 Old Oak Blvd Middleburgh Hts, OH 44130 440-891-7622 440-891-7642 FAX	N	
39	Radio Ink 224 Datura Street Ste 1015 West Palm Beach, FL 33401 561-655-8778 561-655-6164 FAX radioink.com	Y	
40	Sandusky Register 314 Market Street Sandusky, OH 44870 Classified 419-625-5500	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
41	Terra Community College 2830 Napoleon Road Fremont, OH 43420 Joan Gamble-Career	Y	
42	University of Akron Center of Career Mgt/Schrank N Akron, OH 44325 Barb Ferrell – Career Services 330-972-5467 330-972-7748 FAX career@uakron.edu	Y	
43	University of Toledo 2801 W Bancroft Street Toledo, OH 43606-3390 Beth Nicholson-Career Services 419-530-4341 419-530-4013 FAX beth.nicholson@utoledo.edu	N	
44	United Way Of Greater Lorain 642 Broadway Lorain, OH 44052 Bill Harper - Director 440-277-6530	N	
45	Vocational Training Solutions Melanie Frye, Director 2173 N. Ridge E #H Lorain, OH 44055 440-240-1411	N	
46	Your Job Store 5500 Milan Road Sandusky, OH 44870 Mary Aaron-Career Svs 419-624-6451 419-624-6459 FAX	N	
47	University of Findlay 1000 N. Main St Findlay, OH 45840 800-472-9502 419-434-5976 FAX careerservices@findley.edu	N	
48	Indeed.com	N	
49	Other-includes career and job fair Participation candidates	Y	

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III. RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
Internship Program	Elyria-Lorain Broadcasting Co. maintains an ongoing internship program for the benefit of high school and college students.
Job Fair/Participation	<p>Human Resources or Hiring Managers for Elyria-Lorain Broadcasting Co. (WEOL,WKFM,WLKR)</p> <p>10-30-19 WEOL Station Manager Sports Director guest speaker/lecturer at Ohio Media School.</p> <p>11-07-19 Lorain County Chamber of Commerce Business Expo. WEOL Premier Sponsor broadcasting live at event promoting collaboration between businesses and service providers with opportunities for hiring at businesses in your own community.</p> <p>03-11-20 Bowling Green State University Media Career day. Employer participation to meet alumni and have an opportunity to interview for opportunities available within the company. WKFM/WLKR Sales Manager conducted on site interviews</p>

Initiatives

Elyria Lorain Broadcasting maintains an ongoing effort to participate and sponsor awareness to Community highlights and Issues:

06-01-19 Imagine Norwalk Community Booster. Stations broadcasting from Historic Uptown Norwalk for the first Imagine event of 2018. WLKR/WKFM Promotions/On Air Host

06-27-19 Spotlight on Lorain from the headquarters of the United Way of Greater Lorain County conducting interviews with Lorain Mayor and Community organizations and participants highlighting the upcoming events and initiatives. News Director/AM Host/PM Hosts

06-21-19 United Way of Greater Lorain County "Spellebrate". A fundraiser for the Lorain County Volunteer Connection. WEOL Operations Manager Official pronouncer. WEOL News Director Celebrity Speller

07-12-19 Wellington Spotlight Live Broadcast from King Realty. Live Interviews with local law enforcement, officials, politics and school administration as well as local veterans groups, historians and businesses. News Director/AM Host/PM Hosts

07-12-19 Huron River Community Booster event. Live broadcast featuring local business and organization participation to benefit student scholarship funds. WKFM/WLKR Promotions/PM Host

7-13-19 Norwalk American Cancer Relay For Life. WKFM-WLKR broadcasting on-location from Whitney Field. Event features and supports an organized community fundraising walk to benefit American Cancer Society. WKFM/WLKR Sports Director/On Air Host

07-21-19 Erie County American Cancer Society Relay For Life. On location from Sandusky Perkins Event fundraiser supporting Erie County Community American Cancer Society.

08-06-19 National Night Out Sandusky Touch A Truck Community Broadcast. WLKR-WKFM participating with broadcast of an interactive event for children and adults designed to heighten crime and drug prevention awareness, local anti-crime efforts and strengthen neighborhood spirit and police community partnerships. WKFM & WLKR Afternoon Hosts.

08-13-19 Jack Nicklaus Scholarship Fundraiser. Live broadcast of Second annual event hosted by Afternoon Announcer

09-2-19 Arthritis Foundation 20TH Anniversary L'Amour Du Vin. A food and wine event to generate funding to guide families with life changing information and resources, access to optimal care, advancements in science and community connections. WEOL Sponsor and Guest Emcee.

09-17-19 WEOL Spotlight on Grafton Live Broadcast. Interviews with local officials, businesses and community organization highlighting initiatives. AM Host/News Director/PM Host

09-10-19 Spotlight on Elyria. On location of broadcast with local officials, charities and education personnel. Elyria Parks and Recreation, University Hospitals, Lorain County Veterans, Second Harvest Food Bank and Elyria Mayor.

09-28-19 Walk to End Alzheimer's. On-location broadcast promoting the walk to end Alzheimer's. WKFM/WLKR Promotions Director/on air host

10-03-19 Morning Show Edition of Spotlight on Avon Lake sponsored by North Coast Buidling Industry Association. Broadcasting live conducting interview and commentary with local Mayor, Avon Lake Schools Superintendent and local Historian. News Director/AM Host

10-13-19 Sandusky Walk For Hope. Broadcasting live from Ohio Veterans home supporting the 2018 Walk of Hope with the American Cancer Society. WKFM/WLKR Promotions/On Air Host

10-23-19 Spotlight on The Firelands. Live broadcast at Piggy's Main Street featuring local politicians, business owners and members of the local schools and information about their community. AM Host/News Director/PM Host

10-24-19 Bellevue Community Booster Broadcast at Mad River & NKP Railroad Museum. Event inviting area businesses and organizations to support and engage with the community plus practice

<p>Initiatives (cont)</p>	<p>and provide a safe Halloween environment for the area youths. WKFM/WLKR Promotions Director/Sales Manager/Sales/PM Host</p> <p>11-11-19 Steps Up for Soldiers. Month long WKFM-WLKR Stations and community event of food collection to support the nonprofit organization dedicated to members of the U S Armed forces. WKFM/WLKR Promotions/On Air Staff/Sales</p> <p>11-12-19 Spotlight on Medina. Broadcast live interviews with county officials, goverment and organizations in around the county and the services they provide. AM Host/News Director/PM Hosts</p> <p>11-20-19 Spotlight on Elyria. Final live broadcast in the series of showcasing local governments, organizations, politicians and non profits and their needs in the community.</p> <p>12-03-19 Spotlight on Amherst. Morning Show broadcasting live and conducting interviews with Local Mayor, Main Street Amherst, Schools Superintendent and LCMP Holiday Lights representative.</p> <p>12-06-19 - Lorain County Community Safe Coalition "Zero Proof Mix Off" participation promoting non-alcoholic drinks and driving during holiday season. WEOL Program, News and Promotion Director</p> <p>12-07-19 WKFM-WLKR Firefighter's Chili Cookoff. Radio sponsored fund raising event to benefit local fire departments. WKFM/WLKR Promotions Director/On Air Host and Staff.</p> <p>01-22-20 Sandusky Polar Plunge. WKFM/WLKR broadcasting on location during the Polar Plunge event that benefits the Special Olympic Ohio.</p> <p>01-27-20 WEOL Scholastic Games begins. A weekly feature showcasing area county high school teams competing for an academic championship.</p> <p>02-22-20 Future Farmers of America live broadcast. Promoting the FAA's mission of making a positive difference in the lives of students developing their potential for premier leadership, growth and career success.</p> <p>03-05-20 Harvest for Hunger Kickoff. A major food and fund drive that covers 21 counties from north central to northeast Ohio. WEOL joins as a media partner to raise awareness of the need and help those struggling with hunger.</p>
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Staff and Management Training Programs	<p>Training programs and seminars designed to help current employees advance in their careers.</p> <p>08-08-19 How To Make More Appointment Paul Weyland Training Webinar. Useful and practical ideas to discover better more effective ways to getting more appointments. WEOL Account Executive.</p> <p>08-12-19 How to Explain Marketing Clutter Paul Weyland Training Webinar. Host shows how to maximize local direct business without confusing the customer. WEOL Account Executive.</p> <p>08-28-19 OAB Auto Sales Seminar featuring automotive sales expert John Tkac. Host gives the keys to capturing more local dealers advertising and marketing dollars. WKFM/WLKR Selling Staff.</p> <p>10-08-19 OAB Political Broadcasting Refresher Webinar. Refresher on applicable political broadcasting rules. WKFM/WLKR Sales Manager/WEOL Continuity Director</p> <p>09-10-19 OAB Employment Law Webinar. WKFM/WLKR Sales Manager/WEOL Director of Business</p> <p>11-12-19 Setting Ourselves Up To Win 4X Local Direct Business. One hour webinar with tips on modifying selling behavior to offer creative and innovative marketing and advertising pitches to clients and convincing them it was their idea.</p> <p>02-20-20 OAB Radio License Renewal webinar attended by Engineering staff featuring the 2020 renewal requirements. Chief Operator-Technical Engineer</p> <p>03-23-20 P1 Learning program that takes entry level sellers through intense combination of online courses, conference calls, testing and homework assignments. WEOL Account Executives</p> <p>03-24-20 P1 The Branding Process Learning. Video training sales tips. WEOL Account Executives.</p> <p>3-26-20 Ohio Association of Broadcasters and Local Broadcast Sales "What's Your Covid-19 Strategy?" One Hour Webinar providing ideas, strategies, and thought starters from Four Industry icons. WKFM/WLKR Selling Staff</p> <p>03-30-20 P1 Learning Class time management Videos. WEOL Sales Staff</p> <p>03-31-20 P1 Email Etiquette. Series of videos to improve email do's and don'ts.</p> <p>04-01-20 OAB Webinar: A Survival Guide to Remote Working. OAB with partner P1 Learning help find success in today's remote officing environment. Topics include establishing a daily ritual and plans, personal growth projects and avoid "awfulizing" the situation. WKFM/WLKR Selling Staff</p> <p>04-01-20 P1 Learning TMA Radio. Video featuring acronyms used in today's advertising environment. WEOL Sales Staff</p> <p>04-02-20 P1 Learning Radio Formats. Video content with notes featuring the different radio formats in broadcasting. WEOL Sales Staff</p> <p>04-14-20 OAB-LBS Be A Sales Leader During An Unsettled Economy. This session covers steps that most have likely been doing and adding a few additional thoughts to help navigate and be the consummate professional for your station and clients. WKFM/WLKR Sales Staff</p> <p>04-23-20 Local Broadcast Sales Webinar: The Survival Marketing Workshop. Informational webinar on how to market effectively in a tough economy and what message work best in order to build local brands, maintain customer bases and increase market shares. WKFM/WLKR Sales Staff</p> <p>05-12-20 Local Broadcast Sales Webinar: You Can't Sell It If You Can't Tell It. Presentation sessions that show how to come up with the best idea and the deliver the finest presentation your client has never seen. WKFM/WLKR Sales Staff</p>
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Open House (Other Activities)	<p>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</p> <p>07-11-19 Park Place Early Learning Center in Elyria. A guided summer tour of 11-15 students and supervisors of the Elyria station by Public Service Director.</p>
Career Days	<p>Students from local/high school request to “shadow” staff personnel from the station as a career day or staff participates as guest speakers.</p> <p>10-26-19 Autism Personal Coach and high functioning student seeking a degree from Ashland University in communications or voiceover work. Shadowed PM Host.</p>