



2020 EEO PROGRAM REPORT

Period Covered: June 1st, 2019 – May 31st, 2020
CLEVELAND, OHIO OFFICE:
WNWV/Elyria, OH

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, for the Cleveland Employment Unit, who is responsible for the administration and implementation of our Equal Employment Opportunity Program, is Henry Zelman. Henry reviews 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 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 Urban League, Salvation Army and United Way plus other community groups including Kiwanis, Rotary International and more.

RECRUITMENT

To ensure non-discrimination and foster their 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)

- In addition to the organizations noted above, which specialize in minority and women candidates, we deal only with employment services, including 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
 - Baldwin-Wallace College
 - John Carroll University
 - The Ohio University
 - Cuyahoga Community College
 - Lorain County Community College
 - University of Akron

- Kent State 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:
 - Rubber City Radio Group participated a Career Fair, September 25th, 2019, sponsored by Kent State University. The event was held at the KSU Main Campus and was staffed by RCRG's Mark Biviano, Sr. Vice President. 60 different companies participated and about 230 KSU students attended looking for employment or internships. RCRG interviewed and accepted resumes/applications for 14 qualified students, and forwarded those to HR Director Henry Zelman, or directly to applicable department heads.
 - Rubber City Radio Group co-sponsored a Career Fair, January 29th, 2020, with Ohio Means Jobs. The event was held at their offices in Akron, OH and was staffed by RCRG's Mark Biviano, Sr. Vice President. 30 employers participated and about 275 job seekers attended looking for employment. RCRG interviewed and accepted resumes/applications from several applicants, and forwarded those to HR Director Henry Zelman, or directly to applicable department heads.
 - Job fairs scheduled for March, April or May were cancelled due to Coronavirus concerns.
- 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.
- 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 every two years.

- We evaluate the productivity of each of our recruitment sources and eliminate those which have been unsuccessful in widely disseminating our vacancies to all qualified applicants. We also supplement our sources with new organizations and other recruitment sources, as needed. 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 WNWV/Cleveland Recruitment Sources

When positions become available at Rubber City Radio Group stations, they are advertised by notification to the following mailing list. Some are paid classified advertising sources. Many are schools, and many are community job-board type agencies who let their constituents know about our openings.

<u>Source:</u>	<u>Type:</u>	<u>Address:</u>	<u>Phone:</u>
Akron Beacon Journal Online Job Postings	Online Classifieds	44 E. Exchange St. Akron, OH 44328 Ohio.com	330-996-3600
Northeast Ohio Media Group – Plain Dealer Online	Classified	1801 Superior Ave, East Cleve., OH 44114 Cleveland.com	216-999-5555
Kent State University	School	261 MSC PO Box 5190 Kent, OH 44242	330-672-8365
University of Akron Center for Career Mgt.	School	The University of Akron Center for Career Management 302 Buchtel Mall Akron, OH 44325-4306 uaccm@uakron.edu	330-972-7747
Ohio Media School	School	Ms. Janice Hannah-Hardy 9985 Rockside Rd. Valleyview, OH 44125 jhardy@beonair.com	216-593-5900
Cleveland State University Career Services Center	School	1983 E. 24th St. Cleve., OH 44115 careers@csuohio.com	216-687-2238 216-687-1453 fax
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
The Ohio Association of Broadcasters Ms. Christine Merritt	Trade Agency	88 East Broad St., Suite 1180 Columbus, Ohio 43215	614-228-4052 www.oab.org

Cuyahoga Community College	School	Ms. Maria Brathwaite 2900 Community College Ave. Cleveland, OH 44115 mariabrethwaite@tri-c.edu	216-987-3086
Baldwin-Wallace College	School	Ms. Carmen Castro-Rivera 275 Eastland Dr. Berea, OH 44017 recruit@bw.edu	440-826-2101 440-826-2162 fax
John Carroll University	School	Ms. Cynthia Marco-Scanion 20700 N. Park Blvd. University Heights, OH 44118 Cmarco-scanion@jcu.edu	216-397-1699
Lorain County Comm. College	School	1005 Abbe Rd. Elyria, OH 44035 mpelsey@lorainccc.edu	440-366-7563 440-366-4676 fax
Jobs Ohio	Job Board	www.jobsohio.com	
Rubber City Radio Group	Job Board	www.wakr.net www.wone.net www.wqmx.com www.wnvw.com	
All Access	Online Programming Classifieds	www.allaccess.com	
Zip Recruiter	Online Classifieds	www.ziprecruiter.com	
Career Builder	Online Classifieds	www.careerbuildier.com	
Indeed	Online Classifieds	www.indeed.com	

Rubber City Radio Group
Cleveland Equal Opportunity Program
May 21st, 2020

EXHIBIT B

FULL TIME EMPLOYMENT ACTIVITIES

6/1/2019 – 5/31/2020

No New positions were offered or filled during the period.