

## EEO Public File Report

COX MEDIA GROUP OHIO (95.7 FM/1290AM WHIO Radio, K99.1FM WHKO, 95.3FM WZLR, WHIO-TV) Dayton, Ohio

## EEO Public File Report Part 1

Reporting Cycle June 1, 2020 – May 31, 2021

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
000797 (Technical Operator)	7/24/2020	10/1/2020	Indeed	6	1
001169 (Technical Operator)	12/29/2020	2/1/2021	Cox Media Group	3	1
000758 (News Producer)	7/7/2020	9/7/2020 8/31/2020	Cox Media Group	4	2
001155 (Web Producer)	12/22/2020	1/10/2021	Cox Media Group	1	1
001258 (News Producer)	1/27/2020	5/3/2021	Cox Media Group	2	1
001367 (Meteorologist)	2/26/2021	5/31/2021	Cox Media Group	18	1
001368 (News Reporter)	2/26/2021	4/19/2021	Cox Media Group	3	1
001058 (Account Executive)	11/19/2020	12/14/2020	Cox Media Group	3	1
001257 (Multimedia Journalist)	1/27/2021	5/24/2021	LinkedIn	7	1

001281 (Technical Operator)	2/2/2021	5/2/2021	Cox Media Group	9	2
		3/15/2021	Cox Media Group		
001172 (Account Executive)	1/4/2021	1/25/2021	Cox Media Group	2	1
001671 (Digital Content Producer)	5/4/2021	5/17/2021	Cox Media Group	1	1

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EEO Public File Report Part 2			
Reporting Cycle June 1, 2020 – May 31, 2021			
Recruitment Sources Used for All Openings			
No.	Recruitment Source	Contact	Entitled to Notification
1	Directly sourced by CMG Recruiter	CMG Recruiter	N
2	Indeed	Internet Posting	N
	Internet - www.indeed.com		
3	LinkedIn	Internet Posting	N
	Internet - www.linkedin.com		
4	Broadbean job distribution	CMG Recruiter	N
5	Circa	State Job Boards/Diversity job boards Internet Posting	N
6	ZipRecruiter	Internet Posting	N
	Internet - www.ziprecruiter.com		
7	CMG.com careers	CMG career site (internal/external)	N

**LONG-TERM RECRUITMENT INITIATIVES**  
**COX MEDIA GROUP OHIO (95.7 FM/1290AM WHIO Radio, K99.1FM WHKO, 95.3FM WZLR, WHIO-TV) Dayton, Ohio**  
**EEO Public File Report Part 3**  
**June 1, 2020 – May 31, 2021**

<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
June 2, 2020	Understanding Audience Research & Strategy	Training for all Content Center staff approximately 24 employees on how to apply audience research in daily content production	Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, all staff level Content Center employees and reporting staff
June 4, 2020	Basic TV-Web Writing	Training for all Content Center staff approximately 24 employees on how to write content for TV newscasts and writing digital content for producers, reporters	Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, all staff level Content Center employees and reporting staff
June 5, 2020	Push Alert Strategy	Training for all Content Center staff and TV leadership on writing, sending push alerts to audience	Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple all staff level Content Center employees
June 9, 2020	Social Media Best Practices	All Content Center, digital and TV leadership staff to learn technique of creating, sending social media posts for brand	Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple all staff level Content Center employees
June 10, 2020	Content Seeking Training	How to discover newsworthy content and confirm facts for story creation	Training/Development	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple all staff level Content Center employees
June 11, 2020	Leading People	HR training for new leaders in TV leadership group	Online Virtual Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, Bob Garlock
June 17, 2020	HR for New Leaders	HR training for new leaders in TV leadership group	Online Virtual Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, Bob Garlock
June 18, 2020	Change Management	HR training for new leaders in TV leadership group	Online Virtual Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, Bob Garlock
June 23 - 24, 2020	ARC Training	ARC CMS training for producers, reporters, anchors to create and publish digital content	Training	Quincy Wallace, Alex King, Emily Gay, Mike Campbell, Kayla Courvell, Gabby Enright, Letitia Perry, Matthew Simon, Cheryl McHenry, James Brown, Molly Koweek, Sean Cudahy, John Bedell, Ronnell Hunt, McCall Vrydaghs, Dontae Jones, Kirstie Zontini, Jesse Maaq
June 29, 2020	Legal Copyright Training	All TV leadership training to understand copyright law, legal issues impacting editorial decisions	Training	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, Bob Garlock
August 12, 2020	Social Media Policy Training	Understanding CMG's social media policy regarding all employees	Training	All staff and leadership

August 25, 2020	Centerville Noon Optimists, "UD Basketbal" speech	Spoke to the Centerville Noon Optimists about UD basketball	Community Outreach	Larry Hansgen
September 3, 2020	Dorwood Noon Optimists, "UD Basketbal" speech	Spoke to the Dorwood Optimists bout UD basketball	Community Outreach	Larry Hansgen
September 10, 2020	4 Paws for Ability Gala	Virtually emceed the Artemis Breaking the Cycle Breakfast event	Community Outreach	Gabrielle Enright
September 12, 2020	"Walk to End Alzheimer's" in Miami County, OH	Virtually emceed "Walk to End Alzheimer's" in Miami County, OH.	Community Outreach	Nancy Wilson
September 15, 2020	Artemis Breaking the Cycle Breakfast	Gabrielle Enright virtually emceed the 4 Paws for Ability Gala	Community Outreach	Gabrielle Enright
September 19, 2020	"Walk to End Alzheimer's" in Springfield, OH	Virtually emceed "Walk to End Alzheimer's" in Springfield, OH.	Community Outreach	Nancy Wilson
October 3, 2020	"Walk to End Alzheimer's" in Dayton, OH	Virtually emceed "Walk to End Alzheimer's" in Dayton, OH.	Community Outreach	Nancy Wilson
October 13, 2020	Sinclair Community College, "Careers in Radio" speech	Addressed a class of Sinclair Community College Students, talking about her career in Radio on October 13th	Community Outreach	Brittany Otto
October 14, 2020	Process Storytelling & Engaged Anchor Training	Training for all on-air talent and TV leadership in how to provide better audience transparency in storytelling fact gathering and presentation; keeping anchors engaged with audience during delivery of news	Training/Development	Letitia Perry, Gabby Enright, Kayla Courvell, Mike Campbell, John Bedell, Sean Cudahy, Molly Kowee, Ronnell Hunt, James Brown, Cheryl McHenry, Jim Otte, James Rider
October 20, 2020	Society for Broadcast Engineers Exhibition	CMG Hosted the SBE-33 October meeting in conjunction with the Next Big Thing traveling road show of broadcast technology exhibits  The Dayton meeting will be held Tuesday Oct 20th from 11AM - 2PM in the parking lot of Cox Media 1611 South Main Street, in Dayton. Thanks to Randy McCune of WHIO-TV.	Hosted Ohio Broadcast Engineers and vendors in our parking lot from 9AM- 4PM	DOE Randy McCune and CMG Ohio engineering team
Oct 2020-present	7 Sees Your Town <a href="https://www.whio.com/7seesyourtown/">https://www.whio.com/7seesyourtown/</a>	Highlighting towns in our viewing area...sharing what those residents are proud of, some city history and a few secrets.	Community Outreach	anchors, Reports & Meteorologist

October 24, 2020	WHIO TV Special Program	Program Aired on WHIO TV , 12:30PM-1:30PM and on OTT from 10/24- 10/31	DAYTON, OHIO – OCTOBER 20, 2020 - The Dayton Unit of the National Association for the Advancement of Colored People (NAACP) is hosting a historic televised Freedom Fund Banquet event on WHIO-TV Channel 7 on Saturday, October 24, 2020 at 12:30 p.m. This year's theme is entitled, "Living for Justice, Peace and Love!" We are privileged to have the Honorable Roslyn M. Brock, Chairman Emeritus of the NAACP National Board of Directors,	Letitia Perry, Dontae Jones
October 26, 2020	Ohio Association of Broadcasters	Virtual Committee Meeting 2pm-3pm to determine DE &I priorities for the OAB in 2021.	<p>GM Rob Rohr attended and worked on committee to determine the following priorities for the organization.</p> <ul style="list-style-type: none"> <li>Offering training resources for staff at member stations to support building a more inclusive work environment</li> <li>Providing recruitment resources to support stations in gaining greater diversity in applicants for their open positions</li> <li>Encouraging students of diverse backgrounds to consider careers in the broadcast industry</li> </ul>	Rob Rohr
October 26, 2020	Huber Heights Rotary Club, "UD Basketball" speech	Spoke to the Huber Heights Rotary Club about the upcoming UD basketball season	Community Outreach	Larry Hansgen
October 28, 2020	Choices in Community Living Board Meeting	Attended the Board Meeting for Choices in Community Living	Community Outreach	Larry Hansgen
October 28, 2020	Goodwill Eater Seals "We are Mental Wellness" event	Virtually emceed "We are Mental Wellness" event for Goodwill Eater Seals.	Community Outreach	Nancy Wilson
November 12, 2020	American Heart Association "Go Red Goes North" event	Virtually emceed "Go Red Goes North" event for the American Heart Association.	Community Outreach	Nancy Wilson
November 12, 2020	The Dayton Foundation Centennial Campaign Virtual Kick-off	James Brown co-hosted the virtual kick off of the Dayton Foundation Centennial Campaign	Community Outreach	James Brown

November 17, 2020	Burst Product Training	All Digital employees in how to use Burst to obtain, publish audience photos in digital/TV content	Training/Development	All digital staff and leadership--Cassidy Apple, Kelsey Cano, Emily Gay, Quincy Wallace, Caryn Golden
March-Nov 2020	UD Leadership Training	Management Coaching	Training/Development	Kristen Burchfield LSM In Class
December 2, 2020	Choices in Community Living Board Meeting	Attended the Zoom Board Meeting of Choices in Community Living	Community Outreach	Larry Hansgen
December 2, 2020	Christmas Tree Lighting with Downtown Dayton Partnership	News Talent 30 Minute program about the History of Christmas in Dayton including the Grand Illumination of the Cities Annual Christmas Tree.	Community Outreach	Cheryl McHenry, James Brown, Molly Kowee
December 3, 2020	Dayton Area Homebuilder's Association Annual Meeting, "Team Work" speech	Spoke to the Dayton Area Homebuilder's Association Annual Meeting on the topic of team work	Community Outreach	Larry Hansgen
December 13, 2020	Wiley's Comedy Club Performance	Performed in a charity show at Wiley's Comedy Club to collect toys for the children who visit the House of Bread	Community Outreach	Larry Hansgen
January 26 - 29, 2021	Magid Producer Institute	2 day instruction on producing best practices, new techniques, challenges	Training/Development	Michael Everman and Serenity McKenzie
February 10, 2021	Kettering Rotary Club	Cheryl spoke to the Kettering Rotary Club at MCL Cafeteria.	Community Outreach	Cheryl McHenry
February 13, 2021	Cloudy with Chance Podcast: Diversity in Broadcast Meteorology & STEM-- A discussion with Meteorologist Dontae Jones & Chief Meteorologist McCall Vrydaghs	A monthly produced, published podcast by Chief Meteorologist McCall Vrydaghs. Discussion for black history month was around efforts underway to increase diversity in meteorology and other sciences in the black community	Community Outreach	Meteorologist Dontae Jones and Chief Meteorologist McCall Vrydaghs
March 18, 2021	Training: Inclusive Management, Inclusive Workplace	Training for all TV leadership in ensuring the newsroom is an inclusive workplace and how to manage diverse staff when challenges arise	Training/Development	Caryn Golden, Quincy Wallace, Matthew Simon, Bob Garlock, Alex King, Emily Gay, Kelsey Cano, McCall Vrydaghs, Cassidy Apple
March 24, 2021	OAB Participating DE&I Forum	Panel to give feedback on OAB pilot diversity training being launched for all Ohio Broadcasters in April and May 2021	Community Outreach	Rob Rohr, General Manager
April 8, 2021	Habitat for Humanity of Greater Dayton, Virtual Birthday Party	Helped introduce one of the stories during the Habitat for Humanity of Greater Dayton virtual birthday party recorded ahead of time at Xenia High School	Community Outreach	McCall Vrydaghs
April 13, 2021	Magid Training: Facebook Writing Best Practices	All Content Center and digital staff learning new techniques and strategy in writing content for Facebook posts	Training/Development	Kelsey Cano, Quincy Wallace, Caryn Golden, Emily Gay, Alex King, Matthew Simon, Cassidy Apple, Bob Garlock
April 15, 2021	Magid Training: Show and Tell Journalism	Training in demonstrative reporting to increase transparency and build trust with audience in reporting of facts	Training/Development	All TV staff and leadership

<b>April 19 - 23, 2021</b>	<b>Magid Weather Institute</b>	<b>Training for all Meteorologists in new weather presentation and topic of Climate Change and how to cover in a balanced way</b>	<b>Training/Development</b>	<b>McCall Vrydaghs, Dontae Jones, Kirstie Zontini</b>
<b>April 26, 2021</b>	<b>Sinclair College Marketing Board</b>	<b>Meeting to discuss diversity in candidates and set curriculum for school of business.</b>	<b>Community Outreach</b>	<b>Nick Roberts</b>
<b>April 28, 2021</b>	<b>United Way Big Thanks Event</b>	<b>Cheryl McHenry virtually emceed the United Way Big Thanks event</b>	<b>Community Outreach</b>	<b>Cheryl McHenry</b>