

Annual EEO Public File Report For WBNX-TV, Akron, Ohio

This EEO Public File Report Covers the One-Year Period 6/1/2020-5/31/2021

This EEO Public File Report is filed in Station WBNX-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

VACANCY RECRUITMENT

During the one-year period ending on 5/31/2021, the station filled the following full-time vacancies:
Master Control Operator

The station interviewed a total of 1 person for the full-time vacancy during the period of this report.

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Master Control Operator

Recruitment Source

That Referred Hiree: Former Employee

Date Vacancy Opened: 11/23/2020

Total # of Persons

Interviewed for the Vacancy: 1

Date Vacancy Filled: 11/23/2020

WBNX-TV's prior Master Control Operator unexpectedly and on short notice left the station. Station management determined that a replacement MCO was required immediately in order to keep the station on the air. Additionally, due to COVID-19, it was determined that interviews could not safely be conducted in a manner to determine if interviewees possessed the necessary skills for the job. For these reasons, station management contacted a former employee known to the station whom management knew could perform the work effectively.

of Interviews per Recruitment Source

Name of Recruitment Source	Address	Contact Person	Telephone #	Total # of Interviewees by Source	Did Source Request Notification
Cleveland.com	Posting on Cleveland.com jobs		866-204-9210	0	N
Glassdoor.com	Posting on job board NEW 2020	n/a		0	N
Indeed.com	Posting on indeed	n/a	n/a	0	N
HANDSHAKE	Posting on job board Expanded schools NEW 2020	n/a		0	N
TV JOBS.COM (NEW 2020)	Posting on job board	Mark C. Holloway Broadcast Employment Services TV Jobs admin@tvjobs.com		0	N
Ohio Means jobs.com	Posting on OhioMeans.jobs.com NEW 2020	Sent online submission contact	OhioMeansJobs.com	0	N
Ihirebroadcasting.com	Posting online			0	N
Akron works.com	Sent notice as requested, fee to post \$99.			0	Y
Zip recruiter	Posting online		Ziprecruiter.com	0	N
The University of Akron	The University of Akron Career Placement Services Schrunk North Room 153 Akron, OH 44325-4306	Kim Beyer, ED. D	330-972-7747 career@uakron.edu used HANDSHAKE	0	Y
Ursuline College	Career Services Ursuline College 2550 Lander Rd. Pepper Pike, OH 44124	Donna Barberio 2017 Gerri Jenkins, MBA	440-646-8322 Gerri.Jenkins@ursuline.edu <i>Director of Counseling and Career Services</i>	0	Y
Akron Urban League, Inc.	Akron Urban League 250 East Market St. Akron, OH 44308	Stephanie Sheeler	330-434-3101 Fax: 330-434-2716 DISCONNECT 17 Emailed Contact field on website.	0	Y

			http://www.akronurbanleague.org/about-us/contact-us/info@akronurbanleague.org (disconnected)		
Akron NAACP	NAACP 1419 Copley Ave. Akron, OH 44320	Ophelia Averitt	330-869-8955 Fax 330-836-7558 DISCONNECT 17 Used online submission	0	Y
Portage Employment Center	Ohio Dept. of Job & Family Services 1081 W. Main ST. P.O Box 1207 Ravenna, OH 44266	Harry A. Carpenter No longer--	330-296-2841 Fax: 330-297-3439 New 6/18 post on OhioMeansJobs	0	Y
Stark State College	Career Services Office Stark State College 6200 Frank Ave. NW North Canton, OH 44720-7299 330-494-6170 Ext. 4572	Jodi Bush	New June 2018: use our online job board called College Central Network (CCN) http://www.starkstate.edu/employers Applied 1/31/2020	0	Y
Cleveland State Univ.	Cleveland State Univ. Rhodes Tower W. 1860 East 22 nd St. Rm 280 Cleveland, OH 44114	Bennett P. Morrison Dana Artonovich Student Employment Public Inquiries Assistant 216.687.2233	216-687-5190 careers@csuohio.edu d.aritonovich@csuohio.edu	0	Y
John Carroll University	John Carroll University Career Services 20700 North Park Blvd. University Hts, OH 44118	Nikki Marzano, Assistant Director – Employer Relations,	216-397-1886 careerhelp@jcu.edu at nmarzano@jcu.edu or 216.397.4431. USE HANDSHAKE TO POST JOBS new 6/18	0	Y
Kent State University	Kent State University Career Services 261 Michael Schwartz CT.	Janet R. Watson	330-672-9953 career@kent.edu	0	Y

	P.O Box 5190 Kent, OH 44242				
Notre Dame College of Ohio	Notre Dame College Of Ohio Career Development 4545 College Rd. South Euclid, OH 44121	Katherine Krejci	216-381-1680 ext. 217 Jennifer Lowery Internship Coordinator jlowery@ndc.edu April Kennedy Job Shadowing Coordinator akennedy@ndc.edu	0	Y
CGI Consulting CGI Technologies and Solutions	1301 East 9 th St. Suite 3000 Cleveland, OH 44114	Therese Gallagher & Mark Dzurec	216-687-1480 1001 Lakeside Avenue Suite 800 Cleveland OH 44 114 Tel: +1 216-687- 1480 Fax: +1 216-687- 1488 (disconnected) gregory.robinson@cgi.com	0	Y
Goodwill Industries Employment Resource Center	1040 E. Tallmadge Ave. Akron, OH 44310	Dee Wagner	330-630-4613 info@goodwillakron.org	0	Y
Patrick McGervey	Jobs 2004 161 Brookfield Avon Lake, OH 44012	Patrick McGervey	pjmgervey@aol.com 2017 cannot find current contact info	0	Y
College of Wooster	1189 Beall Ave. Wooster, OH 44691	Lisa Kastor <u>Ashleigh Musyt Best.</u>	330-263-2496 abest@wooster.edu posted on handshake	0	N
WBNX.com	2690 State Rd. Cuyahoga Falls, OH 44223	Kerry DiFranco	440-843-5555	0	Y
Production HUB	801 W. Fairbanks Ave. Winter Park, FL 32789	Lauren Memberg	800-629-4122 Productionhub.com Fax 4076298884	0	Y
Southern Ohio College	1320 W. Maple St. NW North Canton, OH 44720	Barbara Hood	330-494-1214 Fax 330-494- 8112 CLOSED 2020	0	Y

Brown Mackie College	1320 West Maple St. North Canton, OH 44720 Not THERE now, 2017 IS NOW A MEDICAL COLLEGE	Vickie St. George	CLOSED 2020 330-494-1214 AKRON fax: 330.869.3650	0	Y
Tech Center Inc.	265 South Main St. Akron, OH 44308	Barbra Woods	330-762-6212 Fax 3307622035 mail@techcenter inc.com	0	Y
Malone College	2600 Cleveland Avenue NW, Canton OH 44709 upload internships and job opportunities anytime at https://www.collegecentral.com/malone/ for a fee\$\$	Doug Reichenberger	330-471-8322 css@malone.edu careerdevelopment@malone.edu	0	Y
Akron Unemployment Bureau	150 E. Market St. Akron, OH 44308	Mary J. Langston	330-643-3703 Christine.Marshall@workforcearead2.org	0	Y
OAB	88 East Broad St. Suite 1150 Columbus, OH 43215	Chris Merrit	614-228-8133 Posted on job board	0	N
Start Right Community Development Corp	startrightcdc@yahoo.com	Rev. Dr. Jimmie Hicks Jr. Executive Director	startrightcdc@yahoo.com	0	Y
PERI	PO Box 1292 Akron Ohio 44309	Belinda Duncan President	dunchbj@gmail.com	0	Y
Ohio Media School Revised 2/3/20	9885 Rockside Rd, Valley View OH 44125	Hoda Crable	2342032768 hcrable@beonair.com fax 2342032768	0	Y
Former Employee				1	N

Number of Interviewees During Reporting Year

The total number of interviewees referred by all sources for the period from June 1, 2020, to May 31, 2021, was 1. The number of interviewees referred by each source is as follows:

Name of Recruitment Source	Total # of Interviewees by Source
Cleveland.com	0
Glassdoor.com	0
Indeed.com	0
Kent State University / Handshake	0
The University of Akron	0
Ursuline College	0
Akron Urban League, Inc.	0
Akron NAACP	0
Portage Employment Center	0
Stark State College	0
Cleveland State Univ.	0
John Carroll University	0
Notre Dame College of Ohio	0
Brown Mackie College	0
Malone College	0
OAB.org	0
CGI Consulting	0
Goodwill Industries Employment Resource Center	0
Akron Unemployment Bureau	0
Patrick McGervey	0
College of Wooster	0
Southern Ohio College	0
Production HUB.com	0
WBNX.com	0
Cleveland.com ad	0
Tech Center	0
Word of Mouth	0
Resumes on file	0
Former Employee	1

MENU OPTIONS ACTIVITIES

WBNX-TV has engaged in the following outreach activities during the period covered by this report 6/1/2020-5/31/2021:

Date	Issue	Activity	Activity	Description
6/30/2020 12-1pm	14	Vorys at Work: Discrimination and Unconscious Bias in the Workplace Webinar	Provision of training to management	Vorys at Work: Discrimination and Unconscious Bias in the Workplace Webinar Kerry DiFranco, HR Coordinator, and EEO Officer participated in this webinar training reviewing a number of employment issues. The OAB's Ohio counsel of Vorys, Sater Seymour and Pease LLP presented a webinar to discuss unconscious bias, privilege, discrimination, and harassment in the workforce, as well as training HR departments could consider in their own organizations. Vorys attorneys addressed employment-related updates regarding the COVID-19 pandemic, including a litigation update; masks and other PPE-related considerations; and the use of waivers to reduce liability.
7/6/2020- 8/27/2020	8	OAB's P1 Plus training program Trainers: Katey McGuckin-Woolam katey@p1learning.com (816) 456-8603 Speed Marriott speed@p1learning.com (913) 515-389	Establishment of training programs	Joella Wayne, Sales Assistant, took the P1 Plus training program which is a live assist training program designed to take new sellers from "rookie" to "ready" in just seven (7) weeks. The program prepared her for the position of director of sales.
7/23/2020 at 10am	8	Ohio Advertising Rules & Regulations Webinar	Establishment of training programs	Kerry DiFranco, HR Coordinator and EEO Officer, attended the OAB webinar which gave an update on Ohio advertising rules and regulations, including a review of what ads stations can and cannot air, and what those ads can and cannot say.
9/24/2020 10am- 11am EST	14	2020 OAB Employment Law Webinar: The Many Forms of Diversity	Provision of training to management	Lori Bruch, General Manager, and Kerry DiFranco, HR Coordinator and EEO Officer, participated in this webinar training which reviewed a number of employment issues. This year's employment law webinar, presented by Jacklyn Ford from the OAB's Ohio counsel of Vorys, Sater, Seymour, and Pease, LLP, focused on the practical aspects of promoting diversity and inclusion while

				<p>complying with state and federal legal requirements. Topics included:</p> <ul style="list-style-type: none"> • EEO 101 – basic legal requirements for prohibiting discrimination and harassment; • Addressing diversity of political expression, e.g., MAGA hats and BLM shirts in the workplace, and protests and politics off-the-clock; • Recent Supreme Court decision prohibiting workplace sexual orientation discrimination; and • Disability discrimination issues when accommodating COVID-related absences.
9/29/2020 10am-2pm	1	Bowling Green State University Virtual Fall EXPO Job & Internship Fair	Job Fair Participation	Kerry DiFranco, HR Coordinator attended the Career Fair. She spoke to a group of students virtually about careers in television and let them know about many opportunities in broadcasting and how they can send resumes to WBNX or find other opportunities in the market. She spoke to students one-on-one as well in separate sessions.
January 2021	8	Google Analytics Academy for Beginners online course	Establishment of training programs	Steffanus Kostenko, Sales Assistant, took the Google Analytics Academy for Beginners and got a certificate of completion. Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis. Learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.
2/25/21 10am-3pm	1	Kent State University Career Exploration Fair Virtual	Job Fair Participation	Kerry DiFranco, HR Coordinator, attended the Career Fair. She spoke to a group of students virtually about careers in television and let them know about the many opportunities in broadcasting and how they can send resumes to WBNX or find other opportunities in the market. She spoke to students one-on-one as well in separate sessions and answered questions personally as well as answered messages and emails to follow up.
3/25/2021 11am-12pm	14	Do You Have Enough Diversity at Your Company? Webinar	Provision of training to management	Kerry DiFranco, HR Coordinator and EEO Officer, participated in this webinar which reviewed the importance of maintaining a diverse staff, addressed the meaning of

				<p>“Diversity” and why it should be a strong focus, and explained how having a diverse staff can help with future recruitment, hiring and retention. It also provided tips on how to attract, interview and build a diverse team.</p>
--	--	--	--	---

Every two years, employment units that are not located in a “smaller market” and have more than ten full-time employees must engage in at least four (4) of the initiatives on the menu.

For “Activity Classification” use numbers 1-16 in accordance with the following.

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.
2. Hosting of at least one job fair.
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
6. Participant in job banks, Internet programs, and other programs designed promote outreach generally (i.e., Outreach that is not primarily directed to providing notification of specific job vacancies.)
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
8. Establishment of a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.
9. Establishment of a mentoring program for station personnel.
10. Participation in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11. Sponsorship of at least 2 events in the community designed to inform and educate members of the public about employment opportunities in broadcast.
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcasting employment and/or other career development assistance pertinent to broadcasting.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
16. Participants in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.