

**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)**

**III. RECRUITMENT INITIATIVES**

<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
Internship Program	Elyria-Lorain Broadcasting Co. maintains an ongoing internship program for the benefit of high school and college students.
Job Fair/Participation	Human Resources or Hiring Managers for Elyria-Lorain Broadcasting Co. (WEOL,WKFM,WLKR)  10-30-19 WEOL Station Manager Sports Director guest speaker/lecturer at Ohio Media School.  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.  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

**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 20<sup>TH</sup> 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**

**Initiatives (cont)**

**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 and provide a safe Halloween environment for the area youths. WKFM/WLKR Promotions Director/Sales Manager/Sales/PM Host**

**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**

**11-12-19 Spotlight on Medina. Broadcast live interviews with county officials, government and organizations in around the county and the services they provide. AM Host/News Director/PM Hosts**

**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.**

**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.**

**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**

**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.**

**01-22-20 Sandusky Polar Plunge. WKFM/WLKR broadcasting on location during the Polar Plunge event that benefits the Special Olympic Ohio.**

**01-27-20 WEOL Scholastic Games begins. A weekly feature showcasing area county high school teams competing for an academic championship.**

**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.**

**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.**

**Staff and Management Training Programs**

Training programs and seminars designed to help current employees advance in their careers.

**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.

**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.

**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.

**10-08-19 OAB Political Broadcasting Refresher Webinar.** Refresher on applicable political broadcasting rules. WKFM/WLKR Sales Manager/WEOL Continuity Director

**09-10-19 OAB Employment Law Webinar.** WKFM/WLKR Sales Manager/WEOL Director of Business

**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.

**02-20-20 OAB Radio License Renewal webinar** attended by Engineering staff featuring the 2020 renewal requirements. Chief Operator-Technical Engineer

**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

**03-24-20 P1 The Branding Process Learning.** Video training sales tips. WEOL Account Executives.

**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

**03-30-20 P1 Learning Class time management Videos.** WEOL Sales Staff

**03-31-20 P1 Email Etiquette.** Series of videos to improve email do’s and don’ts.

**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

**04-01-20 P1 Learning TMA Radio.** Video featuring acronyms used in today’s advertising environment. WEOL Sales Staff

**04-02-20 P1 Learning Radio Formats.** Video content with notes featuring the different radio formats in broadcasting. WEOL Sales Staff

**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

**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

**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

<b>Open House (Other Activities)</b>	<p><b>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</b></p> <p><b>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.</b></p>
<b>Career Days</b>	<p><b>Students from local/high school request to “shadow” staff personnel from the station as a career day or staff participates as guest speakers.</b></p> <p><b>10-26-19 Autism Personal Coach and high functioning student seeking a degree from Ashland University in communications or voiceover work. Shadowed PM Host.</b></p>