

## 2018 ANNUAL EEO PUBLIC FILE REPORT

### BAS BROADCASTING, INC.

Station(s): WFRO-FM, WOHF-FM, WTTF-AM and FM-W227BJ

Community(ies) of License: Fremont, Bellevue and Tiffin, Ohio

Date of Annual Report: June 1<sup>st</sup> 2017 Thru May 31<sup>st</sup> 2018

No. of Full-time Employees: \_\_\_\_ Between 5 & 10, x More than 10

Small Market Exemption Yes

During the Reporting Period, two full-time positions were filled. The information required by FCC Rule 73.2080((c)(6) is provided in the charts that APPEAR in the second portion of this period.

### INITIATIVES

The Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC. Rule 73.2080(c)(2):

Participated in at least 3 **job fairs** by station personnel who have substantial responsibility in making job decision

**Kalahari Regional Job Fair,**  
Sandusky, OH 4-13-18

The Kalahari event is a Regional Job Fair with over 100 vendors participating from Cleveland, Columbus, and Toledo. There are job interview technique seminars, one on one job interview opportunities and a number of seminars introducing new recruits to area opportunities.

**Tiffin University Job Fair**  
Tiffin, OH 5-4-18

Tiffin University Job Fair has about 50 vendors that are looking to recruit graduates of Tiffin University. Seminars are held by some of the area vendors. The students go to each of the booths gathering information and finding out more about the vendors opening.

**Kenyon College Job Fair**

MT Vernon, Ohio 2-7-18

Kenyon College holds a Job Fair Each year in February. The stations were co-sponsors, promoted the event and conducted interviews throughout the day.

**Co-sponsored** at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

On November 3rd 2017 we co-sponsored, promoted, and broadcast live a job fair from the Lorain County Chamber of Commerce Business Expo at Tom's Country Place in Avon, Ohio. The expo included recruitment information and speakers from several sectors of the business community. Many local businesses and universities participated in the day long event.

BAS Broadcasting Job Fair was held February 6<sup>th</sup> 2018 at each of the BAS clusters in Fremont, Sandusky, Mt. Vernon and Tiffin Ohio, A department head from Sales and Programming were available in each cluster to conduct interviews, tours of the facilities and answer any questions the candidate ask. Each candidate was given a BAS Broadcasting Brand Your Business DVD.

Established an **internship** program designed to assist members of the community in acquiring skills needed for broadcast employment.

During the Reporting period two interns participated in BAS Broadcasting intern program including RAB Sales Training and time with each department head to see what their day to day duties consisted of.

Established a **mentoring** program for station personnel.

BAS Broadcasting conducts a quarterly review of all employees. This is designed to help all employees improve their job performance. The review we use is a combination of two reviews. One is produced through the Radio Advertising Bureau (RAB) and the other is from the Ohio Association of Broadcasters (OAB). We've combined the reports to reflect information that would be pertinent to a sales person and others that would work best for programming and office employees. These reports help both the manager and the employee grow in their respective jobs. It also helps managers troubleshoot situations before they become big issues.

Participated in **job links, internet programs and other programs designed to promote outreach generally** (i.e., that are not primarily directed to providing notification of specific job vacancies).

During the Reporting Period, Owners and Department Heads spoke at Bowling Green University, Tiffin University, Heidelberg, Kenyon and Tiffin University at least once looking for seniors that are interested in a career in radio. The school visits were done in late fall or early spring. The aforementioned colleges and universities received letters from the employment unit requesting students contact our company to perform an internship. The owners of the company visit these educational institutions twice annually in an effort to recruit interns. We also speak to communication students at least once annually about a career in broadcasting.

Established **training** programs designed to enable station personnel to acquire skills that can qualify them for higher level positions in the company.

We utilize training programs offered by OhioJobsNow.com to help current employees to increase their skills. The programs offered are software computer skills taught by certified instructors. Both owners also conduct ongoing sales training utilizing weekly sales meetings from RAB, and OAB. The Employment Unit also has a sales tracking program in place to assist salespersons for ongoing and increased success.

Once a quarter we bring in local business owners to discuss their business so that the AE's can get a real life perspective of an owner's world in a specific category. Before we hear from the local owner we review that category from a national perspective to compare notes on what is reality for our clients in that product category and what is not at this time.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

We offer webinars twice annually to our department heads from OAB and RAB concerning EEO and discrimination issues.



## RECRUITING SOURCES USED

Job Title of Position: Sales and operations Date of Hire: 2/5/18 and 3/1/18

The following recruiting sources were utilized to fill **two** positions:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Ad		1281 N River Rd	Adam Klein	419-332-8218
Indeed.com				
Recruitment letters for this position were sent to the following organizations:				
Ashland County-West Holmes Career Center 1783 St. Rt. 60 Ashland, OH 44805				
Case Western University 10900 Euclid Avenue Cleveland, OH 44106				
C-Tec 150 Price Road Newark, OH 43055				
Cuyahoga Community College 700 Carnegie Avenue Cleveland, OH 44115				
Delaware Area Career Center 4565 Columbus Pike Delaware, OH 43015				
Denison University 100 West College Street Granville, OH 43023				
Department of Business/Communications Bowling Green State University 245 Troup Street Bowling Green, OH 43403 Attention: Dr Ewart Skinner				
Department of				

<p>Business/Communications  Findlay University  1000 N. Main Street  Findlay, OH 45840  Attention: Ms. Jeanette Drake</p> <p>Department of Business/Communications  Heidelberg University  310 E. Market Street  Tiffin, OH 44883  Attention: Mr. Thanda Bantu Mocco</p> <p>Department of Career Services  Terra State Community College  2830 Napoleon Road  Fremont, OH 43420  Attention: Ms. Joan Gamble Director of Career Services</p> <p>Department of Communications  Tiffin University  155 Miami Street  Tiffin, OH 44883  Attention: Ms. Carol McDannell</p> <p>Department of Business/Communications  University of Toledo  2801 W. Bancroft Street  Toledo, OH 43606  Attention: Dr. Norbert Mills</p> <p>Kenyon College  103 College Drive  Gambier, OH 43022  Attn: Shawn Presley Marketing Director</p> <p>Knox County Career Center  306 Martinsburg Road  Mt. Vernon, OH 43050</p> <p>Lorain County Community College</p>			
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<p>1005 North Abbe Road Elyria, OH 44035</p> <p>Marion Technical College 1467 Mt. Vernon Avenue Marion, OH 43302</p> <p>Mount Vernon Nazarene University 800 Martinsburg Road Mt. Vernon, OH 43050 Attn: Joe Rinehart Director of Broadcasting</p> <p>Ohio Center for Broadcasting 9885 Rockside Rd. Cleveland, OH 44125</p> <p>Ohio Means Jobs Sandusky County Randy Company Ohiomeansjobs.com/san dusky</p> <p>Ohio Means Jobs Knox County Ohiomeansjobs.com/ knox</p> <p>Ohio Means Jobs Seneca County Randy Company Ohiomeansjobs.com/se neca</p> <p>Ohio Means Jobs Erie County Ohiomeansjobs.com/ erie</p> <p>Ohio Means Jobs Lorain County Ohiomeansjobs.com/lor ain</p> <p>Ohio State University c/o College of Arts and Sciences 48 Townshend Hall 1885 Neil Ave. Columbus, OH 43210</p> <p>Owens Community College 30335 Oregon Road</p>			
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<p>Perrysburg, OH 43551</p> <p>Polaris Career Center 7285 Old Oak Boulevard Middleburg Heights, OH 44130</p> <p>Penta Career Center 9301 Buck Road Perrysburg, OH 43551</p> <p>Vanguard Career Center 1306 Cedar Street Fremont, OH 43420</p> <p>Zane State College 1555 Newark Rd Zanesville, OH 43701</p>				

INTERVIEW LIST FOR OPENING

Job Title of Position: Sales and operations

Date of Hire: 2/5/18 and 3/1/18

List the referral source of each person interviewed:

NUMBER	REFERRAL SOURCE OF PERSON INTERVIEWED
1.	Indeed.com and referral
2.	Radio Ad which we air throughout the year
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

TOTAL NUMBER OF PERSONS INTERVIEWED 7

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

List total number of interviewees generated by each recruitment source in the preceding year (use as many pages as necessary).

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio station EEO Recruitment on-air radio ad	4
Indeed.com and referral	3