

2021 ANNUAL EEO PUBLIC FILE REPORT

BAS BROADCASTING, INC.

Station(s): WFRO-FM, WOHF-FM

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

Date of Annual Report: June 1st 2020 Thru May 31st 2021

No. of Full-time Employees: _____ Between 5 & 10, More than 10

Small Market Exemption Yes

During the Reporting Period, one full-time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that appear in the second portion of this report.

OUTREACH INITIATIVES

The past 15-plus months have been very difficult on most industries, including broadcast. As a result of mandatory and precautionary steps taken to maximize the safety and health of the Employment Unit's staff and the general public, we were unable to participate in some of the outreach programs including job fairs that we do in typical years. Indeed, we were not aware of any such opportunities in our market area due to the pandemic. We did however take this time of lockdown to help our current staff grow with many additional trainings. For example, we offered advanced level trainings in the RAB for our broadcast side but also added digital products to our sales initiatives through NXT a division of Marketron. Some of these digital products include digital display ads, digital videos, geofencing and OTT. These trainings were primarily done virtually via webinars, conference calls and online trainings and are still ongoing. We are very excited about these new initiatives and our team has already shown tremendous growth, which should well-position our personnel and our stations as we slowly emerge from the pandemic.

Notwithstanding the challenges presented by the COVID-19 pandemic, the Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

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

During the Reporting period one intern 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. He started April of 2021.

Continued our **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, and provides multiple designated “check-in” periods between supervisory personnel and other staff where job performance and station culture can be discussed and where achievements, successes, tribulations, and concerns are often raised. 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.

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 RAB as well as NXT a division of Marketron to help current employees to increase their skills. The programs offered are both additional levels of radio training as well as training on new digital products that we now offer to clients, for example targeted display ads and geofencing. These were ongoing trainings that were both done by management in person as well as offered by trainings online.

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

Twice annually our department heads participate in webinars from OAB and RAB concerning EEO and discrimination issues.

LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source referring person hired.

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
5/17/21	Sales	Indeed.com

RECRUITING SOURCES USED

Job Title of Positions: Sales Date of Hire: 5/17/21

The following recruiting sources were utilized to fill **one** full-time position:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio ad		1281 N. River Rd	Doug Pearson	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	N			
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				

<p>100 West College Street Granville, OH 43023</p> <p>Department of Business/Communications Bowling Green State University 245 Troup Street Bowling Green, OH 43403 Attention: Dr Ewart Skinner</p> <p>Department of 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</p>			
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<p>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 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/sandusky</p> <p>Ohio Means Jobs Knox County ohiomeansjobs.com/knox</p> <p>Ohio Means Jobs Seneca County Randy Company ohiomeansjobs.com/seneca</p>			
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<p>neca</p> <p>Ohio Means Jobs Erie County Ohiomeansjobs.com/erie</p> <p>Ohio Means Jobs Lorain County Ohiomeansjobs.com/lorain</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 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>			

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies. None of the above requested.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 2

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	1
Indeed.com	1