

**Elyria-Lorain Broadcasting Company**

**WEOL//WKFM/WLKR (AM-FM)**

**EEO PUBLIC FILE REPORT**

**June 1, 2017 – May 31, 2018**

(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	<p>Human Resources or Hiring Managers for Elyria-Lorain Broadcasting Co. (WEOL,WKFM,WLKR)</p> <p>9-26-17 WKFM-WLKR Erie County Chamber of Commerce Business Expo. Station set up along with other area businesses displaying services, products and employment availability. WKFM/WLKR Sales Manager &amp; Selling Staff.</p> <p>11-02-17 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.</p> <p>02-24-17 WKFM-WLKR Huron County Chamber Home &amp; Business Expo. On location and broadcast of business events and networking opportunities. WKFM/WLKR Sales Manager-Selling Staff-On Air Host</p> <p>03-20-18 Bowling Green Media Production and Studies Career day. Employers and alumni meet and have an opportunity to interview for positions available within the company. WKFM/WLKR Sales Manager conducted on site interviews</p> <p>04-09-18 Lorain County Community College Career Fair. Employers and local businesses meet with a broad range of qualified students, alumni and community job seekers eager to find full or part employment or internships. News Director/Program Director/PM Drive Hosts</p>

<p><b>Initiatives</b></p>	<p><b>06-19-17/06-21-17 WEOL Spotlight On Lorain.</b> Live Broadcast Morning Show hosting a 3 day series of interviews with local politicians, school officials and businesses. Guests include the Lorain Visitors Bureau, Lorain Historical Society, Port Authority, Lorain City School Superintendent, Lorain Metro Housing Authority</p> <p><b>06-22-17 United Way of Greater Lorain County “Spellebrate”.</b> A fundraiser for the Lorain County Volunteer Connection. WEOL Operations Manager Official pronouncer. WEOL News Director Celebrity Speller.</p> <p><b>7-4-17 Norwalk Lions Club Independence Day.</b> July 4<sup>th</sup> event to provide Norwalk schools with extra classroom supplies, annual scholarship for local graduates and various contributions to local and Lions organizations. WKFM/WLKR Promotions Director/On Air Host</p> <p><b>7-15-17 Norwalk Relay For Life.</b> WKFM-WLKR broadcasting on-location from Whitney Field. Event features and supports an organized community fundraising walk to benefit American Cancer Society. WKFM/WLKR Promotions Director/On Air Host</p> <p><b>07-22-17 Sandusky Relay For Life.</b> On location from Sandusky Perkins High School. Event fundraiser supporting Erie County Community American Cancer Society.</p> <p><b>07-17-17/07-19-17 Amherst Spotlight.</b> Live event with local professional sports broadcaster, town officials, happenings at Lorain County Metroparks, school officials and College representatives, the Historical Society and Mercy Hospital. WEOL Sales, Morning Show host, News Director, Promotions.</p> <p><b>07-29-17 Stocker Arts Center Spotlight Event.</b> Stocker Rocks featuring performing artists series emceed by station WEOL News Director.</p> <p><b>08-05-17 Elyria Bicentennial Parade.</b> Live broadcast of events commemorating 200 years of the founding of City of Elyria.</p> <p><b>09-09-017 Alzheimer’s Walk.</b> Live broadcast from Ohio’s Veteran home promoting the walk to end Alzheimer’s. WKFM/WLKR Promotions Director/on air host</p> <p><b>09-10-17 Chicks Against Hunger.</b> On location support of the annual summer food drive benefiting St Mary’s Choice Food Pantry, Elyria. WEOL News Director.</p> <p><b>09-11-17/09-13-17 Elyria Spotlight</b> from at Hazel’s Restaurant in the morning. The Foundry during the afternoon. Live events with community leaders, nonprofit organizations, local business and their roles in the community and the issues they address. WEOL Operations Manager/News Director/Promotions and PM</p> <p><b>09-15-17 WKFM-WLKR Imagine Norwalk Remote.</b> Live broadcast from Historic Uptown Norwalk featuring the revitalized Imagine Norwalk Event. Presented by Imagine Norwalk and Norwalk Jaycees. WKFM/WLKR Promotions Director/On Air Host</p> <p><b>09-27-17 Arthritis Foundation 20<sup>TH</sup> Anniversary L’Amour Du Vin.</b> 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.</p> <p><b>10-2-17/10-3-17 “Shine the Spotlight”</b> on Avon Lake live from Legacy Grille of Sweetbriar. WEOL live broadcast featuring area politicians, school officials and live updates on what’s new in Avon Lake. Morning and PM Show Hosts/WEOL Sales Staff.</p> <p><b>10-06-17 Manufacturing day</b> celebrating modern manufacturing meant to inspire the next generation of manufacturers. WEOL Morning Show hosts broadcast from local business Thogus Products in Avon Lake.</p> <p><b>11-01-17 Spotlight on Medina.</b> Afternoon show hosts broadcast live from Castle Noel in Medina, the largest indoor Christmas attraction.</p> <p><b>11-14-17 Elyria Bicentennial Time Capsule Ceremony</b> hosted by WEOL News Director. Steel time capsule buried to conclude City of Elyria Bicentennial and shed light on current happenings for a future generation.</p>
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**Initiatives (cont)**

**10-19-17 4-H Volunteer Recognition Event sponsored by Lorain County 4-h Advisory Committee and Ohio State University Extension, Lorain County. WEOL News Director CA**

**11-06-17/11-07-17 Spotlight On Lagrange from Michelle's Café. Morning Show broadcasting live with interviews and commentary from Keystone School Superintendent, Lorain Medina Rural Electric Cooperative, local politicians, Friends of the Library and Lorain County Metroparks.**

**11-11-2017 Steps Up for Soldiers. 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**

**12-02-17 WKFM-WLKR Firefighter's Chili Cookoff. Radio sponsored fund raising event to benefit local fire departments. WKFM/WLKR Promotions Director/On Air Host**

**12-07-17 - Lorain County Community Safe Coalition "Zero Proof Mix Off" participation promoting non-alcoholic drinks and driving during holiday season. WEOL Program, News and Promotion Directors**

**01-27-18 Sandusky Polar Plunge. WKFM/WLKR broadcasting on location during the Polar Plunge event that benefits the Special Olympic Ohio.**

**02-12-18/2-13-18 Spotlight on Sheffield. Morning Show hosts broadcast live and interview guests local businesses, Sheffield and Sheffield Lake politicians and schools superintendent plus other organizations from Sugarcreek Restaurant.**

**03-12-18/03-13-18 WEOL Spotlight on Avon from University Avon Health Campus. Live broadcast morning show hosts and afternoon hosts interviewing Avon School superintendent, Mayor for the City of Avon, Avon Garden Club, Avon Library and various department members of University Hospital. Also, the Avon Planning Coordinator and the owner of the Lake Erie Crushers.**

**02-18-18 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.**

**04-14-18 Inaugural Story time held at Avon's Every Child's Playground. This event features book readings to the children of the community by special guests such as the Mayor, historical walk tours given by the Avon Historical Society and Landmark Preservation Commission and musical performances by local high school students. WEOL sponsor of event.**

**04-04-18 United Way of Greater Lorain County community celebration kickoff event. Live broadcast from Lorain Community College with Emcee WEOL Sales Manager and celebrity presenter of awards. Co-sponsored by WEOL the event highlights the collaborative efforts of volunteers, education and services available to the community.**

**04-24-18 Elyria Sunrise Rotary 17<sup>th</sup> Annual Pizza Challenge. Live Broadcast 5-8p. Event offers features local pizza businesses to raise funds for community projects.**

**05-21-18/05-22-18 Spotlight on Oberlin broadcasting live from The Hotel at Oberlin featuring business, educational and visual arts leaders from the community and issues that are being addressed. Afternoon Show broadcasts live on 5-22 from Lorenzo's Pizza with more community awareness and programs.**

**05-22-18 Chicks Against Hunger. Red Carpet Event Summer Food Drive that has collected over 22,000 pounds of food. This year's beneficiary, Lorain County Office on Aging which serve over 1400 households and of those households, over**

**Staff and Management Training Programs**

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

**06-13-17 OAB/LBS Training Webinar. "Broadcaster Advertisers Are Singing, "Digital-Digital Everywhere"...So Where Are You as a 2017 Seller? Information to establish the most powerful path for integrated selling success. WEOL Manager & Selling Staff**

**06-14-17 Paycor Webinar Series. "Improve your Recruiting ROI with Applicant Tracking". Payroll Manager-SV**

**07-00-17 OAB/LBS Training Webinar. Your Sales Results will Skyrocket...Stop Chasing order and Start Doing This!" WEOL A-E BM**

**07-20-17 Paycor Webinar Series discussing HR Trends. "Analyzing the EEO-1 Reporting Changes". Payroll Manager-SV**

**08-09-17 OAB/LBS Training Webinar. "What is a Broadcaster to Do? US Auto Sales Receding in 2017; Cars Ailing and Crossovers Booming!" WKFM/WLKR Sales Manager & Selling Staff.**

**10-03-17 RAB Sales Webinar. " Radio Drives Search". New study reveals radio advertising drives online search activity across a number advertising categories. WKFM/WLKR Sales Manager & Selling Staff**

**10-26-17 OAB/LBS Training Webinar. "How to Out-Prospect old Prospectors & how to Control Automatic Thoughts". WKFM/WLKR Sales Manager & Selling Staff**

**12-12-17 OAB/LBS Training Webinar. "Uh, We Give Great Customer Service, Right? Practical strategies and tactics that can be used to keep customers and help get more customers. WKFM/WLKR Sales Manager & Selling Staff**

**01-09-18 OAB/LBS Training Webinar. "Your Best Selling Year. Making Success Your Norm!" WKFM/WLKR Sales Manager & Sales Staff & WEOL A-E RP**

**02-06-18 Nascar Sales Webinar presented by Motor Racing Network. WebEx covering prospecting non-traditional categories, defeating common objections, and being creative in selling Nascar packaging and pricing. WKFM/WLKR Sales Manager & Staff.**

**02-14-18 OAB Webinar "The Nuts and Bolts of Political Broadcasting". A session outlining the most recent updates to political broadcasting rules. WKFM/WLKR Sales Manager & Staff and WEOL Copy Director.**

**04-17-18 OAB Webinar. "Ohio Advertising Rules & Regulations". A review of Ohio advertising rules regarding alcohol, charitable games, contests, gambling, internet cafes, and e-cigarettes. WKFM/WLKR Sales Manager & WEOL Copy Director.**

**05-30-18 OAB Webinar. Employment Law. Session reviews wage/hour rules, the recently recinded overtime rules, FMLA, Affordable Care Act and the impact of the new executive orders. Human Resource Generalist- AC**

<p><b>Open House (Other Activities)</b></p>	<p><b>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</b></p> <p><b>4-10-18 Deaf student from Goodwill Industries shadowing Sales Manager along with guided tour showcasing different job available in the business. Also attending his job developer translating throughout the tour.</b></p>
<p><b>Career Days</b></p>	<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>10-19-17 Open Door Christian School student “shadow” morning host to learn about the broadcast business.</b></p> <p><b>11-04-17 Westwood Middle School Chili Cook-off and Washington Dc Auction. Cooking event to raise fund for 8<sup>th</sup> grade trip to the Capital. Local political and business guest judges. WEOL Morning Show host participated as guest judge.</b></p> <p><b>11-13-17 Elyria High School Senior sitting in with afternoon host during live show to observe the radio business.</b></p> <p><b>11-17-17 EHOVE student sitting in on-air during live show for education career day and learning about radio and broadcasting.</b></p> <p><b>12-07-17 Clearview High student accompanying WEOL Sales Account Executive for the school job shadow program.</b></p> <p><b>05-09-18 Cuyahoga Heights High School student senior shadow. Fulfilling a senior project to study broadcasting and sports. Morning and Afternoon show hosts.</b></p> <p><b>4-26-18 Lorain County Community College Press day. Media day highlighting journalism courses. Panel discussion on the watchdog role of media with WEOL Radio Anchor and other media sources. Also panel discussions from classroom to newsroom. News Director participating panel member</b></p>