

**Elyria-Lorain Broadcasting Company**

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

**EEO PUBLIC FILE REPORT**

**June 1, 2022 – May 31, 2023**

**(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>06/21/22 OAB Small Market Radio Roundtable. Half day agenda devoted to discussion and sharing of topics such as recruiting sellers, streaming, digital revenue, social media, podcasting, promotions and FCC regulator update. WKFM-WLKR Station Manager</p> <p>07/12/22 OAB FCC EEO Rules webinar providing a refresher on FCC EEO rules including developments around general and specific requirements, EEO recordkeeping, reporting and practical considerations for diverse hiring. WKFM/WLKR Station Manager/WEOL Director of Business</p> <p>.</p>

**Initiatives**

**Elyria Lorain Broadcasting maintains an ongoing effort to participate and sponsor awareness to Community highlights and Issues:**

**06/17/22 Vermilion Chamber of Commerce Live broadcast highlighting the annual event with encouragement and development of intelligent participation of all areas of the community including civic, government, consumer service, education and recreation. WKFM-WLKR On-air Hosts**

**06/29/22 Spotlight on Historical Society of Elyria. On location broadcast highlighting the society's mission to collect, preserve and share the history of Lorain County to educate and inspire present and future generations. Interviews with local business owners and politicians. WEOL Morning Show Hosts/Sales/Director of Business**

**06/29/22 Willard Festival in the Park. Live Broadcast promoting local live entertainment for community entertainment and raise funds for the local arts council. WLKR/WKFM Hosts/Promotions**

**06/18/22 Lorain International Festival live broadcast. Interviews with Lorain Mayor and participants highlight a community of international heritage. WEOL Announcers/Hosts/Promotions**

**07/09/22 Huron River Community Booster remote broadcast featuring highlights and events to support the community. WKFM/WLKR On-air Hosts/Marketing Managers**

**07/21/22 Celebrate Oberlin. Broadcasting live from the Monroe House of the Oberlin Heritage Center, a non-profit organization whose mission is to seek, preserve and encourage sharing of histories and historic buildings and resources for future generations. Morning Show Hosts/Sales**

**07/29/22 WKFM-WLKR Summer Jam. Annual free listener event at Huron Boat Basin hosted by station personnel.**

**08/02/22 WEOL live from Medina County Fair conducting interview with local event coordinators, vendors and city officials. WEOL Radio Hosts/ Sales**

**08/05/22 Sandusky National Night Out. On location live broadcast for the Touch a Truck event, a nationwide police community awareness program, to empower and encourage community members to fight back against crime.**

**08/06/22 Berlin Heights Basket Community remote. Annual event fundraiser to promote small business and raise funds for local non-profits.**

**08/07/22 Erie County Fair on location. On location broadcasts featuring highlights of week-long events including 4-H/Junior Fair which allow participants to engage in hands-on learning and youth development. WKFM/WLKR On-Air Talent/Marketing Managers**

**08/08/22 Lorain County High School Football Coaches live broadcast where local high school athletic directors are interviewed on their upcoming sports season. WEOL Sports Staff/Promotions/Sales**

**08/13/22 North Ridgeville Corn Festival. On site live broadcast highlighting history and initiative benefiting the community. WEOL Morning Show Hosts**

**08/16/22 Lorain County High School Football Preview. Live Broadcast where local high school athletic directors conduct interviews on their upcoming sports season. WEOL Sports Staff/WEOL Promotions**

**08/14/22 Huron County Fair on location. Week-long event with live broadcasts of Junior Fair participants sharing their exhibits and learning experience. WKFM/WLKR On Air Talent**

**08/21/22 Lorain County Fair on location. Live broadcasts week-long featuring project interviews and livestock and small animal shows by 4-H and FAA members. WEOL News Director/On Air Hosts/ WKFM-WLKR On-Air Hosts**

**09/03/22 Milan Melon Festival. Community booster broadcast with highlights on local business and agriculture plus provide education to the public and provide sources regarding events in Ohio. WKFM/WLKR On Air Hosts/Promotions/Marketing Managers**

**Initiatives (cont)**

**09/10/22 Save Our Children Annual Storybook Ball.** Event hosted by a non-profit organization whose mission is to improve literacy, academic excellence and cultivating leadership among some of the community's most vulnerable youth. CEO/Sales Manager

**09/15/22 Best of Lorain County remote broadcast at Lorain County Community College.** Annual event highlighting a variety of local businesses competing for votes to win "Best of" honors. WEOL News Director

**09/18/22 Walk To End Alzheimer's.** Live broadcast to raise awareness and funds for a breakthrough in the fight against Alzheimer's and other dementias. WKFM/WLKR On-Air Hosts/Promotions

**09/20/22 Norwalk Elks Club Cleveland Cavaliers preview.** Presentation from Cavaliers Radio Announcers highlighting previous history and previewing the upcoming season. Station Manager/Marketing Managers

**09/28/22 Celebrate Avon Morning Show Spotlight At University Hospital Health Campus.** Interviews with Avon Mayor about expansions in new local business as well as with local business owners. WEOL Morning Show Hosts/WEOL Sales/Director of Business

**10/07/22 Lorain County Chamber of Commerce Manufacturing Day "Live" from Lorain Community College.** Tours provided by the LCCC Fab Lab for Ideation and invention. Interview with LCCC Directors/Chamber President and local business owners. WEOL News Director/Morning Show Host/WEOL Sales Manager and staff.

**10/08/22 Live Broadcast from Oak Harbor Lions Apple Festival to promote tourism throughout the area and collectively statewide.** WKFM/WLKR On-Air Hosts/Marketing Managers

**10/27/22 Bellevue Community Booster Event sponsored by Emerging Leaders.** Area businesses and organizations join 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 Staff/PM Host

**11/03/22 Lorain County Chamber of Commerce Business Expo.** Live Broadcast from the event featuring a marketing platform for exhibitors and attendees an opportunity to network, collaborate learn about and promote Lorain County businesses. WEOL Director of Business/News Director WEOL Sales team

**11/07/22 Lorain County High School Hoop-Tech Girls Basketball Preview.** WEOL live broadcast featuring local high school athletic directors' interviews regarding their upcoming girls basketball sports season. WEOL On Air Promotions/Sales Manager/Sales Staff

**11/11/22 Steps Up for Soldiers.** Month long WKFM-WLKR Stations and community collection event for USO of Ohio's Care Package program and to support the nonprofit organization dedicated to members of the U S Armed forces. WKFM/WLKR Promotions/On Air Staff/Sales

**11/14/22 Lorain County High School Boys Basketball Coaches Preview.** WEOL live broadcast with interviews from local athletic directors highlights their upcoming boys' basketball sports season. WEOL Promotions/ Sales Manager/Sales Staff

**11/17/22 Second Harvest and Touchdowns for Hunger.** Live presentation of a check from local business sponsor donating funds from area high school football game touchdowns for the fight against hunger.

**11/22/22 High School Wrestling Preview Show.** WEOL broadcast live from Railroad Brewing Company with area local wrestling coaches providing insight and highlights of wrestling season. WEOL Promotions/Sales Manager/Sales Staff

**01/24/23 WEOL Scholastic Games Program.** A weekly feature showcasing area county high school teams competing for an academic championship.

**02-20-23 Future Farmers of America live special reports broadcast promoting the FAA's mission of making a positive difference in the lives of students developing their potential for er leadership, growth and career success.**

**03/01/23 Harvest for Hunger Kickoff.** Annual community wide campaign that raises food and funds to stock food pantries across 21 counties from north center to northeast Ohio. WEOL-WKFM-WLKR join as media partners to raise awareness of the need and help those struggling with hunger

**03-21-23 National Agriculture Week.** Broadcasting special reports to highlight discussion about feeding our growing population, eating healthy, high-tech farming, going green and farm education. WKFM/WLKR On-Air Hosts

**03/31/23 Lorain County Growth Partnership Economic Forum** featuring Ned Hill, nationally recognized Economist at the Ohio State University John Glenn College of Public Affairs. Session providing an economic outlook with a focus on workforce and talent development. President/Human Resource/Sales Manager

**04/12/23 Semi-Annual political debate** at Lorain High School presented by the Coalition for Hispanic/Latino issues and Progress. News Director

**04/19/23 City of Lorain Mayoral Debate** host be the League of Women Voters. News coverage Q & A with local Mayoral candidates. News Director

**04/20/23 Neighborhood Alliance Second Annual Signature Event.** Hosted by Lorain County Community College. An immersive and inspiring event highlighting the Alliance's history, their future in working our local community to assist in meeting basic needs and to empower individuals and families to park change in the communities they live in. News Director

**04/27/23 Celebrate North Ridgeville** live broadcast from the Lorain Community College Ridge Campus. North Ridgeville Chamber morning meeting to inform the members of upcoming new business ventures. WEOL Morning Hosts/News Director/Sales

**04/28/23 United Way of Greater "Night at the Bee"** event featuring a game night-style competition for adults with all proceeds supporting United Way's local education initiatives co-hosted by Morning Show Announcer/News Director

**5/12/23 Celebrate Elyria** from the opening of the Special Olympics. Live Broadcast with interviews from Special Olympics officials, Visit Lorain County and Elyria Schools director. WEOL Morning Host/News Director/Director of Business

**05/16/23 Future Farmers of America in Wellington.** Coverage of their programs of making a positive impact for premier leadership and growth of today's youths. WEOL News Director

**05/16/23 Coverage of the Chicks Against Hunger** annual food drive. Their mission is to fight hunger in Lorain County by collecting food donations for local pantries. WEOL News Director

**05/26/23 Port Clinton Walleye Community Booster** remote. WKFM/WLKR Promotions/On Air Host/Marketing Managers

**05-29-23 Norwalk Jaycees Strawberry Festival Live Broadcast.** Annual event to raise funds to donate to causes such as the American Cancer Society, March of Dimes and other catastrophe relief efforts. Norwalk Jaycees also gives young adults the tools to build the bridge of success in area business development, management skills and community service. WKFM Promotions/Station Manager/Sales

**Staff and Management  
Training Programs**

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

06/14/22 “3 Easy Ways to More Engaging, Authentic and Profitable Copy” presented by Blaine and Honey Parker, LBS Branding Experts. LBS Webinar with insight to being an ongoing student of creativity and to acquire skills to best position the strengths of advertiser message. WKFM/WLKR Sales Manager & Sales Staff

06/18/22 Accident Analysis and Reporting administered by the Ohio Bureau of Worker Compensation. HR Director

09/13/22 Simplified Facilities Group Business After Hours. Networking event to provide members the opportunity to promote their businesses. WEOL Sales Manager

10/25/22 “Termination and Final Paycheck: administered by Ahola Payroll Solutions. HR Director

10/06/22 Lorain County Chamber of Commerce Business After Hours event at Avon Main Event. Local networking event to provide local business members to highlight their businesses. WEOL Sales

11/08/22 “How to Quadruple Your Local Direct Sales” Presenter Paul Weyland, LBS Broadcast Selling Expert session that features helping sales cinch more and improve efforts to lock up long term business. WEOL/WKFM/WLKR Sales Managers & Staff

11/09/22 Lorain County Chamber of Commerce Business After Hours at Kenworth of Cleveland new location in Sheffield Village. WEOL Sales

12/13/22 “How to Get More from Your Current Customers” presented by Chris Fleming, President of CD Media Consulting. Tremendous insight for broadcast and digital sellers on how to sell long-term and understanding customer margins and markups. WKFM/WLKR/WEOL Sales

12/15/22 Selling Speed by MRN Network. Presentation offering tips to go after 4 recession proof categories when selling Nascar. WKFM/WLKR Sales Manager & Staff

10/12/22 P1 Plus New Seller Training. 6-week virtual program that will aid in training new hires with a series of videos and online meetings. The program includes 1-on-1 training with industry professionals, 40+ online video courses, real world prospecting on a mobile friendly platform. WEOL Sales

01/10/23 “Valerie Geller’s Tips for Standout Selling”. Session provides proven tips and techniques to transform sellers into more powerful communicators, commercial storytellers and better sellers. WKFM/WLKR Sales Manager & Staff

01/13/23 “Lorain County Economic Summit at Lorain County Community College. Keynote speaker Dr. Ted Jones shares his latest insights on how various factors will affect the market in the coming month. CEO/Comptroller/HR Director/WEOL Sales Manager

01/23/23 “Active Shooter Protocol” presented by the Lorain County Chamber of Commerce Safety Council. HR Director

02/14/23 “Better Advertising Campaigns Aren’t Just Essential, They’re Existential” In this special session, Veteran local direct expert Paul Weyland shows how to come up with genius creative and fresh ideas to wow clients. WKFM/WLKR Sales Manager & Staff

02/15/23 “Workplace Ergonomics” presented by the Safety Council Lorain County Chamber of Commerce. HR Director

02/16/23 “Financial Wellness Education” presented by Oswald Financial. Zoom meeting to help employees understand the basics on investment options, market volatility, and key strategies for a successful retirement. HR Director/WEOL Director of Business & staff/Milan Station Manager/staff

02/20/23 National FFA Week sponsor broadcasting special reports to salute the Future Farmers of America. WKFM/WLKR On Air Hosts

03/14/23 “Broadcasters, Win Back Local Car and Truck Dealers (In a BIG Way)” webinar presented by John Tkac, LBS Auto Expert on how to speak so you local dealers will listen, opportunities in new/used, certified pre-owned and strategies for being relevant of the auto dealers today.

	<p><b>WKFM/WLKR Station Manager/staff</b></p> <p><b>03/15/23</b> The Lorain County Chamber of Commerce Safety Council OSHA Recordkeeping attended the Human Resources Director.</p> <p><b>03/28/23</b> “2023 Payroll Tax Changes provided by Ahola Payroll Solutions. HR Director/Payroll Manager</p> <p><b>04/11/23</b> “Hard Truths Every Broadcast Seller Needs to Understand and Overcome!” Mike Costa, CEO of Costa Media Advisors and LBS Broadcast Expert provides a General Manager’s perspective on the current broadcast world. WKFM/WLKR Station Manager/staff</p> <p><b>05/09/23</b> 2023 Business After Hours at Wesleyan Meadows in Sheffield Village. Business social event aimed at the opportunity to promote businesses. WEOL Sales</p>
<b>Open House (Other Activities)</b>	<p><b>WEOL, WKFM, WLKR</b> for guided educational tours to all community groups with a desire to learn about broadcasting.</p> <p><b>03/20 to 3/21/23</b> Advantage Systems Sales Open House Presentation at Kalahari Convention Center. Two-day on- site sessions and presentations that implement comprehensive sales and marketing designed for various types of media. WKFM/WLKR Station Manager/Sales Staff/ELBC CEO</p> <p><b>03/22/23</b> WEOL Advantage Systems Open House Presentation at Lorain County Community College. Full day of sales and marketing presentations that are designed to incorporate and educate clients about the various types of media. WEOL Director of Business/Sales Manager/Sales Staff/Production Director/Morning Show Hosts/HR Director</p>
<b>Career Days</b>	<p><b>Students from local/high school</b> request to “shadow” staff personnel from the station as a career day or staff participates as guest speakers.</p> <p><b>04/12/23</b> Design and Write Career day. CEO and Station Morning Host visited Midview West Elementary to speak with students about broadcasting on WEOL and designing newspaper display ads promoting the station.</p> <p><b>05/12/23</b> Student from Cuyahoga Heights High School who is completing 20 hours of field study for this senior project. Planning to attend CSU where he will major in journalism. HR Director/WEOL Morning Show hosts and Promotions Director.</p>