

Elyria-Lorain Broadcasting Company

WEOL//WKFM/WLKR (AM-FM)

EEO PUBLIC FILE REPORT

June 1, 2023 – May 31, 2024

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

III. RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
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) 10/10/23 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. WEOL Director of Business/Production Director .

Initiatives

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

06/16/23 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)

06/16/23 Oberlin Cavaliers Youth Summer Camp . WEOL and the Cavaliers partner to spread the word about the program making its way through Ohio. The camp featured a Summer Shootout. (On-site presence/web/social media> (WEOL Sports/Promotions)

06/21/23 Lorain International Breakfast spotlights Lorain's Ukrainian Community. On location broadcast featuring guest speakers, community officials and politicians highlighting and celebrating the Ukrainian community as well as other ethnic groups and their heritage. (WEOL Morning Show Hosts/Sales)

06/22/23 United Way of Greater Lorain County's Celebraton of Community Impact breakfast. Attendees heard from experts about their nonprofit work in the county and the impact United Way has had on some local families. (News Director and Director of Business)

06/22/23 Lorain County Public Health Opioid Response Emergency Exercise. Event played out a fake scenario, processes of how to respond and discussed way to improve and prepare for an emergency event. (News Director)

06/27/23 Elyria Rotary International Medical Supply Cause. Event featuring dozens of cyclists riding to help raise donations to the cause. Coverage included local newscasts, facebook and live coverage. (News Director/Morning Host)

07/07/23 Willard Festival in the Park. Live Broadcast promoting local live entertainment for the community and raise funds for the local arts council. (WLKR Hosts/Promotions)

07/07/23 Huron River Community Booster remote broadcast featuring highlights and events to support the community. (WKFM On-air Hosts/Marketing Managers)

07/08/23 Discover Aviation Airplane & Car Show presented in partnership with Discover Aviation and the Lorain County Visitors Bureau at Lorain County Regional Airport. Proceeds benefitting Discover Aviation introducing someone new to a passions for aviation. (News Director/Morning Show)

07/14/23 Jack Nicklaus Golf Benefit Live Broadcast. Elyria County Club hosts the annual scholarship fundraiser to benefit the Lorain County Community College Foundation. Live On-site Broadcast hosted by WEOL Morning Show Hosts.

07/15/23 Lorain County Metro Parks Annual Golf Fest. Event is the main fundraising effort of the Citizens Committee which supports the parks districts' tax levy campaign. Morning Show Hosts interviews with Metro Parks Citizens Committee.

07/20/23 Best of Lorain County presented by Pulse Magazine at Lorain County Community College. Fundraiser celebrating the best place to dine, shop and play in Lorain County as voted upon by readers. Live Coverage interviews with participants. (WEOL News Director & Director of Business)

07/29/23 WKFM-WLKR Summer Jam. Annual free listener event at Huron Boat Basin hosted by station personnel.

08/01/23 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.

08/01/23 Lorain County 4-H Scholarship Night. Event hosted by Lorain County Fair Board of Directors awarding Agricultural youth scholarships in various categories (News Director)

08/02/23 WEOL Lorain County High School Football Coaches live broadcast where local athletic directors are interview on their upcoming sports season. (WEOL Sports Staff/Promotions/Sales)

08/04/23 Berlin Heights Basket Community remote. Annual event fundraiser to promote small

Initiatives (cont)

business and raise funds for local non-profits.

08/08/23 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)

08/13/23 North Ridgeville Corn Festival. On site live broadcast highlighting history and initiative benefiting the community. (WEOL Morning Show Hosts)

8/13/23 Mind Over Miles 5k at Black River Reservaton Bur Oak Metropark. Run presented by the Nord Center. Fundraiser event to generation donations for mental health recovery services in Lorain County. (News Director)

08/14/223 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)

08/19/23 Neighborhood Alliance 2023 Walk & Family Fun Festival Event presented by AS Hitchens Family Foundation. Community Fundraiser benefitting the Neighborhood Alliance Program in Lorain County by empowering the community with the right tools to create a better life for themselves. (WEOL sponsorship, website presence and coverage of event)

08/20/23 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

08/22/23 Market On Main Community Remote. On location in Norwalk encouraging listeners to visit and support local businesses. (WLKR On-air Hosts/Marketing Managers)

08/26/23 Marblehead Perch Festival Community remote. Live broadcast promoting area businesses and the local organizations and their impact in the community. (WLKR On-Air Talent/Promotions/Marketing Managers)

09/02/23 Milan Melon Festival. Community booster broadcast highlighting local business and agriculture plus provide education and sources to the public regarding events in Ohio. (WKFM/WLKR On Air Hosts/Promotions/Marketing Managers)

09/09/23 Save Our Children Annual Storybook Ball. An annual non-profit organization fundraiser whose mission is to improve literacy, academic excellence and cultivating leadership among some of the community's most vulnerable youth. (CEO/WEOLSales Manager)

09/09/23 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)

09/20/23 North Ridgeville Veterans Memorial Ground Breaking. Ceremony featuring North Ridgeville Veteran Memorial President and ground breaking for a North Ridgeville Veterans Memorial park. (Coverage by WEOL News Director)

09/21/23 Community Foundation Connect To A Cause Campaign. Event featuring a 12-hour coordinated crowdfunding campaign comprised of over 1,000 individuals and companies generating donations for the 74 participating non-profit orgranazations. (WEOL Morning Host/News Director)

09/24/23 Generous Helpings presented by the Second harvest Food Bank of North Central Ohio. Annual event highlighting strategic initiatives and comprehensive community solution to provide food and resources to a network of food pantries in the region. (News Director)

10/07/22 Lorain County Chamber of Commerce Manufacturing Day "Live" from Ridge Tool Company. On-site live broadcast to celebrate 100 years of providing tool manufacturing worldwide. Events included tours of the facility and community guest speakers. (WEOL News Director/Morning Show Host/WEOL Sales Manager)

10/14/23 Live Broadcast from Oak Harbor Lions Apple Festival to promote tourism throughout the

area and collectively statewide. (WKFM/WLKR On-Air Hosts/Marketing Managers)

10/17/23 Coalition for Hispanic/ILatino Issues and Program Forum and Lorain High School. WEOL News Director)

10/19/23 Lorain County 4-H We Rise By Lifting Others sponsored by Lorain County 4-H Advisory Committee and Ohio State University Extension Lorain County. Event honoring 4-H volunteers with service awards, youth awards, club awards and 4-H alumni awards. (WEOL News Director)

10/21/23 Willard Goods in the Woods community booster remote. City of Willard and ANEW(Active Neighbors Enhancing Willard partnering to create a fall craft festival with support from community minded businesses and organization. (WLKR On-Air Hosts/Promotions/Marketing Managers)

10/26/23 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)

10/27/23 Lorain County Crisis Receiving Center Groundbreaking. Event highlighting the first of its kind facility in Lorain County for those experiencing mental health or addiction crisis. (WEOL News Director)

11/02/23 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)

11/13/23 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)

11/11/23 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)

11/20/23 Lorain County High School Hoop-Tech 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)

11/29/23 Celebrate Lorain County. Live broadcast from Main Street Amherst Complex featuring interviews with local business owners, school board members, local politician highlighting their community and events..

11/29/223 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/Sports Staff/Sales Manager/Sales Staff)

01/22/24 WEOL Scholastic Games Program. A weekly feature showcasing area county high school teams competing for an academic championship. The program is funded by area foundations and sponsored by the Elyria Public Library. (

03/01/24 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

03/18/24 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)

04/19/24 United Way of Greater Lorain County "Night at the Bee" event at Lorain Community College featuring a game night-style competition for adults with all proceeds supporting United Way's local education initiatives. (WEOL Program Director Guest Pronouncer)

05/24/24 Port Clinton Walleye Community Booster remote. (WKFM/WLKR Promotions/On Air

Host/Marketing Managers)

05/25/24 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)

05/31/24 Norwalk Makret on Main live broadcast. On location broadcast encouraging listeners to visit and shop the areas local businesses and organizations. (WLKR On-Air Host/Marketing Managers)

Staff and Management Training Programs

06/13/23 “Top 10 Tips on How to Be a Broadcast Sales Superstar” LBS Webinar presented by Stefan Ryback, award winning major market radio program director turned multimillion dollar broadcast seller. (WKFM/WLKR Sales Manager/Sales Staff WEOL Marketing)

06/15/23 7 Traits That Supercharge Social Media Engagement & Help Others Feel a Part of Something. Webinar presented by Lori Lewis, Lori Lewis Media sharing seven traits that not only strengthen top of mind and loyalty but transcend from social media to on-air. (WEOL/WKFM/WLKR Sales)

07/11/23 Setting Appointments and Knowing Your Client's Margins presented by Paul Weyland. Webinar showing how to improve appointment setting and increase the chances of prospects keeping their appointments. (WEOL/WKFM/WLKR Sales)

07/27/23 Summer Business After Hours event hosted by the Neighborhood Alliance and Lorain County Chamber of Commerce. (WEOL Sales Manager/Staff)

08/08/23 Yesterday' Sales Success Puts you in Danger Today! Presented by Gary Moore, LBS President. (WEOL/WKFM/WLKR Marketing Managers)

08/17/23 Create Value and Urgency by Uncovering the Whole P.I.E presented by L'areal Lipkins of Lipkins Consulting. Webinar on how to create value and urgency by asking better questions.

09/06/23 Guarantee Digital Q4 Revenue Ideas. Webinar wharing ideas for targeting key categories during the Q4 Holiday Season. (WEOL Sales & Director of Business)

09/12/23 The Thriving Podcast Landscape for Broadcasters. Tips on how to expand audience and client advertising budgets. (WEOL/WKFM/WLKR Marketing Managers)

09/16/23 Reforming Local Crime Coverage: A Step by Step Look at Transforming Your Crime Coverage presented by Kelly McBride offering tips to reshape approaches to covering public safety. (WEOL News Director)

09/28/23 Midwest Broadcast & Multimedia Technology Conference. Event designed specifically for broadcast engineers and multimedia professionals. (Attendees WEOL Chief Engineer, WLKR Engineer/WKFM-WLKR Station Manager)

10/17/23 Breakthrough Sales Success presented by Steve Wexler, WEXL Coaching & Development. Webinar program that arms account executives with contemporary ways of thinking about what business clients actually think and how to make sure you're speaking their language. (WKFM/WLKR Sales Staff)

10/30/23 Think Tank Workshops presented by Lorain County Strategic Action Plan. Workshops providing a guid to build Lorain County's current success and incorporate new actions to maintain and enhance this success over the next 5 years. (CEO/Human Resource Managers)

01/17/24 Hazardous Material Safety and East Palestine Update presented by the Safety Council. (HR Director)

	<p>02/17/24 Huron County Chamber Business After House hosted by Christian Roberts Salon & Spa. Evening providing opportunities to network with other chamber businesses.</p> <p>02/21/24 Lorain County First Responders issue information on what to expect when preparing for the 2024 Solar Eclipse presented by the Safety Council. (HR Director)</p> <p>03/12/24 Business After Hours hosted by Achieve Credit Union. Event providing networking and business interaction in the local community. (WEOL Sales Manager)</p> <p>03/20/24 Reporting and OSHA Training requirements by the Safety Council (HR Director)</p> <p>04/16/24 Mayor’s address by newly elected Elyria Mayor, Kevin Brubaker. (HR Director)</p> <p>05/15/24 Lorain County Economic Summit presented by Lorain County Community College. (HR Director)</p>
<p>Open House (Other Activities)</p>	<p>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</p> <p>03/25 to 3/29/24 Advantage Systems Sales Open House Presentation at Kalahari Convention Center. Three-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>Career Days</p>	<p>Students from local/high school request to “shadow” staff personnel from the station as a career day or staff participates as guest speakers.</p> <p>WEOL Program Director guest speaker at local elementary school to describe its Design An Ad program where students create pictures and Call Letter to use in future newspaper ads.</p>