

**Elyria-Lorain Broadcasting Company**

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

**EEO PUBLIC FILE REPORT**

**June 1, 2020 – May 31, 2021**

(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	Human Resources or Hiring Managers for Elyria-Lorain Broadcasting Co. (WEOL,WKFM,WLKR)  09-24-20 OAB Employment Law webinar focusing on practical aspects of promoting diversity requirements. WKFM/WLKR Station Manager/WEOL Director of Business  05-21-21 City Of Elyria and Lorain County Urban League Job Fair. Participating employers providing immediate job openings to fill and job seekers having the opportunity to be hired on the spot. ELB Human Resource Manager/WEOL Account Executive.

**Initiatives**

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

**07-16-20 United Way of Greater Spellebrate Lorain County. A fundraiser with all proceeds going to support families, many of whom have been affected by COVID-19 complications through the United Community Assistance Network (UCAN). WEOL Operations Manager Official pronouncer.**

**08-11-20 Erie County Fair on location. Modified live broadcasts of 4-H/Junior Fair and the innovative measures to allow participants to engage in hand on learning and youth development. WKFM/WLKR On-Air Hosts**

**08-16-20 Lorain County High School Football Preview. Live Broadcast where local high school athletic directors conduct interviews on their upcoming sports season. WEOL Sports Director/WEOL Promotions**

**08-17-20 Huron County Fair on location. Modified live broadcasts of Junior Fair participants sharing their exhibits and learning experience. WKFM/WLKR On Air Hosts**

**08-24-20 Lorain County Fair on location. Live broadcasts 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**

**10-29-20 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**

**11-11-20 Steps Up for Soldiers. Month long 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**

**11-16-20 Lorain County High School Girls Basketball Preview. WEOL live broadcast at Brew Kettle featuring local high school athletic directors interviewed regarding their upcoming girls basketball sports season. WEOL On Air Promotions/Sales Manager/Sales Staff**

**11-23-20 Lorain County High School Boys Basketball Preview. WEOL live broadcast at Brew Kettle with local high school basketball athletic directors interview highlighting upcoming boys basketball sports season. WEOL On Air Promotions/Sales Manager/Sales Staff**

**11-30-20 High School Wrestling Preview Show. WEOL broadcasting live from Brew Kettle and Lorain County Printing sports editor and local wrestling coaches providing insight and highlights of upcoming wrestling season. WEOL Promotions/Sales Manager/Sales Staff**

**01-25-21 WEOL Scholastic Games begins. A weekly feature showcasing area county high school teams competing for an academic championship.**

**02-01-21 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.**

**02-20-21 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.**

**03-21-21 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**

**05-29-21 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. WKFM Promotions/Station Manager/ Sales Staff**

**Staff and Management  
Training Programs**

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

06-09-20 Reopening Doors with Innovation and Creativity presented by Tim Burt, LBS Creative and Marketing Expert. Webinar focusing on restructuring how to sell traditional and digital products as solutions to the new challenges merchants and consumers are facing . WKFM/WLKR Sales Manager and Sales Staff- WEOI Account Executives.

07-07-20 Your Local Business presented by John Marling-Pulse research and Gary Moore, President Local Broadcast Sales. Webinar providing powerful shopping research to create presentations quickly and how media sellers can win back revenue for post-COVID selling. WKFM/WLKR/WEOL Sales Staff.

07-14-20 What To say, Do & Avoid with Your Car Dealers. OAB Auto Sales Seminar featuring LBS Auto expert John Tkac. Host gives the keys to capturing more local dealers advertising and marketing dollars. WKFM/WLKR Sales Staff.

07-20-21 Paycor C-Suite: COVID & The Future of Work: Insights and tips for how business leaders can adapt to the new landscape to manage workforce, benefits and employee experience. ELBC Payroll Manager

07-23-20 P1 Learning program that takes entry level sellers through intense combination of online courses, conference calls, testing and homework assignments. WEOL Account Executives

07-24-20 P1 The Branding Process Learning. Video training sales tips. WEOL Account Executives

08-11-20 OAB-LBS Sales Webinar: Re-opening and Dancing Around COVID: Taking Your Creative to New Heights. Presenters address two key themes: What can you say to your clients or prospective clients? And What should your client advertising say to their customers. WKFM/WLKR/WEOL Sales Staff

08-18-20 OAB Political Advertising: Is Your Station Ready for the Race to November 3? FCC Attorneys Brooks Pierce presented recent developments and important tips regarding political recordkeeping compliance. WKFM-WLKR Sales Manager/WEOL Continuity Director

09-17-20 OAB Video Streaming Revenue Zoom Meeting presented by OAB President and Oklahoma Association of Broadcasters to talk about kinds of programs, activities, equipment, software and platforms being used to monetize the video stream. WKFM/WLKR Sales Manager

09-22-20 Video Streaming of High School Sports presented by Bill Countryman, General Manager of KICM in Ardmore Oklahoma. Bill shares why video streaming is now necessary while teaching how to do it efficiently and inexpensively. WKFM/WLKR Sales Manager/WEOL Director Of Business

03-22-21 to 3-24-21 Advantage Systems Sales Presentation at Kalahari Convention Center. Three day On site sessions and presentations that implements comprehensive sales and marketing designed for various types of media. WKFM/WLKR Station Manager/Sales Staff/WEOL Sales Manager/ELBC President

03-24-21 AffinityX Digital Partnership: Virtual Presentation by AffinityX Digital Marketing the provides turn key, state of the art digital solutions for Media. ELBC President/WEOL Sales Manager/staff

04-21-21 Foxit Software and Camtasia webinar attended by IT Manager.

04-12-21 Paycor C-Suite: 5 Reasons CFOs Invest in Talent Development. Insight to reevaluating the approach to performance with five decisive competitive advantages. ELBC Payroll Manager

05-27-21 Guarantee Digital: Presentor Daryl Hively highlights digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

<b>Open House (Other Activities)</b>	<b>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</b>  <b>All events cancelled due to COVID state and Local Business Guidelines.</b>
<b>Career Days</b>	<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>  <b>No career day or staff participations due to COVID State, Local and educational guidelines.</b>