

Elyria-Lorain Broadcasting Company

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

EEO PUBLIC FILE REPORT

June 1, 2010 – May 31, 2011

(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	<p>Elyria-Lorain Broadcasting Co. maintains an ongoing internship program for the benefit of high school and college students.</p> <p>02/10 – 06/10 student intern from Ohio Center for Broadcasting working with WNWV promotions.</p> <p>06/24/10 – 07/12/10 student intern from JCU working with WNWV promotions.</p> <p>05/24/11 – student intern from Heidelberg University –Tiffin, OH working with WNWV promotions.</p>
Job Fair/Participation	<p>Hiring Managers from Elyria-Lorain Broadcasting Co. (WKFM/WLKR) staffed the following Job Fair:</p> <p>10/06/10 – 9 – 3P “Let’s Go To Work” job fair at Goodwill Industries Lorain, OH staffed by HR Director</p> <p>04/05/2011 - 1-4 P Northcoast Jobs Connection Erie County “Your Job Store” at Kalahari NIA Center Sandusky, OH staffed by WKFM/WLKR station manager</p>

<p>Staff and Management Training Programs</p>	<p>Training programs and seminars designed to help current employees advance in their careers.</p> <p>06/15/10 – OAB webinars “How to Get Your Voicemails Returned with Dan O’Day”. WKFM/WLKR station manager and sales staff in attendance.</p> <p>06/24/10 – OAB webinars “How to Raise Rates in Radio” with Jim Taszarek. WKFM/WLKR station manager and sales staff participated.</p> <p>09/08/10 – OAB webinars “Harness the Power of Stories”. WKFM/WLKR station manager and sales staff participated.</p> <p>11/04/10 – Case Weatherhead “Managing Performance” WN WV co-managers in attendance.</p> <p>11/10/10 – OAB webinars “RAB Webinar for Ohio Stations” WN WV sales staff participated.</p> <p>01/26/11 – Case Weatherhead “Managing and Developing Talent” WN WV co-managers in attendance.</p> <p>02/2011 – OAB webinars “P1 selling” WKFM/WLKR sales staff.</p> <p>02/17/11 – OAB webinars “Rev Up Your Auto Dealers in 2011” WN WV co-manager and sales staff participated.</p> <p>03/17/11 – OAB webinars “Raising Rates” WN WV co-manager participated.</p> <p>04/28/11 – OAB webinars “Retail Marketing In-Store Campaign Ideamania” WKFM/WLKR station manager and sales staff participated.</p> <p>05/05/11 – Case Weatherhead “Using Influence to Effectively Sell Ideas, Products and Services” WN WV sales staff.</p> <p>05/12/11 – OAB “Holding Them Accountable” WN WV co-manager.</p>
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<p>Open House (Other Activities)</p>	<p>WEOL, WNWV, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</p> <p>12/07/10 WLKR, 95.3 Morning Show job shadowing student from New London High School.</p> <p>Horizon Activities Center tours: 06/15/10 – Elyria Camp 1 06/16/10 – North Olmsted - Camp 1 06/17/10 – Elyria – Camp 2</p> <p>07/06/10 – Southside Lorain – Camp 1 07/09/10 – Southside Lorain – Camp 2</p> <p>01/14/11 – Cub Scout Pack 104 from Columbia Station 01/17/11 – Cub Scout Pack 345 from St Peter’s in Lorain</p> <p>04/04/11 – Cub Scout Pack 226 at Milan station 04/13/11 – Cub Scout Pack at Elyria station 04/25/11 – Milan station tour of Cub Scout Pack 218</p>
<p>Provision management training</p>	<p>09/28/10 – OAB webinar, discuss current EEO issues in hiring, pay, promotion and discharge of employees. WEOL sales manager, WKFM/WLKR station manager, WNWV co-sales managers, WEOL assistant operations manager, and business manager.</p>
<p>Career Days</p>	<p>Students from local/high school request to “shadow” staff personnel from stations as a career day.</p> <p>05/23-25/11 – St Edward’s student shadowing WNWV program, music and promotion director’s for two days.</p> <p>05/26/11 – Lorain County Joint Vocational School student shadowing WEOL engineer for the day.</p> <p>05/26/11 – Lorain County JVS spent the morning with WEOL Morning Show Host, Operations Manager, assistant operations manager and V1073 morning host.</p>