

# EEO PUBLIC FILE REPORT

WHBC-AM & WHBC-FM

JUNE 1, 2010 – MAY 31, 2011

## SEC 1. VACANCY LIST

<b>Job Title</b>	<b>Recruitment Source Keys Used to Fill Vacancy</b>	<b>Recruitment Source Key Which Referred the Hiree</b>
AM-FM Promotions Director	1-24,32,36	36
AM-FM Promotions Director	1-24,32,36	36
AM Morning Show Co-Host	1-24,32,33	33
AM-FM Account Executive	1-24,27,32,36	36
FM Program Director	1-24,25,32,40	40
AM-FM Newsperson	1-24,26,32	26

**See Section 2 (Master Recruitment Source List) for recruitment source data**

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### SEC 2. MASTER RECRUITMENT SOURCE LIST

Source Key	Source Details	Source Entitled to Vacancy Notification?	Number of Interviewees Referred to by Source Over Period
1	<b>Malone College</b> Douglas Reichenberger Director of Career Services 515 – 25 <sup>th</sup> St., NW Canton, OH 44709	Y	1
2	<b>Stark State College of Technology</b> Irene Lewis Motts 6200 Frank Ave., NW Canton, OH 44720	Y	
3	<b>Kent State University #1</b> Don Snyder Career Specialist 500 E. Main St. Kent, OH 44242	Y	1
4	<b>Kent State University – Stark Campus</b> Director of Career Development 6000 Frank Ave., NW Canton, OH 44720	Y	1
5	<b>Kent State University #2</b> Ami Hollis Recruiting Coordinator 500 E. Main St. Kent, OH 44242	Y	1
6	<b>University of Akron</b> Christina Margala Assistant Director of Employer Relations 302 E. Buchtel Mall Akron, OH 44325	Y	
7	<b>Mount Union College</b> Becky Doak Director of Career Development 1972 Clark Ave	Y	1

	Alliance, OH 44601		
8	<b>Walsh University</b> Jonathan Wray Director of Career Development 2020 Easton St., NW North Canton, OH 44720	Y	2
9	<b>Ashland University Program Center</b> (Stark County) Director of Career Development 2550 University Dr., SE Massillon, OH 44646	Y	
10	<b>Bowling Green State University</b> Director of Student Placement 360 Student Services Bldg Bowling Green, OH 43403-0235 Fax: 419-372-9847	Y	
11	<b>Ohio University</b> Director of Career Development Athens, OH 45701 Fax: 614-593-0459	Y	1
12	<b>Life Skills Centers</b> Carolyn Carroll 1100 Cleveland Ave., NW Canton, OH 44702	Y	
13	<b>Pyramid, Inc</b> 2400 Cleveland Ave., NW Canton, OH 44703 Fax: 330-453-6079	Y	
14	<b>Stark County Community Action Agency</b> Executive Director 402 – 2 <sup>nd</sup> St. SE, Box 20427 Canton, OH 44702-1108	Y	
15	<b>NAACP</b> 1500 Bramblewood Cir. Massillon, OH 44646	Y	
16	<b>Stark Ministerial Alliance</b> 2355 Third St., NE Canton, OH 44704	Y	
17	<b>Canton Urban League</b> Employment Specialist 1400 Sherrick Rd., SE Canton, OH 44707 Fax: 330-456-3307	Y	
18	<b>Stark County EEO</b> Ray McCloud 201 – 3 <sup>rd</sup> St., NE, Suite 201	Y	

	Canton, OH 44702-1213 Fax: 330-438-0990		
19	<b>ABCD, Inc.</b> 1225 Gross Ave., NE Canton, OH 44705-1605 Fax: 330-455-3913	Y	
20	<b>Black Women's Caucus</b> 2307 – 4 <sup>th</sup> St., SE Canton, OH 44707	Y	
21	<b>Kent State University</b> Director of Student Placement Salem Campus Salem-Lisbon Road P.O. Box 91 Salem, OH 44460 Fax: 330-332-5086	Y	1
22	<b>Ohio &amp; Illinois Center for Broadcasting</b> Gary James 9000 Sweet Valley Dr. Valley View, OH 44125	Y	
23	<b>Ashland University</b> Director of Career Development 306 Funders Hall Ashland, OH 44805 Fax: 419-289-5333	Y	
24	<b>Ohio State University</b> Career Placement Office Brown Hall 143 North Oval Mall Columbus, OH 43210 Fax: 614-292-6303	Y	1
25	<b>All Access</b> <a href="http://www.allaccess.com">www.allaccess.com</a> 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 310-457-6616	N	7
26	<b>Journalism Jobs</b> <a href="http://www.journalismjobs.com">www.journalismjobs.com</a> 72 Plaza Dr. 2 nd Floor Berkeley CA 94705 510-653-1521	N	1
27	<b>Inside Radio</b> <a href="http://www.insideradio.com">www.insideradio.com</a> POB 567925 Atlanta, GA 31156 800-248-4242	N	1
28	<b>The Canton Repository</b>	N	

	500 Market Ave., S. Canton, OH 44702 330-580-8300		
29	<b>The Independent</b> 50 North Ave., NW Massillon, OH 44646 330-833-2631	N	
30	<b>Career Fairs</b>	N	
31	<b>SEU Web Sites</b>	N	
32	<b>SEU On-Air Announcements</b>	N	2
33	<b>SEU Internal Promotion-Transfer</b>	N	1
34	<b>SEU Internal Posting</b>	N	
35	<b>Former SEU Employee Re-Hire</b>	N	
36	<b>Referral from SEU Employee</b>	N	4
37	<b>Corporate Internal Promotion-Transfer</b>	N	
38	<b>Corporate Internal Posting</b>	N	
39	<b>Former Corporate Employee Re-Hire</b>	N	
40	<b>Referral from Corporate Employee</b>	N	
41	<b>Walk-Ins or Self Referrals</b>	N	
42	<b>Unidentified Referral Sources</b>	N	
43	<b>Corporate Web Sites</b>	N	
44	<b>OAB Web Site</b>	N	
45	<b>SBE Web Site</b>	N	
46	<b>Other Web Sites Not Mentioned</b>	N	
47	<b>Referral from SEU Consultant</b>	N	
48	<b>Referral from Corporate Consultant</b>	N	
49	<b>Referral from an Employment Agency</b>	N	

**Total interviewees over reporting period: 26**

**'SEU' in this report refers to a 'Station Employment Unit' - a group of stations, under common control, serving a common area and sharing at least one employee.**

**'Corporate' refers to the SEU's parent corporation, NextMedia Group, Inc. 6312 S. Fiddler's Green Circle 205E, Englewood, CO 80111. It encompasses all other SEU's controlled by NextMedia Group, Inc.**

**'OAB' refers to the Ohio Association of Broadcasters.**

**'SBE' refers to the Society of Broadcast Engineers.**

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### SEC 3. RECRUITMENT INITIATIVES

<b>Establishment of an Internship Program</b>	The SEU has consistently maintained an internship program. Promotions, production and engineering departments have participated. Students are given the (unpaid) opportunity to observe and learn about broadcasting jobs. Academic credit is earned by students. Some institutions represented in the past 12 months were New Horizons Computer Learning Center, Kent State University, Baldwin-Wallace College and the University of Cincinnati.
<b>Participation in General Outreach Efforts</b>	Our SEU conducts several facility tours each year to acquaint people with our operations and expose them to careers in broadcasting. Tour groups from Mount Union University were hosted on 12/09/10, 4/22/10 and 4/21/11 by the FM music director. Boy Scout groups were hosted on 2/5/11, 3/15/11, 3/20/11 and 4/3/11 by the chief engineer.
<b>Establishment of Training Programs for Station Personnel</b>	Junior level employees in the SEU engineering department are taught job responsibilities beyond what they were hired to perform. All production and operations employees are taught new procedures as SEU technology is upgraded.
<b>Participate in at Least Four Events or Programs Relating to Career Opportunities in Broadcasting Sponsored by Educational Institutions</b>	Jackson High School career day on 2/22/11; Crenshaw Middle School radio club engagements on 10/19/10 and 3/23/11; career education engagement for Ohio Dominican University on 1/6/11; tutoring at youth summer camp on a weekly schedule for 7 weeks beginning 6/21/10.
<b>List Each Upper Level Opening in a Job Bank or Newsletter of a Media Trade Group</b>	Entities on the master recruitment source list were notified of specific and non-specific employment opportunities on 4/9/10, 1/7/11, 6/23/11, 6/24/11 and 9/17/11. Several entities on the master list cater exclusively to mass media.
<b>Participation in Other Activities That the Licensee Has Designed to Enhance Dissemination of Broadcasting Employment Opportunities</b>	Announcements of employment needs and application procedures are broadcast on both stations in the SEU as needed. During the reporting period, over 75 such announcements were aired.