

EEO PUBLIC FILE REPORT

FOR

WBUK
Ottawa, OH

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2024

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in WBUK's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2024, the station filled the following full-time vacancies:

Marketing Consultant

The radio station interviewed a total of 6 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
WFIN On-Air Recruitment	0
WKXA On-Air Recruitment	0
WBUK On-Air Recruitment	0
WFIN Website Banner	0
WKXA Website Banner	0
WBUK Website Banner	0
Advantage Digital Ad Campaign	0
Personal Referral	1
In-House Posting	0
Ohio Association of Broadcasters Job Bank	0
Facebook Recruitment Ad	0
International College of Broadcasting	0
Findlay Publishing Company Job Connection	1
Specs Howard School of Media	0
Ohio University Job Board	0

indeed.com	4
Indiana RadioWatch Newsletter	0
South Asian Journalists Association	0
American Women in Radio & Television	0
Association for Women in Communications	0
Black Broadcasters Alliance	0
California Chicano News Media Association	0
Emma L. Bowen Foundation for Minority Interests in Media	0
International Women's Media Foundation	0
National Association of Black Journalists	0
National Association of Hispanic Journalists	0
National Association of Minority Media Executives	0
National Lesbian & Gay Journalists Association	0
Native American Journalists Association	0
Native American Public Telecommunications	0
Unknown Source	0

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree:

indeed.com

Date Vacancy Opened: February 29, 2024

Total Number of Persons Interviewed for the Vacancy:

6

Date Vacancy Filled: April 3, 2024

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
In-House Posting	551 Lake Cascades Parkway	Mike Holman	419-422-4545	0	No
Personal Referral		Mike Holman	419-422-4545	1	No
On-Air Recruitment Ads WFIN, WKXA, WBUK		Mike Holman	419-422-4545	0	No
On-Line Recruitment Postings	wfin.com, wkxa.com, 1063thefox.com	Kevin Pancake	419-422-4545	0	No
Indeed	indeed.com	Dave Glass	419-422-4545	4	No
Facebook post	facebook.com	Kevin Pancake	419-422-4545	0	No
Advantage Digital Ad Campaign	https://designs.advantagesystemsinteractive.com/share/d/d5n9m1898062	Jessica Jett Hill	855-274-3274	0	No
Ohio Association of Broadcasters	https://oab.org/job-board/	Christine Merritt	614-228-4052	0	No

Findlay Publishing Company Job Connection	fpcjobconnection/currentjobs.htm	Kevin Pancake	419-422-4545	1	No
Indiana RadioWatch Newsletter	irw@well.com	Blaine Thompson		0	No
South Asian Journalists Association	saja.org		212-854-0191	0	No
American Women in Radio & Television	awrt.org		703-506-3290	0	No
Black Broadcasters Alliance	thebba.org		412-829-9788	0	No
California Chicano News Media Association	ccnma.org		213-437-4408	0	No
Emma L. Bowen Foundation for Minority Interests in Media	emmabowenfoundation.com		202-637-4494	0	No
International Women's Media Foundation	iwmf.org		202-496-1992	0	No
National Association of Black Journalists	nabj.org		301-445-7100	0	No
National Lesbian & Gay Journalists Association	nlgja.org		202-588-9888	0	No
Native American Journalists Association	naja.com		605-677-5282	0	No
National Association of Black Owned Broadcasters	nabob.org		202-463-8970	0	No
International College of Broadcasting	icbcollege.com		855-896-3733	0	No
OU Job Board	newtong@ohio.edu		740-593-1000	0	No
Specs Howard	ltu.edu/specs		248-204-2222	0	No

ATTACHMENT B

MENU OPTION ACTIVITIES

Radio Station WBUK has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
14	Participation in Employment Law Webinar October 19, 2023	Michigan Association of Broadcasters The Findlay Publishing Company participated in a webinar on “Women In Leadership: Why Diversifying Benefits All Broadcasters” – Findlay Publishing Company EVP/COO Kurt Heminger participated in the webinar and represented all Findlay Publishing Company radio stations
14	Participation in Employment Law Webinar October 24, 2023	Michigan Association of Broadcasters The Findlay Publishing Company participated in a webinar on “Women In Leadership: Why Diversifying Benefits All Broadcasters” – Findlay Publishing Company President/CEO David Glass participated in the webinar and represented all Findlay Publishing Company radio stations
14	Participation in Employment Law Webinar October 24, 2023	Ohio Broadcasters Association The Findlay Publishing Company participated in a webinar on current employment laws – Findlay Publishing Company EVP/COO Kurt Heminger and President/CEO David Glass participated in the webinar and represented all Findlay Publishing Company radio stations

14	Participation in Workers Compensation Law Webinar February 9, 2024	Eastman & Smith, LTD. The Findlay Publishing Company participated in a seminar on current workers compensation employment laws – Findlay Publishing Company EVP/COO Kurt Heminger participated in the seminar and represented all Findlay Publishing Company radio stations
4	Participation in Career Day February 16, 2024	Arcadia Elementary School Blanchard River Broadcasting Marketing Consultant Dane Kieffer spoke to students on careers in the field of broadcasting – topics included the various occupations available in broadcasting, education requirements and a general question and answer session
10	Findlay High School Communications Final Exam Interviews May 14, 2024	Findlay Publishing Company EVP/COO Kurt Heminger participated in the school's final exam by interviewing students planning a career in Communications – representing all Findlay Publishing Company radio stations
4	Job Shadow May 15, 2024	Blanchard River Broadcasting hosted an Elmwood School student – topics included the various occupations available in broadcasting (specifically shadowing 3 morning shows and production director), education requirements – representing all Findlay Publishing Company radio stations
6	Continuing Outreach	WBUK (1063thefox.com) web site includes on-going recruitment ads for future on-air and marketing consultant positions: (https://fpcjobconnection.com/)
6	Continuing Outreach	Outreach announcements are broadcast on WBUK the first week of each month requesting local organizations to refer qualified applicants to White River Broadcasting for employment opportunities

* For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.