

# **EEO PUBLIC FILE REPORT**

**FOR**

**WPKO and WBLL Radio V-Teck Co  
Bellefontaine, Ohio 43311**

This EEO Public File Report  
Covers the One-Year Period  
Ending on May 21, 2011

# EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station(s) WPKO and WBLL Radio'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 June 1<sup>st</sup>, 2011, the station filled the following full-time vacancies: 4—Two sales representatives, one on air announcer and one front office coordinator

The station interviewed a total of twenty two (22) people were interviewed 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 by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
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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.

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sales Representative

**Recruitment Source That Referred the Hiree:** Friend referral

**Date Vacancy Opened:** 6/1/10

**Total Number of persons Interviewed for the Vacancy:** 3

**Date Vacancy Filled:** 08/2/10

### Recruitment Sources Used to fill a Vacancy

<u>Name of Recruitment</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone No.</u>	<u>Total number of Interviewees referred by the source for the Vacancy:</u>	<u>Did the Source Request Notification?</u>
WPKO & WBLL Radio	1501 Road 235 Bellefontaine, OH 43311	Lou General Manager	937-592-1045	1	
Peak of Ohio.Com	Website	Lou Vito	937-592-1045	1	
Business Network, Inc..	143 W. Chillicothe Bellefontaine, OH 43311	Ronda England	937-935-2450		
Careerpage.org	Website	NASBA	---		
Logan CDJFS Ohio Bureau of Employment	112 E. Patterson Bellefontaine, OH 43311	Ms. Clark	937-592-4070		
Ohio Hi-Point Career Center	2280 St. Rt. 540 Bellefontaine, OH 43311	Ms. Kim Wilson	937-599-3010		
Ohio Association of Broadcasting	OAB.org Website	---	---		
Urbana University	579 College Way Urbana, OH	---	937-484-1308		
The Ohio State University	Room 1000 Lincoln Tower/1800 Cannon Columbus, OH 43210	Office of Minority Affairs	-----		
Urbana University	579 College Way Urbana, OH 43078	Director	-----		

The Ohio State University	905 Mt. Vernon Ave Columbus, OH 43215	African American Studies Student Center	-----		
NAACP Columbus Chapter	233 S. High Street Columbus, OH 43215	EEO Director	-----		
Fort Hayes Metropolitan Education Center	546 Jack Gibbs Blvd Columbus, OH 43103	Director	-----		
Columbus Urban League	788 Mt. Vernon Ave Columbus, OH 43203	Director	-----		
The Ohio State University	1739 N. High Street Columbus, OH 43210	Hispanic Student Services	-----		
University of Dayton	200 College Park Dayton, OH 45469	African American Student Services	-----		
CDJFS	P.O. Box 686 Jackson, OH 45640	Director	-----		
American Women in Radio & Television	1500 W. Third Ave #300 Columbus, OH 43212	Blue Chip Broadcasting Radio One	-----		
Wright State University	3640 Colonel Glen Highway Dayton, OH 45435	WWSI Radio 106.9 WO22 Student Union	-----		
Central State University	P.O. Box 1004 Wilberforce, OH 45384	Cosby Mass Communications Center	-----		
The Employment Center	1575 N. High Street Suite 200 Hillsboro, OH 45133	Director	-----		
Fayette County CSEA	133 S. Main St. P.O. Box 220 Washington Courthouse, OH 43160	Ronald E. Rockwell, Director	-----		
Ohio Northern University	525 S. Main Street Ada, OH 45810	Alice-Kay Hilderorand Office of Career Services	-----		
Clark State University	300 S. Fountain Ave Springfield, OH 45506	Director	-----		
The Ohio State University Lima Branch	4240 Campus Drive Lima, OH 45804	Director	-----		
Bowling Green State University	Bowling Green, OH 43402	Placement Dept.	-----		
International College of Broadcasting	6 S. Smithville Road Dayton, OH 45406	Tom Michaels Placement Director	-----		
Rev. Abraham	329 Garfield Avenue	Minister	-----		

Kenner	Bellefontaine, OH 43311				
Shelby CDJFS/PCSA	227 S. Ohio Avenue Sidney, OH 45365	Tom Bey Director	-----		
INROADS	920 Goodale Blvd. Columbus, OH 43212	Karen Marshall Director	-----		
Friend referred				1	

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Night On Air Position

**Recruitment Source That Referred the Hiree:** Promoted from within

**Date Vacancy Opened:** 7/01/10

**Total Number of persons Interviewed for the Vacancy:** 2

**Date Vacancy Filled:** 08/02/10

### Recruitment Sources Used to fill a Vacancy

<u>Name of Recruitment</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone No.</u>	<u>Total number of Interviewees referred by the source for the Vacancy:</u>	<u>Did the Source Request Notification?</u>
WPKO & WBLL Radio	1501 Road 235 Bellefontaine, OH 43311	Lou General Manager	937-592-1045		
Peak of Ohio.Com	Website	Lou Vito	937-592-1045		
Business Network, Inc..	143 W. Chillicothe Bellefontaine, OH 43311	Ronda England	937-935-2450		
Careerpage.org	Website	NASBA	---		
Logan CDJFS Ohio Bureau of Employment	112 E. Patterson Bellefontaine, OH 43311	Ms. Clark	937-592-4070		
Ohio Hi-Point Career Center	2280 St. Rt. 540 Bellefontaine, OH 43311	Ms. Kim Wilson	937-599-3010		
Ohio Association of Broadcasting	OAB.org Website	---	---		
Urbana University	579 College Way Urbana, OH	---	937-484-1308		
The Ohio State University	Room 1000 Lincoln Tower/1800 Cannon Columbus, OH 43210	Office of Minority Affairs	-----		
Urbana University	579 College Way Urbana, OH 43078	Director	-----		

The Ohio State University	905 Mt. Vernon Ave Columbus, OH 43215	African American Studies Student Center	-----		
NAACP Columbus Chapter	233 S. High Street Columbus, OH 43215	EEO Director	-----		
Fort Hayes Metropolitan Education Center	546 Jack Gibbs Blvd Columbus, OH 43103	Director	-----		
Columbus Urban League	788 Mt. Vernon Ave Columbus, OH 43203	Director	-----		
The Ohio State University	1739 N. High Street Columbus, OH 43210	Hispanic Student Services	-----		
University of Dayton	200 College Park Dayton, OH 45469	African American Student Services	-----		
CDJFS	P.O. Box 686 Jackson, OH 45640	Director	-----		
American Women in Radio & Television	1500 W. Third Ave #300 Columbus, OH 43212	Blue Chip Broadcasting Radio One	-----		
Wright State University	3640 Colonel Glen Highway Dayton, OH 45435	WWSI Radio 106.9 WO22 Student Union	-----		
Central State University	P.O. Box 1004 Wilberforce, OH 45384	Cosby Mass Communications Center	-----		
The Employment Center	1575 N. High Street Suite 200 Hillsboro, OH 45133	Director	-----		
Fayette County CSEA	133 S. Main St. P.O. Box 220 Washington Courthouse, OH 43160	Ronald E. Rockwell, Director	-----		
Ohio Northern University	525 S. Main Street Ada, OH 45810	Alice-Kay Hilderorand Office of Career Services	-----		
Clark State University	300 S. Fountain Ave Springfield, OH 45506	Director	-----		
The Ohio State University Lima Branch	4240 Campus Drive Lima, OH 45804	Director	-----		
Bowling Green State University	Bowling Green, OH 43402	Placement Dept.	-----		
International College of Broadcasting	6 S. Smithville Road Dayton, OH 45406	Tom Michaels Placement Director	-----		
Rev. Abraham	329 Garfield Avenue	Minister	-----		

Kenner	Bellefontaine, OH 43311				
Shelby CDJFS/PCSA	227 S. Ohio Avenue Sidney, OH 45365	Tom Bey Director	-----		
INROADS	920 Goodale Blvd. Columbus, OH 43212	Karen Marshall Director	-----		
Friend referred					
In House Applied				2	



## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Office Coordinator

**Recruitment Source That Referred the Hiree:** Radio

**Date Vacancy Opened:** 01/01/11

**Total Number of persons Interviewed for the Vacancy:** 11

**Date Vacancy Filled:** 01/17/11

### Recruitment Sources Used to fill a Vacancy

<u>Name of Recruitment</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone No.</u>	<u>Total number of Interviewees referred by the source for the Vacancy:</u>	<u>Did the Source Request Notification?</u>
WPKO & WBLL Radio	1501 Road 235 Bellefontaine, OH 43311	Lou General Manager	937-592-1045	8	
Peak of Ohio.Com	Website	Lou Vito	937-592-1045	1	
Business Network, Inc..	143 W. Chillicothe Bellefontaine, OH 43311	Ronda England	937-935-2450		
Careerpage.org	Website	NASBA	---		
Logan CDJFS Ohio Bureau of Employment	112 E. Patterson Bellefontaine, OH 43311	Ms. Clark	937-592-4070	1	
Ohio Hi-Point Career Center	2280 St. Rt. 540 Bellefontaine, OH 43311	Ms. Kim Wilson	937-599-3010		
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The Ohio State University	Room 1000 Lincoln Tower/1800 Cannon Columbus, OH 43210	Office of Minority Affairs	-----		
Urbana University	579 College Way Urbana, OH 43078	Director	-----		

The Ohio State University	905 Mt. Vernon Ave Columbus, OH 43215	African American Studies Student Center	-----		
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Fort Hayes Metropolitan Education Center	546 Jack Gibbs Blvd Columbus, OH 43103	Director	-----		
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Kenner	Bellefontaine, OH 43311				
Shelby CDJFS/PCSA	227 S. Ohio Avenue Sidney, OH 45365	Tom Bey Director	-----		
INROADS	920 Goodale Blvd. Columbus, OH 43212	Karen Marshall Director	-----		
Friend referred				1	

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sales Representative

**Recruitment Source That Referred the Hiree:** Radio

**Date Vacancy Opened:** 03/01/11

**Total Number of persons Interviewed for the Vacancy:** 6

**Date Vacancy Filled:** 05/15/11

### Recruitment Sources Used to fill a Vacancy

<u>Name of Recruitment</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone No.</u>	<u>Total number of Interviewees referred by the source for the Vacancy:</u>	<u>Did the Source Request Notification?</u>
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Friend referred				1	

## **MENU OPTION ACTIVITIES**

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

Activity Classification	Type of Activity	Brief Description
(*)  9	Mentor Program	Every Monday afternoon at 2:00 the Operations Manager sits down with the News Director to review and evaluate the week in news and plan the next week.
5	High School Internship	Bellefontaine High School Senior Jessica Haushalter does a weekly "high school news" segment on WPKO & WBLL. She writes the story, interviews students and voices a wrap for our newscast.
5	Job Shadowing	Benjamin Logan student Mack Horton job shadowed Chad Wilkinson & Bill Tipple on May 6 <sup>th</sup>
5	Job Shadowing	Nite Mix host Matt Smith was job shadowed by two middle school students
5	WPKO & WBLL Sportscasters Camp	WPKO & WBLL conducted a one week Sportscasters camp for kids ages 12-18. This camp ran for one week (June 21-25) at the Hilliker YMCA. Campers learned how to do play-by-play, interview, research, radio advertising, skills of being on the radio and spoke with professionals in the field. Guest speakers included Jim Rosenhaus of the Cleveland Indians, Lee Hacksaw

		Hamilton and Skip Mosaic of the Ohio State Radio Network. Campers also called play-by-play of a local baseball game on WBLL
6	Home & Leisure Show	Participated in the Home & Leisure Show at Bellefontaine High School, Friday March 25 <sup>th</sup> -Sunday 27 <sup>th</sup> accepting applications and sharing information

 For “Activity Classification” use number “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 to acquire skills needed for broadcast employment.
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 websites 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.