

2020 ANNUAL EEO PUBLIC FILE REPORT

BAS BROADCASTING, INC.

Station(s): WCPZ-FM, WMJK-FM, WLEC-AM
Community(ies) of License: Sandusky and Clyde, Ohio
Date of Annual Report: June 1st 2019 Thru May 31st 2020
No. of Full-time Employees: ____ Between 5 & 10, More than 10
Small Market Exemption Yes

During the Reporting Period, we had no full time openings to fill. The information required by FCC Rule 73.2080((c)(6) is provided in the charts that APPEAR in the second portion of this period.

INITIATIVES

The Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC. Rule 73.2080(c)(2):

Three job fairs that we typically participate in were canceled due to Covid-19.

Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

On November 4th 2019 we co-sponsored, promoted, and broadcast live a job fair from the Lorain County Chamber of Commerce Business Expo at Tom's Country Place in Avon, Ohio. The expo included recruitment information and speakers from several sectors of the business community. Many local businesses and universities participated in the day long event.

BAS Broadcasting Job Fair was held February 3rd 2020 at each of

the BAS clusters in Fremont, Sandusky, Mt. Vernon and Tiffin Ohio, A department head from Sales and Programming were available in each cluster to conduct interviews, tours of the facilities and answer any questions the candidate ask. Each candidate was given a BAS Broadcasting Brand Your Business DVD.

Established an **internship** program designed to assist members of the community in acquiring skills needed for broadcast employment.

During the Reporting period one intern participated in BAS Broadcasting intern program including RAB Sales Training and time with each department head to see what their day to day duties consisted of.

Established a **mentoring** program for station personnel.

BAS Broadcasting conducts a quarterly review of all employees. This is designed to help all employees improve their job performance. The review we use is a combination of two reviews. One is produced through the Radio Advertising Bureau (RAB) and the other is from the Ohio Association of Broadcasters (OAB). We've combined the reports to reflect information that would be pertinent to a sales person and others that would work best for programming and office employees. These reports help both the manager and the employee grow in their respective jobs. It also helps managers troubleshoot situations before they become big issues.

Participated in **job links, internet programs and other programs designed to promote outreach generally** (i.e., that are not primarily directed to providing notification of

During the Reporting Period, Owners and Department Heads spoke at Bowling Green University, Tiffin University,

specific job vacancies.

Heidelberg, and Tiffin University looking for seniors that are interested in a career in radio. The school visits were done in 2019 during the reporting period and no more were done in 2020 due to Covid-19.. The aforementioned colleges and universities received letters from the employment unit requesting students contact our company to perform an internship.

Established **training** programs designed to enable station personnel to acquire skills that can qualify them for higher level positions in the company.

We utilize training programs offered by OhioJobsNow.com to help current employees to increase their skills. The programs offered are software computer skills taught by certified instructors. Both owners also conduct ongoing sales training utilizing weekly sales meetings from RAB, and OAB. The Employment Unit also has a sales tracking program in place to assist salespersons for ongoing and increased success.

Once a quarter we bring in local business owners to discuss their business so that the AE's can get a real life perspective of an owner's world in a specific category. Before we hear from the local owner we review that category from a national perspective to compare notes on what is reality for our clients in that product category and what is not at this time.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

We offer webinars twice annually to our department heads from OAB and RAB concerning EEO and discrimination issues.

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