

2021 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 2020 Thru May 31st 2021
No. of Full-time Employees: ____ Between 5 & 10, X More than 10
Small Market Exemption Yes

During the Reporting Period, we had no full-time open position to fill.

OUTREACH INITIATIVES

The past 15-plus months have been very difficult on most industries, including broadcast. As a result of mandatory and precautionary steps taken to maximize the safety and health of the Employment Unit's staff and the general public, we were unable to participate in some of the outreach programs including job fairs that we do in typical years. Indeed, we were not aware of any such opportunities in our market area due to the pandemic. We did however take this time of lockdown to help our current staff grow with many additional trainings. For example, we offered advanced level trainings in the RAB for our broadcast side but also added digital products to our sales initiatives through NXT a division of Marketron. Some of these digital products include digital display ads, digital videos, geofencing and OTT. These trainings were primarily done virtually via webinars, conference calls and online trainings and are still ongoing. We are very excited about these new initiatives and our team has already shown tremendous growth, which should well-position our personnel and our stations as we slowly emerge from the pandemic.

Notwithstanding the challenges presented by the COVID-19 pandemic, the Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Continued our **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, and provides multiple designated "check-in" periods between supervisory personnel and other staff where

job performance and station culture can be discussed and where achievements, successes, tribulations, and concerns are often raised. 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.

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 RAB as well as NXT a division of Marketron to help current employees to increase their skills. The programs offered are both additional levels of radio training as well as training on new digital products that we now offer to clients, for example targeted display ads and geofencing. These were ongoing trainings that were both done by management in person as well as offered by trainings online.

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

Twice annually our department heads participate in webinars from OAB and RAB concerning EEO and discrimination issues.

Participated in High School Global
Internship program

Local high school students come to the station three days a week for two months to shadow staff and learn about various aspects of the radio business and broadcast careers. During the reporting period, we were able to host students during March and April 2021.