

**WHBC(AM) and WHBC-FM
EEO PUBLIC FILE REPORT
June 1, 2018 – May 31, 2019**

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-14, 17, 19-22	17
General Sales Manager	3-7, 14-17, 19-22	17
Account Executive	1-15, 17, 19-22	17
Account Executive	1-15, 17, 19-22	20
News Reporter	3-15, 17, 19-22	15
Content Director WHBC-FM	3-15, 17, 19-22	15
Account Executive	3-15, 17, 22	17

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	The Repository Linda Beasley 500 Market Avenue South Canton, Ohio 44702 330.580.8400	NO	0
2	Monster.com Linda Beasley 500 Market Avenue N Canton, Ohio 44702 330.580.8400	NO	0
3	Canton Regional Chamber of Commerce Joy Walko Jow@leadershipstarkcounty.org 222 Market Avenue N, Canton, Ohio 44702 330.456.7253	NO	0
4	North Canton Chamber of Commerce Doug Lane dlane@northcantonchamber.org 121 Main Street, North Canton, OH 44720 330.499.5100	NO	0
5	Ohio Association of Broadcasters 17 S. High Street, #1010 Columbus, Ohio 43215 www.oab.org/	NO	3
6	Stark State College 6200 Frank Avenue NW North Canton, Ohio 44720 330.966.5459 careerservices@starkstate.edu/collegecentral.com	NO	1
7	Walsh University Abby Poeski 330.490.7604 2020 E. Maple Street North Canton, Ohio 44720 330.490.7090, ext. 4974 www.walsh.edu/careercenter@walsh.edu	NO	0
8	Canton's Woman's Club Holly Smith 822 Market Avenue N Canton, Ohio 44720 330.453.4802 www.cantonswomansclub.net/	NO	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Massillon Chamber of Commerce Ted Herncane 137 Lincoln Way E. Massillon, Ohio 44646 330.833.3146 www.massillonohchamber.com/	NO	0
10	Jobs for Ohio's Graduates 55 East Cuyahoga Falls Avenue Akron, Ohio 44310 Phone: 330.374.9445 Tajaha Laflore TLAFlore@jogworks.org	NO	0
11	Stark County District Library Shana Springer 715 Market Avenue N. Canton, Ohio 44702 330.458.2701 www.starklibrary.org	NO	0
12	Malone University 2600 Cleveland Avenue NW Canton, Ohio 44709 1.800.521.1146 Attn: Jen Vennest	NO	0
13	Ohio Means Jobs Harry Berry 822 30th Street NW Canton, Ohio 44709 330.433.9675	NO	0
14	Workforce Initiative Association (connected w/Ohio Means Jobs) Robin Hartline 822 30th Street NW Canton, Ohio 44709 Career Services 330.491.2613	NO	0
15	All Access www.allaces.com	NO	25
16	Inside Radio www.insideradio.com/jobs/	NO	0
17	Word-of-Mouth Referral	NO	18
18	On-Air Announcements (<i>one or more SEU stations</i>)	NO	0
19	Station Website Postings (<i>navigation link to Alpha careers website on one or more SEU stations</i>) whbc.com and Mix941.com	NO	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Indeed.com www.indeed.com	NO	33
21	Alpha Media Career Website www.alphamediausa.com/careers	NO	9
22	NAACP Deborah Shamlin starkcountynaacp@gmail.com	NO	0
23	Linked In	NO	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			89

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship program	During the 2018 Summer semester, our SEU hosted four (4) student interns. One intern from Kent State University was supervised by one of our on-air personalities. This intern learned about the aspects of on-air sports broadcasting, engaging the listeners and programming this type of show. A second intern from Kent State University, was supervised by our Promotions Director, learning about SEU promotions via live events, remotes, marketing our label and work with web design on the SEU websites. A third intern from Shawnee State University was supervised by one of our on-air personalities and learned about the various aspects of an on-air morning drive broadcast, engaging listeners and programming this type of show. The fourth intern from Ashland University was supervised by on-air sports afternoon drive talk learning aspects of on-air broadcasting, engaging listeners and programming this type of show.
2	Internship program	During the 2018 Fall semester, our SEU hosted a student intern from Kent State University. The intern was supervised by one of our on-air personalities and learned about the various aspects of on-air sports broadcasting, engaging the listeners and programming this type of show.
3	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On May 30, 2018, one of our sports personalities spoke to students at Pfeiffer Intermediate School, Canton, OH. The personality made a presentation about his job as a radio announcer and play-by-play sports announcer for local football and basketball games, and answered questions from the group.
4	Participate in Job Fair	On October 3, 2018, our SEU participated in and was a co-sponsor of The City of Massillon Job Fair. Our General Sales Manager represented the SEU at this event, during which he spoke with attendees about career opportunities in radio broadcasting as well as any job openings within our SEU. This event was promoted on all SEU stations.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On September 22, 2018, one of our sports personalities was shadowed by a student at Otterbein University. He assisted the student in learning how to call a football game and how to prepare for each game event for play-by-play announcing.
6	Internship program	During the Winter semester 2019, our SEU hosted three (3) student interns, two from Walsh University and one from Malone University. Two of the interns learned about programming, including how to create shows, conduct research, and engage listeners. These interns were supervised by one of our on-air talents. One intern learned about all aspects of our Promotions Department, including organizing events in our market. This intern was supervised by our SEU's Promotions Director.
7	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On December 17, 2018, one of our sports personalities spoke to a group of students at Fairless Middle School, Canton, OH. The personality presented a broadcast of a game for the group and explained the different tools and procedures used to create each game broadcast. Students participated in creating an on-air promo as part of the personality's visit.
8	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On January 25, 2019, our AM Content Director spoke to and led a group of 20 developmentally disabled business class students and staff from the Canton South High School on a tour of the radio stations. The tour included an explanation of how radio works, a sit-in during an on-air show and a question/answer session regarding radio broadcasting.
9	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On May 15, 2019, our Promotions Director hosted 15 students from the Hattie Larlham School in Canton for a station tour. They spent an hour touring our AM/FM studios and newsroom, discussing job descriptions, educational requirements and training processes. There was also a short history lesson on the longevity of the WHBC stations.
10	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On May 23, 2019, our AM Morning Show Personality/ New Director hosted 15 students from the Hattie Larlham School in Canton for a station tour. They spent an hour touring our AM/FM studios and newsroom, discussing job descriptions, educational requirements and training processes. There was also a short history lesson on the longevity of the WHBC stations.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
11	Internship program	<p>During the Spring semester 2019, our SEU hosted four (4) student interns, two from Kent State University, one from Ashland University and one from Ohio Media School. One of our Kent State University interns learned about programming, including how to create shows, conduct research, and engage listeners. This intern was supervised by an afternoon drive on-air talent. The other Kent State intern learned about promotions through event planning, website creation, and working with the sales team and was supervised by our Promotions Director. Our Ashland University intern learned about programming, including how to create shows, conduct research and engage listeners and was supervised by an afternoon drive on-air talent. Our Ohio Media School intern learned how to program an FM music station through content, music selection, and on-air giveaways and was supervised by our FM Program/Content Director.</p>