

**EEO PUBLIC FILE REPORT**

**FOR**

**WKXA-FM  
Findlay, OH**

This EEO Public File Report  
Covers the One-Year Period  
Ending on May 31, 2011

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in WKXA'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, 2011, the station filled the following full-time vacancies:

Morning News Anchor / Reporter  
General Manager  
Morning Show Host  
Chief Engineer  
News Director  
Morning News Anchor / Reporter

The station interviewed a total of 49 persons 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	0
WKXA On-Air	5
WBUK On-Air	0
Word of Mouth	2
Radio Station Initiated Contact	14
Indiana Broadcasters Association	1
Ohio Association Broadcasters Job Bank	0
National Alliance of State Broadcaster Associations	0
The Courier	2
In-House Posting	2
Bowling Green State University Career Development Center	0

West Central Ohio Job Bank	0
FPC Job Connection	2
The Ohio & Illinois Centers for Broadcasting Job Bank	0
Bluffton University Career Services	0
Radio Business Report Job Bank	0
University of Findlay Career Center	0
South Asian Journalists Association	0
American Women in Communications	0
Black Broadcasters Alliance	0
California Chicano News Media Association	0
Emma L. Bowen Foundation for Minority Interest 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 Journalisms Association	0
Native American Journalists Association	0
Native American Public Telecommunications	0
Radio Sales Today	3
Radio-Info	10
Ohio Association of Broadcasters Society of Broadcast Engineers Database	4
Third Party Referral	4

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**

**Job Title of Vacancy:** Morning News Anchor / Reporter

**Recruitment Source That Referred the Hiree:** Station Initiated Contact

**Date Vacancy Opened:** September 3, 2010

**Total Number of Persons Interviewed for the Vacancy:** 13

**Date Vacancy Filled:** November 1, 2010

**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?
WFIN On-Air Recruitment	551 Lake Cascades Parkway Findlay, OH 45840	Tom Sheldon	419-422-4545	0	No
WKXA On-Air Recruitment	551 Lake Cascades Parkway Findlay, OH 45840	Tom Sheldon	419-422-4545	3	No
WBUK On-Air Recruitment	551 Lake Cascades Parkway Findlay, OH 45840	Tom Sheldon	419-422-4545	0	No
Word of Mouth	551 Lake Cascades Parkway Findlay, OH 45840	Tom Sheldon	419-422-4545	2	No
Radio Station Initiated Contact	551 Lake Cascades Parkway Findlay, OH 45840	Tom Sheldon	419-422-4545	8	No
Ohio Association of Broadcasters Job Bank	oab.org/jobs	Christine Merritt	614-228-4052	0	No

Indiana Broadcasters Association	indianabroadcasters.org/opportunities	Linda Compton	317-573-0119	0	No
National Association of State Broadcast Associations	careerpage.org/			0	No
The Courier	701 W. Sandusky Street Findlay, OH 45840	Kevin Pancake	419-422-5151	0	No
In-House Posting	551 Lake Cascades Parkway Findlay, OH 45840	Sandy Kozlevcar	419-422-4545	0	No
Bowling Green State University Career Development Center	bgsu.edu/offices/career			0	No
West Central Ohio Job Bank	workinged.com			0	No
Findlay Publishing Company Job Connection	fpcjobconnection/currentjobs.htm	Kurt Heminger	419-422-5151	0	No
The Ohio & Illinois Centers for Broadcasting Job Bank	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117	0	No
Bluffton University Career Services	collegecentral/ccnengine/jobs			0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	0	No
University of Findlay Career Center	findlay.edu			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
Association for Women in Communications	woncom.org		703-370-7436	0	No

Black Broadcasters Alliance	thebba.org			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 Association of Hispanic Journalists	nahj.org		202-662-7145	0	No
National Association of Minority Media Executives	namme.org		703-854-7178	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
Native American Public Telecommunications	nativetelcom.org		402-472-3522	0	No

**Job Title of Vacancy:** General Manager

**Recruitment Source That Referred the Hiree:** Word-Of-Mouth

**Date Vacancy Opened:** January 1, 2011

**Total Number of Persons Interviewed for the Vacancy:** 18

**Date Vacancy Filled:** February 28, 2011

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Radio Sales Today	rab.com	Mark Levy	972-753-6756	3	N
Radio-Info	radio-info.com	Kristy Scott	818-992-1915	10	N
Word of Mouth				1	N
Internal Posting				2	N
Radio Station Initiated Contact		David Glass	419-422-5151	2	N

To: EEO File  
Fr: Kurt Heminger  
Dt: April 20, 2011

The previous morning show host was terminated on April 7, 2011.

A full recruitment campaign for the WKXA morning show host was not done due to a candidate approached station management regarding possible employment with the Company. This candidate was local and possessed all the skills and experience needed for the morning show position. Station management felt a recruitment campaign would not generate a more qualified morning show host candidate. Also, due to the competitive nature of the position, full disclosure could not be made and timing was critical.

The applicant was hired and his first date of employment was April 18, 2011.

Job Title of Vacancy: Chief Engineer

Recruitment Source That Referred the Hiree: Personal Contact

Date Vacancy Opened: July 9, 2011

Total Number of Persons Interviewed for the Vacancy: 14

Date Vacancy Filled: April 29, 2011

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
OAB / SBE Database	oab.org/jobs	Christine Merritt	614-228-4052	4	No
The Courier	P.O. Box 609 Findlay, OH 45839-0609	Kevin Pancake	419-422-5151	2	No
Third Party Referral				4	No
Radio Station Initiated Contact	P.O. Box 609 Findlay, OH 45839-0609	Kurt Heminger	419-422-5151	1	No
WFIN On-Air	P.O. Box 1507 Findlay, OH 45839-1507	Kurt Heminger	419-422-5151	0	No
WKXA On-Air	P.O. Box 1507 Findlay, OH 45839-1507	Kurt Heminger	419-422-5151	2	No
WBUK On-Air	P.O. Box 1507 Findlay, OH 45839-1507	Kurt Heminger	419-422-5151	0	No
Indiana Broadcasters Association Job Bank	indianabroadcasters.org/opp ortunities	Linda Compton	317-573-0119	1	No
Word of Mouth				0	No
Ohio Association of Broadcasters Job Bank	oab.org/jobs	Christine Merritt	614-228-4052	0	No

National Association of State Broadcast Associations	careerpage.org/			0	No
In-House Posting	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
West Central Ohio Job Bank	workinged.com			0	No
Findlay Publishing Company Job Connection	fpcjobconnection/currentjobs.htm	Kurt Heminger	419-422-5151	0	No
The Ohio & Illinois Centers for Broadcasting Job Bank	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117	0	No
Indiana Radio	<a href="http://www.indianaradio.net/">http://www.indianaradio.net/</a>	Blaine Thompson		0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	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
Association for Women in Communications	woncom.org		703-370-7436	0	No
Black Broadcasters Alliance	thebba.org			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 Association of Hispanic Journalists	nahj.org		202-662-7145	0	No
National Association of Minority Media Executives	namme.org		703-854-7178	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
Native American Public Telecommunications	nativetelcom.org		402-472-3522	0	No

To: EEO File  
Fr: Kurt Heminger  
Dt: May 20, 2011

A full recruitment campaign for the news director position was not done due to when the morning news anchor / reporter position was hired, it was with the understanding and agreement that this individual would assume the news director position upon the news director's retirement on May 27, 2011.

The morning news anchor / reporter will assume the news director responsibilities on May 28, 2011.

**Job Title of Vacancy:** Morning News Anchor / Reporter

**Recruitment Source That Referred the Hiree:** FPC Job Connection

**Date Vacancy Opened:** 5/28/11

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

**Date Vacancy Filled:** 5/31/11

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
FPC Job Connection	551 Lake Cascades Parkway	Doug Jenkins	419-422-4545	2	No
Radio Station Initiated Contact	551 Lake Cascades Parkway	Doug Jenkins	419-422-4545	1	No

**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

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

7	OAB Foundation Scholarships June 9, 2010	David Glass, White River Broadcasting Company President, participated in the selection process of the Ohio Association of Broadcasters scholarship recipients for college students enrolled in the broadcast field
1	Participation in Career Fair July 15, 2010	Indiana Broadcasters Association The White River Broadcasting Company participated in the Indiana Black Expo Employment Opportunity Fair by providing event pre-promotion announcements and booth space – White River Broadcasting General Manager Tasha Mann participated in the job fair and represented all Findlay Publishing Company radio stations
14	Participation in Webinar September 28, 2010	OAB Human Resources Webinar OAB’s counsel of Vorys, Sater, Seymour and Pease LLP discussed current EEO issues and suggested guidelines for hiring, pay, promotion and discharge of employees – Kurt Heminger Findlay Publishing Company Vice President participated in the webinar – representing all Findlay Publishing Company radio stations
1	Participation in Job Fair October 26, 2010	University of Findlay The Findlay Publishing Company had booth space – John Dee, Findlay Publishing Company Human Resource Manager participated in the job fair and represented all Findlay Publishing Company radio stations

1	Participation in Job Fair October 27, 2010	Ohio Center for Broadcasting The Findlay Publishing Company participated in the Ohio Center for Broadcastings Fall Job Fair – Kurt Heminger Findlay Publishing Company Vice President participated in the job fair representing all Findlay Publishing Company radio stations
10	Findlay High School Communications Final Exam Interviews January 5, 2011	Kurt Heminger, Findlay Publishing Company Vice President, participated in the school’s final exam by interviewing students planning a career in Communications – representing all Findlay Publishing Company radio stations
1	Participation in Job Fair February 15, 2011	University of Findlay The Findlay Publishing Company had booth space– John Dee, Findlay Publishing Company Human Resource Manager participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair February 19, 2011	Indiana Broadcasters Association The White River Broadcasting Company participated in the IBA’s Spring Job Fair by providing event pre-promotion announcements and booth space – White River Broadcasting Director of Programming John Foster participated in the job fair and represented all Findlay Publishing Company radio stations
4	Guest Lecturer April 1, 2011	Bluffton University Kurt Heminger, Findlay Publishing Company Vice President, was a guest lecturer for a communications class and discussed employment opportunities within the broadcast industry and interview skills and represented all Findlay Publishing Company radio stations

1	Participation in Job Fair April 14, 2011	Owens Community College The Findlay Publishing Company had booth space– John Dee, Findlay Publishing Company Human Resource Manager participated in the job fair and represented all Findlay Publishing Company radio stations
10	Dana Chair Presentation April 27, 2011	David Glass, Blanchard River Broadcasting Company President, participated in a presentation to University of Findlay business students regarding job opportunities within the communications industry
1	Participation in Job Fair May 4, 2011	Wyandot County Job Fair The Findlay Publishing Company had booth space and provided promotion of the event through a pre- promotional advertising campaign and a remote broadcast – Kurt Heminger, Findlay Publishing Company Vice President, represented all Findlay Publishing Company radio stations
7	Richard E. Daugherty Scholarship May 9, 2011	Daugherty Scholarship Selection Kurt Heminger, Findlay Publishing Company Vice President, participated in the selection process of the recipient of a scholarship for college students enrolled in the broadcast/music/arts field – representing all Findlay Publishing Company radio stations
14	Guest Lecturer May 11, 2011	Harrison College Tonya Haze, WWVY Program Director, was a guest lecturer for a communications class and discussed employment opportunities within the broadcast industry and interview skills and represented all Findlay Publishing Company radio stations

10	Participation in Mentoring Program 2010-2011 School Year	Batesville High School WRBI participates in a mentoring program for high school juniors and seniors who are interested in a career in the communications field – WRBI News Director Mary Mattingly coordinates the program for White River Broadcasting
6	Continuing Outreach	WKXA (wkxa.com) web site includes on-going recruitment ads for future on-air and marketing consultant positions: ( <a href="http://www.fpcjobconnection.com/currentjobs.htm">http://www.fpcjobconnection.com/currentjobs.htm</a> )
6	Continuing Outreach	Outreach announcements are broadcast on WKXA the first week of each month requesting local organizations to refer qualified applicants to Blanchard 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.