

## EEO MENU OPTION ACTIVITIES

### WNKO-WHTH RADIO STATIONS

Stations WNKO-WHTH has engaged in the following outreach activities during the year.

Covered by this report: **June 1, 2019 - May 31, 2020**

Activity Classification	Type of Activity	Brief Description
1	Career Fair	Ohio Means Jobs/Licking County 19 <sup>th</sup> Annual Employment Expo <b>October 16, 2019.</b> 1:00 p.m. to 5:00 p.m. Participants: John Franks, President. Tom Medors, GM
5	Internship Program	Ellie Newman; 6 week term June 10, 2019 – July 23, 2019
8	Staff Training	Ohio Association of Broadcasters “Revenue Engine Overview” June 11, 2019. 12:00 p.m. – 1:00 p.m. Participants: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Ohio Association of Broadcaster: “Boost Your Creativity!” July 9th, 2019. Noon to 1:00 pm. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: “Make a Tremendous Difference with your Car Dealers” August 13, 2019. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Ohio Association of Broadcaster: “OAB Sales Seminar Increasing Auto Advertising” August 28, 2019. 9:00 a.m. to 4:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: “Unleashing Your Broadcast and Digital Sales Success” September 10, 2019. 12:00 p.m. to 1:00 p.m. Participant: Noelle Merryman & John Christian, Account Rep's
14	Management Training	Ohio Association of Broadcaster: “2019 Employment Law Update” September 10, 2019. 10:00 a.m.- 11:00 a.m. Participants: John Franks, President. Tom Medors, GM
8	Staff Training	Ohio Association of Broadcaster Webinar: “Political Broadcasting: A Refresher for the 2020 Election Cycle” October 8th, 2019. 10:00 a.m. – 11:00 a.m. Participants: Tom Medors G.M.
8	Staff Training	Local Broadcast Sales Webinar: “What's All This Fuss over Mobile to Social Device ID Targeting and OTT” October 8, 2019. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's

14	Management Training	Ohio Association of Broadcaster: "OAB Executive Forum 2019" October 22, 2019. 9:00 a.m. - 2:00 p.m. Participants: John Franks, President. Tom Medors, GM
8	Staff Training	Local Broadcast Sales Webinar: "Setting Ourselves up to Win 4X More Local Direct Business!" November 12 2019. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: "Positioning the All-Important Political Advertising for you and Your Station" December 10 2019. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM
14	Management Training	Ohio Association of Broadcaster: "Important Legal Updates for Political File Record Keeping" January 15, 2020. 10:00 a.m.- 11:00 a.m. Participants: John Franks, President. Tom Medors, GM
14	Management Training	Ohio Association of Broadcaster: "OAB Radio License Renewal" February 5, 2020. 10:00 a.m.- 11:00 a.m. Participants: John Franks, President. Tom Medors, GM
8	Staff Training	Local Broadcast Sales Webinar: "5 Common Brand Mistakes and How To Avoid Them" January 14 2020. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: "How to Monetize Social Media in a Meaningful Way" March 10, 2020. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	OAB: "How to work clients during the coronavirus lockdown with Paul Weyland" March 27, 2020. 11:00 a.m. to 12:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: "You Can't Sell it If you Can't Tell It" May 12, 2020. 12:00 p.m. to 1:00 p.m. Participant: Tom Medors, GM, Noelle Merryman, & John Christian, Account Rep's
8	Staff Training	Local Broadcast Sales Webinar: "My Station Got a PPP Loan – Now What?" May 15, 2020. 11:00 a.m. to 12:00 p.m. Participant: John Franks, President. Tom Medors, GM
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;	Listing on AllAccess.com

## \*Activity Classification

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. Provisions 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.