

PURPOSE

The purpose of WOUB's equal employment opportunity (EEO) Public File Report is to meet and comply with the Federal Communications Commission (FCC) rules for broadcasters and multi-channel video program distributors, which became effective on March 10, 2003. Under the specific EEO program requirements, broadcasters must comply with three key components: (A) outreach/recruitment, (B) recordkeeping and reporting, and (C) self-analysis of EEO efforts. The FCC has established a three-pronged outreach and recruitment requirement. Prong 1 requires broadcasters to recruit for all full-time vacancies and widely disseminate information concerning each full-time vacancy. Prong 2 requires broadcasters to provide notification of all full-time job vacancies to organizations who request such notifications. Prong 3 requires broadcasters to engage in a certain number of longer-term recruitment initiatives from a "menu" of options, depending on the size of the station employment unit. WOUB is required to engage in four recruitment initiatives over a two-year period.

CONTENTS

This Public File Report will provide the following information:

- A list of all full-time jobs filled by WOUB during the previous year, identified by job title;
- For *each* such vacancy, a list of the recruitment sources used to fill those vacancies (including organizations entitled to notification pursuant to Prong 2, which should be separately identified), identified by name, address, contact person and telephone number;
- For each full-time vacancy during the previous year, the recruitment source for the person hired, and the recruitment source for *each* person interviewed;
- Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies;
- A list and brief description of outreach activities (Prong 3) initiatives implemented during the previous year.

REPORTING AND FILING

Annually, on the anniversary of the date that WOUB is required to file its license renewal application (currently June 1), WOUB will place the EEO Public File Report in its public inspection file and on its website. This report is not filed with the FCC annually, but on two occasions during the eight-year license term: (1) when WOUB files its license renewal application, it will need to include the EEO Public File Reports for the past two years, and (2) when WOUB files the Broadcast Mid-Term Report, it will need to include the EEO Public File Reports for the past two years.

				June 1, 2021 - May 31, 2022		
Full Time Position	Position Title	Date Open	Date Filled	Recruitment Sources utilized to fill vacancy, including organizations entitled to notification	Number Interviewed & Source	Number Hired & Source
1	MultiMedia Journalist/Reporter	4/12/2021	6/28/2021	Ohio University website), Corporation for Public Broadcasting (CPB) website, Public Broadcasting Service (PBS) intranet website, National Educational Telecommunications (NETA) website, Facebook, Twitter	3 (1 from Ohio University website, 2 from cpb.org)	1 (1 from Ohio University website)
2	Editor in Chief	4/12/2021	8/16/2021	Ohio University website), Corporation for Public Broadcasting (CPB) website, Public Broadcasting Service (PBS) intranet website, National Educational Telecommunications (NETA) website, Facebook, Twitter National Association of Black Journalists website, National Association of Hispanic Journalists website	2 (1 from indeed.com, 1 from word of mouth)	1 (1 from word of mouth)
3	Report for America Journalist	3/21/2022	4/20/2022	The candidates for initial interview were vetted by Report for America. "RFA will screen the large pool of talented applicants and choose three to five well qualified candidates to present to the local news organization." Applications and posting via https://www.reportforamerica.org and LinkedIn. Availability also posted on WOUB social media	1 (Three candidates selected by RFA. Two withdrew prior to interview)	1 (1 hire via the RFA vetting process)

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
		June 1, 2021 – May 31, 2022		
No.	Recruitment Source. (Company, Name, Address)	Contact Person (Name, Telephone)	Total Interviewed	Entitled to Notification? (Y/N)
1	Ohio University employment website. https://www.ohiouniversityjobs.com . 169 W. Union Street, Athens, OH 45701	Ohio University Human Resources. 740-593-1645	1	Y
2	The Corporation for Public Broadcasting (CPB) jobline website. https://www.cpb.org/jobline 401 Ninth Street, NW, Washington, DC 20004	Electronic Submission. 202-879-9600	2	N
3	Word of mouth	N/A	1	N
4	Report for America website https://www.reportforamerica.org	Kim Kleman, Report for America (914) 924-3444	1	Y
5	Indeed.com	N/A	1	N

Prong 3 Longer-Term Recruitment Initiatives Implemented				
June 1, 2021 – May 31, 2022				
No.	Date	Initiative	Scope of Involvement	Personnel Involved
1		Co-Hosting/Sponsoring of Student Broadcast Opportunities Career Fair with organizations in the academic, business, and professional community whose membership includes substantial participation by women and minorities.		
1	August 2021	Professionals in Training	Information meeting, training schedule for new recruits, freshmen incorporating at WOUB	Michael Rodriguez; Director of Production Services & Student Development Manager Mark Brewer; General Manager

1	January 2022	<i>At the Moment</i> New Black Student Radio Program and Podcast	Partnership with the Black Student Communication Caucus (BSCC) at Ohio University. Students working on the program are excited to learn all the different aspects of what goes into producing a radio program and podcast.	Rusty Smith; Director of Radio
1	February 2022	Professional media recruitment days for career and internship placements	Representatives from Gray Television and Tegna, Inc. met with WOUB students over two days of interviews to offer careers in media for upcoming graduates and internships for underclassman.	Atish Baidya; Editor in Chief Cheri Russo; Community Engagement Manager
1	March 2022	Former WOUB students talk to current students about how to report on racial issues on campus	The WOUB Black Alumni and Student Mentoring Group meets virtually a couple of times a semester to bring together current and former WOUB students. The group discusses issues that are unique to people of color in the media industry.	Cheri Russo; Community Engagement Manager
1	May 2022	Creation of fund to support professional development for current WOUB students	The Doug Drew WOUB Student Professional Development Fund will be used to provide general support for professional development experiences for students involved with WOUB to prepare them for careers in media. Support includes travel to conferences as well as bringing in professionals for networking opportunities.	Cheri Russo; Community Engagement Manager

2		Establishment of Internship Program designed to assist members of community acquire skills needed for broadcast employment. Informational meetings and ongoing training via the Student Professional Development Program to train student volunteers in practical and professional operations of public broadcasting in radio and television, to include working in an environment where no person is discriminated against in employment because of race, color, religion, national origin, or sex.		
2	August. 2021 - May, 2022	WOUB Mentoring Program. Alumni mentors listed below.	Current Ohio University students are paired with Ohio University/WOUB alumni based on career interest for one-on-one mentoring and career advice.	Cheri Russo; Community Engagement Manager
2			Mike Rausch – Digital Entrepreneur & Former TV News Director	Cheri Russo; Community Engagement Manager
2			Brian Boesch - University of Michigan Play-by-Play Announcer	Cheri Russo; Community Engagement Manager
2			Brooks Jarosz, Investigative reporter at KTVU FOX 2, Oakland, CA	Cheri Russo; Community Engagement Manager
2			Joe Focke – Retired Television Feature Reporter	Cheri Russo; Community Engagement Manager

2			Katie Primm, Coordinating Producer at NBC News	Cheri Russo; Community Engagement Manager
2			Taylor Mirfendereski, Investigative Reporter at KING 5, Seattle WA	Cheri Russo; Community Engagement Manager
2			Laura Coombs – WJZ Newscast Director, Baltimore, MD	Cheri Russo; Community Engagement Manager
2			Will Tapper – WBIR News Technical Operations Manager, Knoxville, TN	Cheri Russo; Community Engagement Manager
2			Matt Sepic, Correspondent at Minnesota Public Radio	Cheri Russo; Community Engagement Manager
2			Kim Kanner – ESPN Crewing Supervisor	Cheri Russo; Community Engagement Manager
2			Sara Shookman –Anchor at WKYC-TV Cleveland, OH	Cheri Russo; Community Engagement Manager
2			Mary Davies – News Producer NBC New York	Cheri Russo; Community Engagement Manager
2			Seth Austin, Manager of Broadcast and Digital Content at University of Mississippi	Cheri Russo; Community Engagement Manager
2			Graylyn Roose, Line Producer at MSNBC	Cheri Russo; Community Engagement Manager
2	June 2021 – August 2021	The WOUB (paid) Summer Internship Program. Fourteen undergraduate students were selected as interns to produce news content through the summer months. This was a full time-job and most received college credit for their efforts	Students produced, anchored and broadcast a nightly television news program to a SE Ohio audience underserved by commercial media	Mark Brewer; General Manager Aaron Payne; Digital News Editor David Forster; News Assignment Editor

2	November 2021	Establishment of The Charles and Lucille King Family Foundation WOUB Internship Fund in Memory of Jan and Olivia Sole (\$225,000 endowed, \$25,000 current use)	Fund will allow university students to stay on campus over the summers to participate full-time in news gathering and production with their work airing on WOUB television and radio.	Mark Brewer; General Manager Cheri Russo; Community Engagement Manager Atish Baidya; Editor in Chief
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2	December 2021	WOUB selected as a 2022 Report for America Newsroom.	Nationally, 150 new reporting corps positions will be placed to reverse the collapse of local journalism.	Mark Brewer; General Manager Atish Baidya; Editor in Chief Aaron Payne; Digital News Editor
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2	February 2022	Creation of fund to support student wages at WOUB	A former PBS executive, with roots at Ohio University and WOUB, is supporting the current student experience by creating a fund to support student staff at WOUB. Neil Mahrer worked at WOUB while he was a student to hone his broadcasting skills and learn about the media industry. The recently created NEIL MAHRER AND SONIA FRANCESKI WOUB STUDENT STAFF SUPPORT FUND will provide year-round support, in the form of wages and benefits, for students employed by WOUB Public Media.	Mark Brewer; General Manager
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3		Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.		
3	Sept. 2021 – April 2022 (listed below)	WOUB Wednesdays (listed below)	Weekly virtual chat with media industry professionals answering questions for Ohio University students about how to succeed in the media industry	Cheri Russo; Community Engagement Manager
3	9/1/21		Doug Drew – International News Consultant	Cheri Russo; Community Engagement Manager
3	9/15/21		Matt Barnes – NBC4 Columbus Anchor	Cheri Russo; Community Engagement Manager
3	9/29/21		Katie Primm – <i>Weekend Today</i> Coordinating Producer	Cheri Russo; Community Engagement Manager
3	10/13/21		Carter Rodriguez – Esports Engine Broadcast Operations Manager	Cheri Russo; Community Engagement Manager
3	10/27/21		Bill Brand – rue21 CEO	Cheri Russo; Community Engagement Manager
3	11/3/21		Justin Feldkamp – Buckeye Broadband’s Buckeye Cable Sports Network Program Director	Cheri Russo; Community Engagement Manager
3	11/10/21		Kim Kanner – ESPN Crewing Supervisor	Cheri Russo; Community Engagement Manager

3	1/19/22		Tanner Smith – Senior Manager of Brand and Commercial Video at New York City FC	Cheri Russo; Community Engagement Manager
3	2/2/22		Alissa Henry – <i>Cash Explosion</i> Host	Cheri Russo; Community Engagement Manager

3	2/16/22		Danielle Sills – CNN Content Producer	Cheri Russo; Community Engagement Manager
3	3/2/22		Dave Wingert – Nationally Syndicated Radio Host	Cheri Russo; Community Engagement Manager
3	3/16/22		Alex Adeyanju – Top Rank Boxing Director of Digital Production and Programming	Cheri Russo; Community Engagement Manager
3	3/30/22		Brooks Jarosz – TV Investigative Reporter	Cheri Russo; Community Engagement Manager
3	4/13/22		David Jones – CNBC Television Director	Cheri Russo; Community Engagement Manager
3	4/20/22		Matt Rubel – Retail and Brand CEO	Cheri Russo; Community Engagement Manager

4		<p>Participate 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</p>		
4	August 2021	<p>Documentary in Dialogue POV Grant Project</p> <p>9 pm <i>WOUB'S Our Ohio:</i> South Gallia High School</p> <p>9:30 pm <i>WOUB'S Our Ohio:</i> Meigs High School</p> <p>10 pm <i>WOUB'S Our Ohio:</i> Logan High School</p>	<p>Students at high schools worked on a documentary project to tell their own personal and cultural story in partnership with WOUB. WOUB supported community engagement activities including a virtual screening with high school students who then worked with teachers to create their own short films. WOUB worked with students in English, journalism and multimedia classes at Logan High School, South Gallia High School and Meigs High School. Approximately 35 students participated.</p> <p>This season culminated in a 90 minute time slot on television where the students work was broadcast and shared with the greater community.</p> <p>Films created during the WOUB 2020-21 <i>Our Ohio</i> high school documentary film project were also shown during the Athens International Film and Video Festival (AIFVF). The films screened at The Athena Cinema on October 17 at 3 p.m.</p>	<p>Cheri Russo; Community Engagement Manager Deborah Brewer; Educational Services Manager Evan Shaw; Electronic Media Editor/Videographer</p>
4	Sept 2021- Oct. 2021	Athens International Film and Video Festival Podcast	<p>Four-part podcast providing access to filmmakers featured during the 2020/21 Athens International Film and Video Festival (AIFVF). WOUB Public Media is the official media sponsor of this year's event which begins on October 15 and runs through October 24.</p>	<p>Emily Votaw; Arts & Culture reporter</p>

4	October 2021 – May 2022	Season Two: WOUB's "Our Ohio" high school documentary film project	Through the course of this school year, students in the participating schools will learn about documentary filmmaking through watching POV documentary films and talking with their creators and working with WOUB will create their own films. WOUB is working with students at Logan High School, South Gallia High School, Alexander High School, Wellston High School and Meigs High School.	Cheri Russo; Community Engagement Manager Deborah Brewer; Educational Services Manager
4	November 2021	2021 Impact Ohio Southeast Regional Conference	Key government officials, business leaders, and community members discuss issues important to the region: Boosting Small Businesses in Southeast Ohio, Leveraging Ohio's Natural Assets as a Strategy for Economic Development, Enhancing the Region's Workforce Ecosystem	Mark Brewer; General Manager Aaron Payne; Digital News Editor David Forster; News Assignment Editor Cheri Russo; Community Engagement Manager
4	April 2022	WOUB Student Recognition Event	Distributed four scholarship awards and other student recognition at WOUB	Mark Brewer; General Manager Cheri Russo; Community Engagement Manager Atish Baidya; Editor in Chief