

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, 2023 - May 31, 2024

				June 1, 2023 - May 31, 2024		
Full Time Position	Position Title	Date Open	Date Filled	Recruitment sources utilized to fill vacancy, including organizations entitled to notification	Number interviewed and Source	Number Hired and Source
1	Promotional Editor and Broadcast Coordinator	7/20/2023	9/11/2023	OhioUniversityJobs.com, Facebook, LinkedIn, National Educational Telecommunications (NETA) website	2 1 from LinkedIn.com. 1 from word of mouth	1 From word of mouth

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
June 1, 2023 – May 31, 2024				
No.	Recruitment Source (Company, Name, Address)	Contact Person (Name, Telephone)	Total Interviewed	Entitled to Notoification? Y/N)
1	Ohio University employment website. https://www.ohiouniversityjobs.com . Lindley Hall S122A, 1 Ohio University, Athens, OH 45701	Ohio University Human Resources. 740-593-1636	0	Y
2	National Educational Telecommunications Association (NETA) website PO Box 50008, Columbia, SC 29250	Electronic Submission. 803-799-5517	0	N
3	Facebook 1 Hacker Way, Menlo Park, CA 94025	Electronic Submission. 650-543-4800	0	N
4	LinkedIn 1000 W Maude Ave. Sunnyvale, CA. 94085	Electronic Submission. 650-687-3600	1	N
5	Word of Mouth	Current staff verbal recruitment	1	N
6				
7				

Prong 3 Longer-Term Recruitment Initiatives Implemented					
June 1, 2023 – May 31, 2024					
<u>No.</u>	<u>Date</u>	<u>Initiative</u>	<u>Description</u>	<u>Scope of Involvement</u>	<u>Personnal Involved</u>
1	May 2023 (ongoing)	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	WOUB hosts a paid summer internship program where interns create a nightly television news broadcast as well as online and audio only stories for radio and podcast distribution	In FY24, WOUB hosted 10 full-time interns during the 12 week summer program, and several others in part-time technical positions	Mark Brewer, General Manager Atish Baidya, Editor-in-Chief Aaron Payne, Digital News Editor David Forster, News Assignment Editor
2	February 5-13, 2024 (ongoing)	Hosting of at least one job fair	Coordination with media recruiters for companies to meet and interview students participating with WOUB. Those close to graduation interview for job placements while others are being placed in internship opportunities.	2/5 = Tegna 2/6 = Gray 2/7 = Sinclair 2/8=NBC4 Columbus 2/9 = Griffin Media 2/13 = Scripps	Cheri Russo, Community Engagement Manager Atish Baidya, Editor-in-Chief Aaron Payne, Digital News Editor David Forster, News Assignment Editor
3	September 2023 through March 2024 (ongoing)	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	WOUB Wednesdays are a great way to provide students the opportunity to talk with industry professionals virtually. It provides them the chance to ask questions about the career they want to get into and network with alumni who are working in the field.	Dates and professional participants noted below.	Cheri Russo, Community Engagement Manager Atish Baidya, Editor-in-Chief
	6-Sep-23	Brian Unger '87, Producer/Commentator/Host/Actor/Comedian			
	4-Oct-23	Ethan Huston '06, WGAL TV Meteorologist			
	18-Oct-23	Tom Jennings '93, PBS FRONTLINE Producer/Writer/Director			

	1-Nov-23	Elise Hammond '20, CNN Live Breaking News Writer			
	26-Jan-24	<i>Mindful Media: Balancing Truth, Journalism and Mental Health Symposium</i>			
	14-Feb-24	Bianca Hillier '16, "The World" Reporter			
	21-Feb-24	Randall Winston '89, Hollywood Executive Producer			
	28-Feb-24	Joe Pagonakis '81, WEWS TV Cleveland Reporter			
	20-Mar-24	Erik Threet '18, ESPN Content Associate			
4	September 2023 through March 2024 (ongoing)	Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting	Groups of individuals wishing to work in the broadcast industry self-indentify and are able to participate in professional mentoring opportunities coordinated through WOUB	Dates and professional participants noted below.	Cheri Russo, Community Engagement Manager Atish Baidya, Editor-in-Chief
	13-Sep-23	<i>IT and Production Technology</i> – Featured Speaker: Dan Lannon '10 – ESPN Production Operations Manager			
	27-Sep-23	<i>Women in Media</i> – Featured Speaker: Janelle Coleman '95 – American Electric Power vice president of community engagement, diversity, inclusion, and the president of the AEP Foundation.			
	25-Oct-23	<i>Black Student and Alumni</i> – Featured Speaker: Aesia Toliver '16 – Portsmouth, Virginia TV Anchor/Reporter			
5	June 2023 through May 2024 (ongoing)	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting	Ohio University students and volunteers work year round in all aspects of producing radio and television programming for digital and broadcast distribution. Three academic scholarships are provided to qualified students	150+ students and/or community volunteers participating at WOUB during this time frame, creating 190 episodes broadcast content	Mark Brewer, General Manager Atish Baidya, Editor-in-Chief Aaron Payne, Digital News Editor David Forster, News Assignment Editor
6	August 2023 through May 2024 (ongoing)	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	WOUB High School "Our Ohio" documentary and film festival project. During the school year, students at participating schools learn about broadcasting and documentary filmmaking while working with WOUB on their own films. WOUB loans broadcast production equipment to schools that need it while staff share expertise with students.	FY24 participating schools were Alexander High School, Nelsonville-York High School and Southern Meigs High School. Thirty-six students submitted 26 completed films.	Deborah Brewer, Educational Services Manager Chris Flanery, Media Editor/Videographer/Producer Theo Peck-Suzuki, Report for America Journalist Brian Plow, Associate Professor; Ohio University School of Media Arts and Studies

7	June 2023 through May 2024 (ongoing)	Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting	Tours of WOUB that include involvement opportunities for students who have an interest in broadcast careers	Dates and events noted below.	Mark Brewer, General Manager Atish Baidya, Editor-in-Chief Cheri Russo, Community Engagement Manager
	20-Aug-23	Scripps Student Organization Fair			
	27-Aug-23	Ohio University Student Involvement Fair			
	13-Oct-23	Experience Scripps Day			
	10-Feb-24	Ohio UpClose Day for HS Seniors			
	6-Mar-24	Full broadcast tours for Wilmington High School, Wilmington Ohio			
	21-Mar-24	Full broadcast tours for Olyer High School, Cincinnati Ohio			
	22-Mar-24	Ohio UpClose Day for HS Seniors			
WOUB provides conversation and tours to any high school student expressing an interest in broadcasting as a part of their university visit.					
The following number of tours were provided during the past FY.					
	Jun-23	5			
	Jul-23	2			
	Aug-23	3			
	Sep-23	7			
	Oct-23	5			
	Nov-23	7			
	Dec-23	1			
	Jan-24	2			
	Feb-24	13			
	Mar-24	8			
	Apr-24	11			
	May-24	1			