

EEO PUBLIC FILE REPORT

FOR

**WKKG
Columbus, IN**

This EEO Public File Report
Covers the One-Year Period
Ending on March 31, 2021

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in WKKG'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 March 31, 2021, the station filled the following full-time vacancies:

- 1) Marketing Consultant
- 2) Traffic Coordinator
- 3) WKKG Brand Manager/Morning Show Host

The radio station interviewed a total of 4 people 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> |
|---|--|
| WCSI On-Air Recruitment | 0 |
| WKKG On-Air Recruitment | 0 |
| WINN On-Air Recruitment | 0 |
| WWWY On-Air Recruitment | 0 |
| WCSI On-Line Recruitment | 0 |
| WKKG On-Line Recruitment | 1 |
| WINN On-Line Recruitment | 0 |
| WWWY On-Line Recruitment | 0 |
| WCSI Website Banner | 0 |
| WKKG Website Banner | 0 |
| WINN Website Banner | 0 |
| WWWY Website Banner | 0 |
| In-House Promotion | 0 |
| Personal Referral/Word of Mouth | 2 |
| In-House Posting | 0 |
| Ohio Association of Broadcasters Job Bank | 0 |

| | |
|---|---|
| Indiana Broadcasters Association Job Fair | 0 |
| Indiana Broadcasters Association Job Bank | 0 |
| Illinois Broadcasters Association Job Bank | 0 |
| National Association of State Broadcasters Association Job Bank | 0 |
| The Republic | 0 |
| Facebook Ad | 0 |
| University of Indianapolis Career Center | 0 |
| Broadcast Compliance Services | 0 |
| Ohio/Illinois Center for Broadcasting Job Bank | 0 |
| Indiana Radio Watch Job Bank | 0 |
| Radio Business Report Job Bank | 0 |
| Findlay Publishing Company Job Connection | 0 |
| indeed.com | 0 |
| All Access Job Bank | 1 |
| Radio Advertising Bureau | 0 |
| Radio Discussions Job Bank | 0 |
| Tom Taylor Radio NOW | 0 |
| South Asian Journalists Association | 0 |
| American Women in Radio & Television | 0 |
| Association for Women in Communications | 0 |
| Black Broadcasters Alliance | 0 |
| California Chicano News Media Association | 0 |
| Emma L. Bowen Foundation for Minority Interests 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 Journalists Association | 0 |
| Native American Journalists Association | 0 |
| Native American Public Telecommunications | 0 |
| Unknown Source | 0 |

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

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree:

Personal Referral

Date Vacancy Opened: June 24, 2020

Total Number of Persons Interviewed for the Vacancy:

3

Date Vacancy Filled: July 15, 2020

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? |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WCSI On-Air Recruitment | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| WKKG On-Air Recruitment | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| WINN On-Air Recruitment | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| WWVY On-Air Recruitment | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| Personal Referral | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| WWVY On-Air Recruitment | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| WCSI On-Line Recruitment | https://1010wcsi.com | Bob Morrison | 812-372-4448 | 0 | No |

| | | | | | |
|---|--|-----------------|--------------|---|----|
| WKKG On-Line Recruitment | https://wkkg.com | Bob Morrison | 812-372-4448 | 1 | No |
| WINN On-Line Recruitment | https://win1049.com.com | Bob Morrison | 812-372-4448 | 0 | No |
| WWVY On-Line Recruitment | https://1061theriver.com | Bob Morrison | 812-372-4448 | 0 | No |
| Personal Referral | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 2 | No |
| University of Indianapolis | http://www.uindy.edu/cas/communication/ | Scott Uecker | 317-788-3280 | 0 | No |
| Indiana Broadcasters Association | indianabroadcasters.org/opportunities | Dave Arland | 317-770-0970 | 0 | No |
| The Republic | 333 2 nd Street Columbus, IN 47201 | Kevin Pancake | 419-422-4545 | 0 | No |
| In-House Posting | 3212 Washington Street Columbus, IN 47203 | Bob Morrison | 812-372-4448 | 0 | No |
| Findlay Publishing Company Job Connection | fpcjobconnection/currentjobs.htm | Kurt Heminger | 419-422-4545 | 0 | No |
| Indiana RadioWatch Newsletter | irw@well.com | Blaine Thompson | | 0 | No |
| International College of Broadcasting Career Center | admissions@icbcollege.com | | 855-896-3733 | 0 | No |
| Specs Howard | kburns@specshoward.edu | Kristin Burns | 248-358-9000 | | |
| Ohio University Career Center Career Center | Schoonover Center 121, Ohio University Athens, OH 45701 | Greg Newton | 740-597-1882 | 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: December 1, 2020

The WCSI/WKKG/WINN/WWWY Radio Traffic Coordinator/Receptionist resigned her position effective September 11, 2020. A full recruitment campaign was facilitated. No viable candidates were discovered during the recruitment process.

Due to the COVID-19 pandemic, both White River Broadcasting Company, Inc. (WCSI/WKKG/WINN/WWWY Radio, Columbus, IN) and Blanchard River Broadcasting (WFIN/WKXA/WBUK Radio, Findlay, OH) had significant loss in business revenue. It was determined by station management, a reduction in staff and reassignment of duties needed to be made. It was decided the work load no longer required two fulltime staff members handling traffic for both locations.

During part of COVID-19, most associates worked from home, including both locations' Traffic Coordinator/Receptionists. The former WCSI/WKKG/WINN/WWWY Radio Traffic Coordinator/Receptionist was selected as she, without question, excelled over the current WFIN/WKXA/WBUK Traffic Coordinator/Receptionist in performing the required work.

The WFIN-WKXA-WBUK Radio Traffic Coordinator/Receptionist was terminated on November 30, 2020 due to the reduction in staff and reassignment of duties.

The former Traffic Coordinator/Receptionist assumed her new role effective December 1, 2020.

No full recruitment campaigns were conducted due to the fact the position was filled by a former staff member who possessed the skill, experience and ability needed for this position.

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: WKKG Brand Manager/Morning Show Host

Recruitment Source That Referred the Hiree:

All Access Job Bank

Date Vacancy Opened: January 15, 2021

Total Number of Persons Interviewed for the Vacancy:

1

Date Vacancy Filled: January 20, 2021

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? |
|---|--|-----------------------|-------------------------|--|---|
| Personal Referral/Word of Mouth | | Brad Jackson | 812-372-4448 | 0 | No |
| Ohio Association of Broadcasters Job Bank | oab.org/jobs | Christine Merritt | 614-228-4052 | 0 | No |
| Indiana Broadcasters Association Job Bank | indianabroadcasters.org/opportunities | Linda Compton | 317-573-0119 | 0 | No |
| University of Indianapolis Job Bank | http://www.uindy.edu/ | Scott Uecker | 317-788-3368 | 0 | No |
| All Access | allaccess.com | Joel Denver | 310-457-6616 | 1 | No |
| Ohio University Job Board | newtong@ohio.edu | Greg Newton | 740-597-1882 | 0 | No |
| In-House Posting | 3212 Washington Street Columbus, IN 47203 | Robert Morrison | 812-372-4448 | 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 | Elizabeth Grattan | 216-447-9117 | 0 | No |
| Indiana Radio Watch | indianaradio.net/ | Blaine Thompson | | 0 | No |
| Specs Howard School of Media Arts | specshoward.edu | Kristin Burns | 248-358-9000 | 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 | | 412-829-9788 | 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 |

ATTACHMENT B

MENU OPTION ACTIVITIES

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

| Activity Classification | Type of Activity | Brief Description |
|-------------------------|---|---|
| 7 | The Ohio Association of Broadcasters Kids Scholarship May 18, 2020 | OAB Kids Scholarship Selection Findlay Publishing Company VP/Director of Broadcast David Glass participated in the selection process of the recipient of a scholarship for college students – representing all Findlay Publishing Company radio stations |
| 14 | Participation in Employment Law Webinar September 24, 2020 | Ohio Broadcasters Association The Findlay Publishing Company participated in a webinar on current employment laws, discrimination issues and overall employment law guidance – Findlay Publishing Company VP Kurt Heminger participated in the webinar and represented all Findlay Publishing Company radio stations |
| 7 | Richard E. Daugherty Scholarship March 31, 2021 | Daugherty Scholarship Selection Kurt Heminger, Findlay Publishing Company Vice President and WFIN Brand Manager Bill Rice 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 |
| 6 | Continuing Outreach | WKKG (wkkg.com) web site includes on-going recruitment ads for future on-air and marketing consultant positions: (https://fpcjobconnection.com/) |

| | | |
|---|---------------------|---|
| 6 | Continuing Outreach | Outreach announcements are broadcast on WKKG the first week of each month requesting local organizations to refer qualified applicants to White 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.