

2025 ANNUAL EEO PUBLIC FILE REPORT

BAS BROADCASTING, INC.

Station(s): WCPZ-FM, WMJK-FM, WLEC-AM
Community(ies) of License: Sandusky and Clyde, Ohio
Date of Annual Report: June 1st 2024 Thru May 31st 2025
No. of Full-time Employees: Between 5 & 10, More than 10
Small Market Exemption Yes

During the Reporting Period, one full-time position was filled. The information required by FCC Rule 73.2080((c)(6) is provided in the charts that appear in the second portion of this period.

INITIATIVES

The Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC. Rule 73.2080(c)(2):

Continued our **internship** program designed to assist members of the community in acquiring skills needed for broadcast employment.

During the Reporting period one intern participated in BAS Broadcasting intern program including RAB Sales Training and time with each department head to see what their day to day duties consisted of. They started April of 2025.

Continued our **mentoring** program for station personnel.

BAS Broadcasting conducts a quarterly review of all employees. This is designed to help all employees improve their job performance, and provides multiple designated “check-in” periods between supervisory personnel and other staff where

job performance and station culture can be discussed and where achievements, successes, tribulations, and concerns are often raised. The review we use is a combination of two reviews. One is produced through the Radio Advertising Bureau (RAB) and the other is from the Ohio Association of Broadcasters (OAB). We've combined the reports to reflect information that would be pertinent to a sales person and others that would work best for programming and office employees. These reports help both the manager and the employee grow in their respective jobs. It also helps managers troubleshoot situations before they become big issues

Participated in job links, internet programs and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies.

During the Reporting Period, Owners and Department Heads spoke at Terra State, Kenyon and Tiffin University at least once looking for seniors that are interested in a career in radio. The school visits were done in late fall or early spring. The aforementioned colleges and universities received letters from the employment unit requesting students contact our company to perform an internship. The owners of the company visit these educational institutions annually in an effort to recruit interns. We also speak to communication students at least once annually about a career in broadcasting.

Established **training** programs designed to enable station personnel to acquire skills that can qualify them for higher level positions in the company.

We utilize training programs offered by RAB as well as NXT a division of Marketron to help current employees to increase their skills. The programs offered are both additional levels of radio training as well as training on digital products that we offer to clients, for example targeted display ads and geofencing. These were ongoing trainings that were both done by management in person as well as offered by trainings online.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

Twice annually our department heads participate in webinars from OAB and RAB concerning EEO and discrimination issues.

RECRUITING SOURCES USED

Job Title of Position: Digital & Broadcast Production/Promotions Mgr

Date of Hire: 12/17/24

The following recruiting sources were utilized to fill **one** position:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Ad		1281 N River Rd	Doug Pearson	419-332-8218
Ohio Means Jobs				
OAB.com				
Recruitment letters for this position were sent to the following organizations:	N			
Ashland County-West Holmes Career Center 1783 St. Rt. 60 Ashland, OH 44805				
Case Western University 10900 Euclid Avenue Cleveland, OH 44106				
C-Tec 150 Price Road Newark, OH 43055				
Cuyahoga Community College 700 Carnegie Avenue Cleveland, OH 44115				
Delaware Area Career Center 4565 Columbus Pike Delaware, OH 43015				
Denison University 100 West College Street Granville, OH 43023				
Department of Business/Communications Bowling Green State University 245 Troup Street Bowling Green, OH				

<p>43403 Attention: Dr Ewart Skinner</p> <p>Department of Business/Communications Findlay University 1000 N. Main Street Findlay, OH 45840 Attention: Ms. Jeanette Drake</p> <p>Department of Business/Communications Heidelberg University 310 E. Market Street Tiffin, OH 44883 Attention: Mr. Thanda Bantu Mocco</p> <p>Department of Career Services Terra State Community College 2830 Napoleon Road Fremont, OH 43420 Attention: Ms. Joan Gamble Director of Career Services</p> <p>Department of Communications Tiffin University 155 Miami Street Tiffin, OH 44883 Attention: Ms. Carol McDannell</p> <p>Department of Business/Communications University of Toledo 2801 W. Bancroft Street Toledo, OH 43606 Attention: Dr. Norbert Mills</p> <p>Kenyon College 103 College Drive Gambier, OH 43022 Attn: Shawn Presley Marketing Director</p>			
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Knox County Career
Center
306 Martinsburg Road
Mt. Vernon, OH 43050

Lorain County
Community College
1005 North Abbe Road
Elyria, OH 44035

Marion Technical
College
1467 Mt. Vernon
Avenue
Marion, OH 43302

Mount Vernon
Nazarene University
800 Martinsburg Road
Mt. Vernon, OH 43050
Attn: Joe Rinehart
Director of
Broadcasting

Ohio Center for
Broadcasting
9885 Rockside Rd.
Cleveland, OH 44125

Ohio Means Jobs
Sandusky County
Randy Company
Ohiomeansjobs.com/sandusky

Ohio Means Jobs Knox
County
Ohiomeansjobs.com/knox

Ohio Means Jobs
Seneca County
Randy Company
Ohiomeansjobs.com/seneca

Ohio Means Jobs Erie
County
Ohiomeansjobs.com/erie

Ohio Means Jobs
Lorain County
Ohiomeansjobs.com/lorain

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Ohio State University c/o College of Arts and Sciences 48 Townshend Hall 1885 Neil Ave. Columbus, OH 43210			
Owens Community College 30335 Oregon Road Perrysburg, OH 43551			
Polaris Career Center 7285 Old Oak Boulevard Middleburg Heights, OH 44130			
Penta Career Center 9301 Buck Road Perrysburg, OH 43551			
Vanguard Career Center 1306 Cedar Street Fremont, OH 43420			
Zane State College 1555 Newark Rd Zanesville, OH 43701			

*Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. None of the above requested.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 1

List total number of interviewees generated by each recruitment source in the preceding year (use as many pages as necessary).

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Word of mouth...worked for us part time.	1