

2024 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 2023 Thru May 31st 2024
No. of Full-time Employees: ___x_ Between 5 & 10, ___ More than 10
Small Market Exemption Yes

During the Reporting Period, we had no full-time open position to fill.

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 2024.

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 Bowling Green University, Tiffin University, Heidelberg, 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.

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