

**BROADCAST EMPLOYMENT UNIT  
RECRUITMENT INITIATIVES CHECKLIST**

Station(s): WMVO - AM, WQIO - FM  
(list all that are included within Employment Unit)

Community(ies) of License: Mount Vernon, Ohio

Date of Annual Report: June 1, 2010 through May 31, 2011  
(enter the anniversary of the date the renewal application must be filed,  
which is four months prior to expiration of license)

No. of Full-time Employees:<sup>1</sup>  
5 – 10   X   / More than 10 \_\_\_\_\_  
(check the number that applies)

*In a **two-year** period an Employment Unit with more than 10 full-time employees must engage in at least four of the initiatives or events listed below. If the Employment Unit has 5 – 10 full-time employees or is located in a smaller market, it must engage in at least two of the listed initiatives or events.<sup>2</sup> The period begins on the date the stations within the Employment Unit must file their license renewal applications, and the 2<sup>nd</sup>, 4<sup>th</sup>, and 6<sup>th</sup> anniversaries thereof. Each year, on the anniversary date, an Employment Unit must list and briefly describe the initiatives undertaken in the past year, place that list in the local public inspection file of each station within the Employment Unit, and post that list on the station's web site if it has one.*

In the preceding year, the Employment Unit has engaged in (check all that apply):  
During the reporting period of June 1, 2010 through May 31, 2011 2 fulltime employees were hired, the Sales Manager and a Sales Person.

  X   Hosted at least one **job fair**.

1) The job fair was hosted at the \_\_\_\_\_  
radio station in Mount Vernon at  
13WMVO/Eagle 93.7 on 03/04/10  
Next one March 2012

<sup>1</sup> An employee with 50% or more ownership, or employees with 20% or more ownership where there is no owner with 50% or more ownership, are not regarded as employees.

<sup>2</sup> A "smaller market" is a metropolitan area with a population of fewer than 250,000, and any area outside all metropolitan areas as defined by the Office of Management & Budget.

X   Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe: We presently have an Intern from Kenyon College.

\_\_\_\_\_

  X   Established a **mentoring** program for station personnel.

Describe: We have a quarterly review of all employees. This is designed to help all employees improve in job performance.

\_\_\_\_\_



## RECRUITING SOURCES USED

*Use Separate Sheet for Each Opening*

Job Title of Position: General Sales Manager\_\_\_\_\_

Date of Hire: \_08/09/2011\_\_\_\_\_

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List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women’s organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio Advertising	N	17421 Coshocton Rd, Mount Vernon, Ohio 43050	Tom Klein	419-332-8218  tomklein@basbroadcasting.com
The Mansfield News Journal	N	70 West Fourth St, Mount Vernon, Ohio 44902	Carl Lovern	740-328-8572
Newark Advocate	N	22 North First Street, Newark, Ohio 44055	Carl Lovern	740-328-8572  Fax: 419-625-1137
Mount Vernon News	N	18 E Vine Street, Mount Vernon, Ohio 43050	Mary Lowe	740-397-5333
Mount Vernon Nazarene University	N	800 Martinsburg Rd, Mount Vernon, Ohio 43050	Joe Rinehart Dir. of Broadcasting	740-392-9090
Kenyon College	N	103 College Drive, Gambier, Ohio 43022	Shawn Presley Marketing Dir.	740-427-5592

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

*Retain for each position filled until after the grant of the next renewal application.*

*Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station’s local public inspection file and post the list on the station’s web site if it has one*

## RECRUITING SOURCES USED

*Use Separate Sheet for Each Opening*

Job Title of Position: Sales Position\_\_\_\_\_

Date of Hire: \_10/02/2011\_\_\_\_\_

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List all recruiting sources utilized to fill the vacancy (*e.g.*, employment advertisements in print media, educational institutions, minority and/or women’s organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

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## INTERVIEW LIST FOR OPENING

Job Title of Position:  Sales Position

Date of Hire:  October 2, 2010

List the referral source of each person interviewed:

NUMBER	REFERRAL SOURCE OF PERSON INTERVIEWED
1.	On Air Announcements
2.	Mansfield News Journal
3.	Mount Vernon News
4.	
5.	
6.	
7.	
8.	
9.	
10.	

TOTAL NUMBER OF PERSONS INTERVIEWED  3

*Retain for each position filled until after the grant of the next renewal application.*

***Do NOT place this document in the local public file. Keep this document in the non-public recruitment records for the employment unit.***

INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: May 31, 2011  
(enter the anniversary of the date the station must file its renewal application, which is four months prior to expiration of the license)

Total Number of Persons Interviewed in Preceding Year: 6

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

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Mansfield News Journal	2
Mount Vernon News	1
On Air Announcements	3

*Retain until after the grant of the next renewal application.*

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## REQUIRED RECORDS

Check if record maintained:

Date: \_\_\_\_\_

CHECK	TYPE OF RECORD	PLACED IN PUBLIC FILE ANNUALLY?*
_____	List of positions filled (see chart of “List of Positions Filled” for details).	Yes
_____	Recruiting sources used (see chart for details).	Yes
_____	List of referral sources of persons interviewed for each position filled (see chart of “Interview List for Opening” for details).	No
_____	List of aggregate number of interviews by source of referral during prior year (see chart of “Interviewee Referral Source Summary” for details).	Yes
_____	Dated copies of advertisements, bulletins, letters, faxes and e-mails or other communications announcing vacancies (organize by vacancy).	No
_____	Narrative documentation sufficient to disclose fully the nature of the initiative (see “Recruitment Initiatives Checklist,” <i>e.g.</i> , job fair, sponsorship, internship, scholarship, mentoring program, training program, community events, job banks, etc.). Must include (organize by event or initiative): <ul style="list-style-type: none"> <li>• date of event</li> <li>• description of event or initiative</li> <li>• scope of station’s participation</li> <li>• station personnel involved.</li> </ul>	Yes
_____	Backup documentation of initiatives, such pamphlets, brochures, or other evidence of participation.	No

***\*Retain all records until after the grant of the next renewal application. If record does not go in the public file, retain record in station’s non-public recruitment files.***

***Do NOT place this document in the local public file.***

## INTERNAL ANALYSIS

*For all Employment Units*

It is recommended that an internal review of the employment unit's outreach efforts occur at least every six months.

Has the Employment Unit:

Date: \_\_\_\_\_

- Recruited for every opening? Yes \_\_\_\_\_ No \_\_\_\_\_
- Maintained records sufficient to verify accuracy of information provided in Form 396, Form 397, and EEO public file reports? Yes \_\_\_\_\_ No \_\_\_\_\_
- Analyzed its recruitment program on an ongoing basis (*i.e.*, for each opening) to ensure that it is effective in achieving broad outreach to potential applicants, and addressed problems found as a result of its analysis? Yes \_\_\_\_\_ No \_\_\_\_\_

Has the Employment Unit periodically analyzed measures taken to:

- Disseminate the Employment Unit's EEO program to job applicants and employees? Yes \_\_\_\_\_ No \_\_\_\_\_
- Review seniority practices to ensure that such practices are nondiscriminatory? Yes \_\_\_\_\_ No \_\_\_\_\_
- Examine rates of pay and fringe benefits for employees having the same duties, and eliminate any inequities based upon race, national origin, color, religion, or sex discrimination? Yes \_\_\_\_\_ No \_\_\_\_\_
- Utilize media for recruitment purposes in a manner that will contain no indication, either explicit or implicit, of a preference for one race, national origin, color, religion or sex over another? Yes \_\_\_\_\_ No \_\_\_\_\_
- Ensure that promotions to positions of greater responsibility are made in a nondiscriminatory manner? Yes \_\_\_\_\_ No \_\_\_\_\_
- Where union agreements exist, cooperate with the union or unions in the development of programs to assure all persons equal opportunity of employment, irrespective of race, national origin, color, religion, or sex, and include an effective nondiscrimination clause in new or negotiated union agreements? Yes \_\_\_\_\_ No \_\_\_\_\_
- Avoid the use of selection techniques or tests that have the effect of discriminating against any person based on race, national origin, color, religion, or sex? Yes \_\_\_\_\_ No \_\_\_\_\_

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