

EEO PUBLIC FILE REPORT

FOR

**WCSI
Columbus, IN**

This EEO Public File Report
Covers the One-Year Period
Ending on March 31, 2012

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in WCSI'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, 2012, the station filled the following full-time vacancies:

- 1) Marketing Consultant
- 2) Marketing Consultant
- 3) News Director
- 4) WWVY Morning Show Host

The station interviewed a total of 50 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	4
WKKG On-Air Recruitment	6
WINN On-Air Recruitment	0
WWVY On-Air Recruitment	2
Personal Referral	12
In-House Posting	0
Ohio Association of Broadcasters Job Bank	0
Indiana Broadcasters Association Job Bank	0
Indiana Broadcasters Association Job Fair	4
National Association of State Broadcasters Association Job Bank	0
The Republic	2
Monster Dot Com	4
Indiana University Career Development Center	0
Broadcast Compliance Services	0
Ohio/Illinois Center for Broadcasting Job Bank	0

Indiana Radio Job Bank	0
Radio Business Report Job Bank	0
Hanover College Job Bank	0
University of Southern Indiana Career Center	0
University of Indianapolis	1
Emmis Communications	0
West Central Ohio Job Bank	0
Findlay Publishing Company Job Connection	14
All Access Job Bank	1
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:

WCSI On-Air

Date Vacancy Opened: March 11, 2011

Total Number of Persons Interviewed for the Vacancy:

13

Date Vacancy Filled: June 1, 2011

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	Tasha Mann	812-372-4448	2	No
WKKG On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	3	No
WINN On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
WWVY On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	1	No
Personal Referral				2	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
Indiana Broadcasters Association Job Fair		Linda Compton	317-573-0119	2	No

National Association of State Broadcast Associations	careerpage.org/			0	No
The Republic	333 2 nd Street Columbus, IN 47201	Kevin Pancake	419-422-5151	1	No
In-House Posting	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
Monster Dot Com Job Bank	monster.com			2	No
Indiana University Career Development Center	myinterfase.com/indiana-careerdev/job.aspx		812-855-5234	0	No
Broadcast Compliance Services	bcs-ok.com		301-998-6136	0	No
West Central Ohio Job Bank	workinged.com			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	Gary James	216-447-9117	0	No
Indiana Radio	indianaradio.net/	Blaine Thompson		0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	0	No
Hanover College Career Center	careercenter.hanover.edu/		812-866-7127	0	No
University of Southern Indiana Career Center	usi.edu/careersv/		812-464-8600	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

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree:

Indiana Broadcasters Association Job Fair

Date Vacancy Opened: April 8, 2011

Total Number of Persons Interviewed for the Vacancy:

13

Date Vacancy Filled: June 1, 2011

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	Tasha Mann	812-372-4448	2	No
WKKG On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	3	No
WINN On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
WWWY On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	1	No
Personal Referral				2	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
Indiana Broadcasters Association Job Fair		Linda Compton	317-573-0119	2	No

National Association of State Broadcast Associations	careerpage.org/			0	No
The Republic	333 2 nd Street Columbus, IN 47201	Kevin Pancake	419-422-5151	1	No
In-House Posting	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
Monster Dot Com Job Bank	monster.com			2	No
Indiana University Career Development Center	myinterfase.com/indiana-careerdev/job.aspx		812-855-5234	0	No
Broadcast Compliance Services	bcs-ok.com		301-998-6136	0	No
West Central Ohio Job Bank	workinged.com			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	Gary James	216-447-9117	0	No
Indiana Radio	indianaradio.net/	Blaine Thompson		0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	0	No
Hanover College Career Center	careercenter.hanover.edu/		812-866-7127	0	No
University of Southern Indiana Career Center	usi.edu/careersv/		812-464-8600	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

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: News Director

Recruitment Source That Referred the Hiree:

FPC Job Connection

Date Vacancy Opened: March 9, 2011

Total Number of Persons Interviewed for the Vacancy:

3

Date Vacancy Filled: August 30, 2011

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?
The Ohio & Illinois Centers for Broadcasting Job Bank	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117	0	No
Illinois News Broadcasters Association	inba.net			0	No
Indiana Broadcasters Association Job Bank	indianabroadcasters.org/opportunities	Linda Compton	317-573-0119	0	No
University of Indianapolis	1400 East Hanna Avenue Indianapolis, IN	Scott Uecker	317-788-6133	1	No
Emmis Communications	40 Monument Circle Indianapolis, IN	John Emerson	317-637-4638	0	No
Findlay Publishing Company Job Connection	fpcjobconnection/currentjobs.htm	Kurt Heminger	419-422-5151	2	No
Personal Referral				0	No

Ohio Association of Broadcasters Job Bank	oab.org/jobs	Christine Merritt	614-228-4052	0	No
National Association of State Broadcast Associations	careerpage.org/			0	No
In-House Posting	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
Indiana Radio	indianaradio.net/	Blaine Thompson		0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	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

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: WWVY Morning Show Host **Recruitment Source That Referred the Hiree:** Personal Referral
Date Vacancy Opened: September 28, 2011 **Total Number of Persons Interviewed for the Vacancy:** 21
Date Vacancy Filled: March 26, 2012

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	Tasha Mann	812-372-4448	0	No
WKKG On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
WINN On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
WWVY On-Air Recruitment	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
Personal Referral				8	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
Indiana Broadcasters Association Job Fair		Linda Compton	317-573-0119	0	No

National Association of State Broadcast Associations	careerpage.org/			0	No
All Access	allaccess.com	Joel Denver	310-457-6616	1	No
In-House Posting	3212 Washington Street Columbus, IN 47203	Tasha Mann	812-372-4448	0	No
Broadcast Compliance Services	bcs-ok.com		301-998-6136	0	No
West Central Ohio Job Bank	workinged.com			0	No
Findlay Publishing Company Job Connection	fpcjobconnection/currentjobs.htm	Kurt Heminger	419-422-5151	12	No
The Ohio & Illinois Centers for Broadcasting Job Bank	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117	0	No
Indiana Radio	indianaradio.net/	Blaine Thompson		0	No
Radio Business Report Job Bank	rbr.com	Kurt Heminger	419-422-5151	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 WCSI has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
4	Guest Lecturer April 1, 2011	Bluffton University Findlay Publishing Company Vice President Kurt Heminger, was a guest lecturer for a communications class and discussed employment opportunities within the broadcast industry and interview skills and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair April 14, 2011	Owens Community College The Findlay Publishing Company had booth space— Findlay Publishing Company Human Resource Manager Dee participated in the job fair and represented all Findlay Publishing Company radio stations
10	Dana Chair Presentation April 27, 2011	University of Findlay Findlay Publishing Company Vice President Dave Glass, participated in a presentation to University of Findlay business students regarding job opportunities within the communications industry
1	Participation in Career Expo May 11, 2011	Harrison College The White River Broadcasting Company participated in the career expo - WWWY Brand Manager Tonya Haze participated in the expo and represented all Findlay Publishing Company radio stations

7	OAB Foundation Scholarships June 15, 2011	Findlay Publishing Company Vice President Dave Glass, participated in the selection process of the Ohio Association of Broadcasters scholarship recipients for college students enrolled in the broadcast field
1	Participation in Job Fair June 28, 2011	Ohio Center for Broadcasting The Findlay Publishing Company participated in the Ohio Center for Broadcastings Spring Job Fair – Findlay Publishing Company Vice President Kurt Heminger participated in the job fair representing all Findlay Publishing Company radio stations
1	Participation in Career Fair July 14, 2011	Indiana Broadcasters Association The White River Broadcasting Company participated in the Indiana Black Expo Employment Opportunity Fair by providing event pre-promotion announcements and booth space – WCSI/WKKG/WINN/WWY General Manager Tasha Mann participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Career Fair October 19, 2011	Columbus Signature Academy Career Fair The White River Broadcasting Company participated in the Columbus Signature Academy Career Fair – WKKG Brand Manager Scott Michaels participated in the job fair and represented all Findlay Publishing Company radio stations

14	Participation in Webinar October 19, 2011	OAB Human Resources Webinar OAB's counsel of Vorys, Sater, Seymour and Pease LLP discussed Top Ten Employment Law Issues – Findlay Publishing Company Vice President Dave Glass, Findlay Publishing Company Vice President Kurt Heminger, Findlay Publishing Company Human Resource Manager John Dee and WFIN/WKXA/WBUK General Manager Mike Holman participated in the webinar – representing all Findlay Publishing Company radio stations
1	Participation in Job Fair October 29, 2011	Indiana Broadcasters Association The White River Broadcasting Company participated in the IBA's Fall Job Fair by providing event pre-promotion announcements and booth space – WRBI General Manager Ron Green participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair November 15, 2011	University of Findlay The Findlay Publishing Company had booth space – Findlay Publishing Company Human Resource Manager John Dee participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair November 30, 2011	C4 Career Fair The White River Broadcasting Company participated in the C4 Career Fair Job Fair – WINN Brand Manager Rich Anthony, WKKG Brand Manager Scott Michaels, WWY Brand Manager Tonya Haze, Director of Programming John Foster and News Director Mark Webber participated in the career fair and represented all Findlay Publishing Company radio stations

1	Participation in Job Fair February 11, 2012	Indiana Broadcasters Association The White River Broadcasting Company participated in the IBA's Spring Job Fair by providing event pre-promotion announcements and booth space – WCSI/WKKG/WINN/WWWY General Manager Tasha Mann participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Career Day March 19, 2012	Bowling Green State University The Blanchard River Broadcasting Company participated in BGSU's Telecommunications Career Day by participating in an industry panel and talking with students on the job opportunities within the broadcast industry – WFIN/WKXA/WBUK General Manager Mike Holman participated in the career fair and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair March 20, 2012	University of Findlay The Findlay Publishing Company had booth space– Findlay Publishing Company Human Resource Manager John Dee participated in the job fair and represented all Findlay Publishing Company radio stations
1	Participation in Job Fair March 30, 2012	Owens Community College Collegiate Employ-Net Spring Job Fair The Findlay Publishing Company had booth space– Findlay Publishing Company Human Resource Manager John Dee participated in the job fair and represented all Findlay Publishing Company radio stations

10	Participation in Mentoring Program 2011-2012 School Year	Batesville High School WRBI participates in a mentoring program for high school juniors and seniors who are interested in a career in the communications field – WRBI News Director Mary Mattingly coordinates the program for White River Broadcasting
6	Continuing Outreach	WCSI (wcsiradio.com) web site includes on-going recruitment ads for future on-air and marketing consultant positions: (http://www.fpcjobconnection.com/currentjobs.htm)
6	Continuing Outreach	Outreach announcements are broadcast on WCSI 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.