



## EEO Public File Report Form

Covering the Period from June 1, 2010 to May 31, 2011

Station(s) comprising Station Employment Unit:

**Dayton, OH Market:**

**WING (AM), WGTZ (FM), WDHT (FM), WROU-FM, WKSW (FM), and WCLI (FM)  
(formerly WKSW (FM))**

**The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WING (AM), WGTZ (FM), WDHT (FM), WROU-FM, WKSW (FM), and WCLI (FM) (formerly WKSW(FM))**

licensed to **MLB-Dayton IV, LLC** and is required to be placed in the public inspection files of these stations, and posted on the websites.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from MLB-Dayton III, LLC, please provide name of company, contact information, mailing address, telephone number, email address, fax number and category of interest. Contact: Andrea Scott, Market Manager at Main Line Broadcasting, 717 E David Rd, Dayton, OH 45429. [ascott@mainlinedayton.com](mailto:ascott@mainlinedayton.com)

The information contained in this Report covers the time period beginning **June 1, 2010 to and including May 31, 2011.** The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. The total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

It is the policy of MLB-Dayton IV, LLC. to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission's Rules, the stations have

MLB-Dayton IV, LLC.

Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)

WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

participated in several different recruitment activities to ensure broad outreach. See following pages for a brief description of the initiative outreach.

**Section 1: Vacancy Information**

	Full-time Positions Filled By Job Title	Recruitment Source used to fill vacancy (RS ID)	Number of Interviewees for position from sources listed	Number hired for position	Recruitment source for Hiree
1	<b>Sales Asst</b>	A, D, E, F, G	7	1	G
2	<b>Sales Asst</b>	A, D, E, G	5	1	D
3	<b>Account Exec</b>	A, C, D, E, F	4	1	D
4	<b>Account Exec</b>	A, C, D, E, F	4	1	A
5	<b>Account Exec</b>	A, C, D, E, F	3	1	D
6	<b>Account Exec</b>	A, B, C, D, E	2	1	A
7	<b>Account Exec</b>	A, B, C, D, E	3	1	A
8	<b>Account Exec</b>	A, B, C, D, E	3	1	D
9	<b>WGTZ Program Director</b>	B, D, H, I	12	1	D
10	<b>Traffic Asst</b>	A, D, E, G	7	1	G
11	<b>Digital Sales Specialist-AE</b>	A, D, E, G	6	1	D
12	<b>Account Exec</b>	A, D, E	1	1	D
13	<b>WCLI Program Director</b>	D	1	1	D

Total Number of Persons Interviewed During Applicable Period: 58

Total Number of Persons Hired During Applicable Period: 13

Total Number of Persons Expired During Applicable Period:

\*\* RS ID included in next few pages for recruitment source used to fill vacancy.

\*\*NOTE: Station(s) changed call letters/formats during Applicable Period: Yes

Section 2: Recruitment Source Information

<b>RS ID</b>	<b>Recruitment Source</b>	<b>Vacancy notification requested? (Yes or No)</b>	<b>Vacancy notification for which position?</b>	<b>Number of Interviews Referred by Recruitment Source</b>
A	Main Line Broadcasting On Air Recruitment 717 E David Rd Dayton, OH 45429 937-294-5858 Andrea Scott, Market Manager	N	Traffic Asst Sales Asst Account Exec Digital Sales Specialist-AE	1 6 11 2
B	All Access (Industry Website) www.allaccess.com	N	Account Exec WGTZ Program Director	0 7
C	Radio Online (Industry Website) www.radio-online.com	N	Account Exec	1
D	Word-of-Mouth (which includes referrals from vendors, clients, former work associates and casual acquaintances)	N	Sales Asst Account Exec WGTZ Program Director Digital Sales Specialist-AE Traffic Asst Sales Asst WCLI Program Director	1 6 3 3 2 3 1

MLB-Dayton IV, LLC.

Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)

WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

E	Main Line Broadcasting Website <a href="http://www.wingam.com">www.wingam.com</a> <a href="http://www.921wrou.com">www.921wrou.com</a> <a href="http://www.hot1029.com">www.hot1029.com</a> <a href="http://www.fly929.com">www.fly929.com</a> <a href="http://www.kisscountry.com">www.kisscountry.com</a> <a href="http://www.click1015.com">www.click1015.com</a>	N	Traffic Asst Sales Asst Account Exec Digital Sales Specialist –AE	0 0 1 0
F	DaytonHelpWanted (Job Website) DaytonHelpWanted.com	N	Sales Asst Account Exec	1 1
G	Craigslist (Job Website)	N	Traffic Asst Sales Asst Digital Sales Specialist-AE	4 1 1
H	Radio-Info.com (Industry Website) www.radio-info.com	N	WGTZ Program Director	0
I	Radio Business Report (Industry Website) www.rbr.com	N	WGTZ Program Director	2
J	Intertech Media (Industry Website) www.intertechmedia.com	N	Account Exec	0
K	Intertech Media (Industry Website) www.intertechmedia.com	N	Account Exec	0

**Outreach Recruitment Initiative:**

The station must engage in and complete at least four of the following menu options within each two-year period of its eight-year license term:

'11-'12	Menu Options
	#1 Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions
	#2 Hosting of at least one job fair.
	#3 Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
X X	#4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities (KBA)
X	#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., that are 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.
X X	#8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. (Co-Learn) (Paul Weyland, Sales Inspirational Speaker) (Youth Alive) (Devers Youth Center) (JCTA Communications Dept) (AT&T Job Shadow Program) (NAB)
X	#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.
X X X X	#11 Sponsorship of at least two events in the community designed to inform and educate members of the public as to 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 of 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.

MLB-Dayton IV, LLC.

Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)

WING \* WGTZ \* WDHT \* WROU \* WKSX \* WCLI formerly WKSX

	#14 Provision of training to management level 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 employment unit 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.

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #4)**

**Participation in at least four events sponsored by  
organizations representing groups present in the  
community interested in broadcast employment issues,  
including conventions, career days, workshops and  
similar activities**

Date of Event: April 12, 2011

Location of Event: DPS Ponitz Career Technology Center  
741 Washington Street  
Dayton, OH

Event Sponsor Information

Sponsor Name: Dayton Public Schools

Contact Person: Terri Allen

Website: [www.dps.k12.oh.us](http://www.dps.k12.oh.us)

Brief Description of Event:

High School Career Fair

Giving the students an opportunity to acquire information and explore career paths available in our local community and beyond.

Name(s)/Title(s) of Station Personnel Attending:

**Mike Collins, Promotions Director**  
**Garth Adams, WROU Program Director**  
**Scott Sharp, WDHT Program Director**

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSX

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

## **Activities Undertaken by Stations (Menu Option #4)**

**Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities**

Date of Event: April 13, 2011

Location of Event: Central State University  
Wilberforce, OH

Event Sponsor Information

Sponsor Name: Central State University Communications Dept

Contact Person: Mike Gormley  
937 376-6095

Brief Description of Event:

Communications week 2011 at Central State University

Facilitated Workshop on the basics of Radio Broadcasting for students interested in a career in Radio Broadcasting

Name(s)/Title(s) of Station Personnel Attending:

**Garth Adams, WROU Program Director**  
**Partyman , WDHT On Air Personality**

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #5)  
Establishment of an internship program designed to  
assist members of the community to acquire skills  
needed for broadcast employment.**

Date of Event: 2010-2011 Internships are available year round, depending on potential interns school schedule

Location of Event: Main Line Broadcasting Dayton

College Internship September 2010 – May 2011  
College Internship September 2010 - May 2011  
College Internship November 2009 – February 2010  
College Internship January 2011 – May 2011

Contact Person Michael Collins

Address: 717 E David Rd, Dayton OH 45429

Telephone: 937 294-5858

Brief Description of Event: Interns in the Marketing and Promotions Department at Main Line Broadcasting shadow Main Line Broadcasting Employees/Staff and learn all aspects of responsibilities that will vary from day to day. Responsibilities may include, but are not limited to:

Website Maintenance and Development-Content Management  
Maintenance and Development of HOT 102.9 Myspace Page  
Creative Writing:  
    Website Content  
    Client Proposals  
Maintenance and Organization of Station Equipment and Vehicles

Name(s)/Title(s) of Station Personnel Attending:

Michael Collins, Promotions Director

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #8)**

**Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.**

Date of Event: Ongoing-Training of new hires & all salespersons

Location of Event: Main Line Broadcasting Dayton

Event Sponsor Information

Sponsor Name: P1 Selling

Contact Person: Katey McGuckin-Woolam

Address: 6501 W 149<sup>th</sup> Terrace, Overland Park KS 66223

Telephone: 816-456-8603

Brief Description of Event:

Ongoing multi level sales training program for Sales staff and new hires to improve their selling techniques and skills

Name(s)/Title(s) of Station Personnel Attending:

Jim Richards, GSM  
Keith Wright, DOS  
Susan George, Account Executive  
Michele Fleenor, Account Executive  
Debby Goddard, Account Executive  
Andy Shroyer, Account Executive  
James Cockrell, Account Executive  
Marchal Edwards, Account Executive  
Kevin Beard, Account Executive  
Karen Schneider, Account Executive  
Vaughn Miller, Account Executive  
Randall Hulsmeyer, Account Executive  
Duane McCloud, Account Executive  
Dennis Kriegbaum, Account Executive  
Scott Whaley, Account Executive  
Renee Tuenge, Account Executive

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

## **Activities Undertaken by Stations (Menu Option #8)**

**Establishment of training programs designed to enable  
station personnel to acquire skills that could qualify  
them for higher-level positions.**

Date of Event: June-July 2010

Location of Event: New Horizons Computer Training Center

Event Sponsor Information

Sponsor Name: New Horizons Computer Training Center

Contact Person: James Cox, General Manager

Address: 1890 Commerce Center, Fairborn OH 45324

Telephone: 937-879-6080

Brief Description of Event:

One Day Classes on Excel & Power Point for learning and increasing knowledge of software

Name(s)/Title(s) of Station Personnel Attending:

Keith Wright, DOS

Toni Wilcher, Sales Assistant

Sue Killinen, Business Manager

Nenita Masters, Staff Accountant

Mark Neal, WING Program Director

Duane McCloud, Account Executive

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #9)  
Establishment of a mentoring program for station  
personnel.**

Date of Event: September 1, 2010 – September 1, 2011  
Location of Event:

Event Sponsor Information:  
Sponsor Name: NAB Connections

Contact Person: Michelle Duke

Address: 1771 N Street NW, Washington DC 20036

Telephone: 202-42-5361

Brief Description of Event:

Radio Professionals (mentors) were partnered with fellows across the U.S. in order to make a connection and advise fellows regarding career decisions, professionalism, and workplace situations.

Name(s)/Title(s) of Station Personnel Attending:

Garth Adams, WROU Program Director

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

## **Activities Undertaken by Stations (Menu Option #11)**

**Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

Date of Event: March 2, 2011

Location of Event: Radio Station Tour Main Line Broadcasting Dayton (Cub Scouts)

Event Sponsor Information

Sponsor Name: Main Line Broadcasting Dayton Ohio

Contact Person: Robert Lampey

Address:

Telephone: 937-231-1339

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available

Name(s)/Title(s) of Station Personnel Attending:

Danielle , WGTZ On Air Personality  
Brad Waldo, WGTZ Program Director

MLB-Dayton IV, LLC.

Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)

WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

## **Activities Undertaken by Stations (Menu Option #11)**

**Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

Date of Event: February 15, 2011

Location of Event: Radio Station Tour Main Line Broadcasting (Cub Scouts)

Event Sponsor Information

Sponsor Name: Main Line Broadcasting Dayton Ohio

Contact Person: Danielle WGTZ On Air Personality

Address: 717 E David Rd, Dayton OH 45429

Telephone: 937-204-5858

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available

Name(s)/Title(s) of Station Personnel Attending:

Danielle, WGTZ On Air Personality

Brad Waldo, WGTZ Program Director

MLB-Dayton IV, LLC.  
Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)  
WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

## **Activities Undertaken by Stations (Menu Option #11)**

**Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

Date of Event: May 10, 2011

Location of Event: Radio Station Tour Main Line Broadcasting Dayton (Community Action Partnerships Youth Empowerment Center)

Event Sponsor Information

Sponsor Name: Main Line Broadcasting Dayton Ohio

Contact Person: Onita Edwards

Email: [onita.edwards@cap-dayton.org](mailto:onita.edwards@cap-dayton.org)

Telephone: 937-837-2670 Ext 104

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available

Name(s)/Title(s) of Station Personnel Attending:

Angel, WROU On Air Personality

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #11)**

**Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

Date of Event: May 5, 2011

Location of Event: Radio Station Tour Main Line Broadcasting Dayton (Central State University)

Event Sponsor Information

Sponsor Name: Main Line Broadcasting Dayton Ohio

Contact Person: Dr Lovette Chinwah-Adegbola

Email: Central State University

Telephone: 937-376-6324

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available

Name(s)/Title(s) of Station Personnel Attending:

Partyman, WDHT On Air Personality

MLB-Dayton IV, LLC.

Ohio EEO Public File Report Form (June 1, 2010 – May 31, 2011)

WING \* WGTZ \* WDHT \* WROU \* WKSW \* WCLI formerly WKSW

## EEO Outreach Requirements

### I. Recruitment for All Full-time Vacancies

- Promote the job on the radio station(s).
- Advertise in local newspapers.
- Advertise in relevant trade periodicals.
- Post openings within the station.
- All ads & job vacancies must contain a statement that the broadcaster is an equal opportunity employer ("EOE").

### II. Notification to Community Groups

- Air monthly announcements (PSA's) inviting eligible organizations to contact the station so that the station can add them to its mailing list for notices of job openings.
  - Keep Affidavits on file
  - Keep current list on file