

WCBE-FM, Columbus, Ohio
Licensee: Columbus Board of Education
EEO Annual Report: June 1, 2007 - May 31, 2008

Recruitment for Job Vacancies:

| Position Filled | Date | Recruitment Sources Used | # of Interviewees & Source for Each | Person Hired & Source |
|------------------------|-------------|---|---|--|
| Radio Host/Producer | 11/21/2007 | Local newspaper (Columbus <i>Dispatch</i>) ad; posting on Columbus Public Schools' web site; bulletin board in Columbus Schools' human resources office; word-of-mouth of station staff; notice to local colleges/ universities (The Ohio State University; Otterbein University; Capital University; & Franklin University) | 5 Interviewees (Sources: 2 via Columbus Schools' web site; 2 via station employee word-of-mouth; 1 via university [Ohio State]) | Source: station employee word-of-mouth |
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Recruitment Sources and Job Referral Organizations:

1. Columbus Public Schools' Human Resources Division:

A. Web site listings:

<http://www.columbus.k12.oh.us/applications/employment.nsf/pages>

B. Posting on employment opportunities bulletin board:

Classified Personnel Office of Columbus City Schools

270 E. State St.

Columbus, OH 43215

2. WCBE

A. Station web site: <http://www.wcbe.org/EmploymentOpportunities.html>

B. Staff word-of-mouth and referrals

3. Local Newspaper Advertisements

- A. Columbus *Dispatch* (Broad St., Columbus, OH 43215)
- B. Columbus *Call & Post* (750 E. Long St., Columbus, OH 43203)

4. Local Universities (departments vary based on particular job need)

- A. The Ohio State University, Columbus, OH
- B. Otterbein University, Westerville, OH
- C. Capital University, Bexley, OH
- D. Franklin University, Columbus, OH
- E. Central State University (WCSU), Wilberforce, OH

5. Other Schools

- A. Vocational Teachers in local school districts
- B. The Recording Workshop, Masseyville, OH

6. Columbus-Area Professional Organizations

- A. Columbus Association of Black Journalists
<http://www.cabjcolumbus.net>
P.O. Box 1924
Columbus, OH 43216
- B. Association for Women in Communications, Ohio Chapter

7. National Publications

- A. *Current*
6930 Carroll Avenue
Suite 350
Takoma Park, MD 20912
Loreal Lynch

8. Other Organizations

- A. Corporation for Public Broadcasting (Washington, DC) jobs section (Website: <http://www.cpb.org/jobline/>)
- B. National Public Radio (Washington, DC)(Local station jobs section of website: www.npr.org/about/jobs/)
- C. TEEN – Teen Education & Employment Network (Franklin County, OH)
Godman Guild Association
303 East Sixth Avenue
Columbus, Ohio 43201
Phone: 614-294-5476
Fax: 614-294-3933

- D. Columbia School of Journalism (NY, NY) (Radio job resources for students)
Website: www.journalism.columbia.edu/cs/ContentServer/jrn/1175295
- E. Development Exchange International (Washington, DC)
Website: <http://www.deiworksite.org/>
PRADO (listserv)

9. Industry listservs (Pubtech, Pubradio, NPR A-Reps)

10. Columbus-area Job-referral Organizations

- A. NAACP (Columbus Chapter)
233 S High St
Columbus, OH 43215
(614) 464-1108
- B. The Columbus Urban League
www.cul.org
788 Mount Vernon Ave
Columbus, OH 43203
(614) 258-8475

Outreach Activities, June 1, 2007 - May 31, 2008

Because WCBE is licensed to a school district, educating youth is core to our mission. Thus, most of the following outreach activities, including our extensive high school and college internship programs and our work-study program, are part of the fulfillment of that mission. Students here do not get coffee or take out the trash; rather, the programs are designed to give each intern or work/study student a broad overview of station operations. After that overview is obtained, the intern moves into an area of specialization: journalism, marketing, writing, membership, etc. The high school program gives a broader experience over a longer period – each student’s internship runs the course of the school year (September – May). The college internships are more specialized, as these students have a better-defined career focus. The college internships are also shorter, typically lasting one quarter. In both cases, the overall emphasis is to give the intern a true career experience, a taste of the real work of radio.

1. Internship program (high school students)(#5). WCBE-FM partnered with Columbus City Schools (the Columbus Board of Education is WCBE’s licensee). This has been an ongoing program since 2000 and was in effect throughout the entire 2007-2008 license year. It was developed and initially coordinated by General Manager Dan Mushalko from 2000 – 2004 and, during 2007-2008, by membership director/webmaster, Richelle Antczak; assistance from radio station operator, Heather Anderson in 2007-2008 license year.

2. Internship Program (college interns)(#5). WCBE's college-level internship program continued for another year. During 2007 - 2008, interns for the college intern program were drawn from Ohio State University (ongoing since 2004); Southern Illinois University (Spring 2008); and Brown University (Summer 2007). College interns for news were coordinated by station news reporter Mike Foley and news host Alison Holm (2004-2008); other college interns were coordinated by general manager Dan Mushalko (2004-2008).

3. Career Outreach: Programs partnering with educational institutions (# 10)

A. Ohio State University Professional Writing Program Career Seminars: Fall 2007. General manager Dan Mushalko participated in this program. Various industries which rely heavily on writing are represented. The purpose of the seminar is to show potential career paths to undergraduate and graduate students in the university's professional writing program. WCBE was selected to represent the broadcast industry. We point out how important writing is to our field, from ad copywriters to journalists.

4. Station Tour Program (Scout Career Visits, Student Tours, General Tours)(#11): (throughout 2008 license year) (coordinated by radio station operator Heather Anderson). The WCBE Station Tour Program began as away for local scouts to earn credit toward their career merit badges, but has now expanded into tours for all members of the public, including school classes, adults interested in radio careers, "shadow" students, etc. The tours are designed to give a general overview of the radio industry, the different types of careers available in radio (engineering, writing, deejaying, sales, management, and so on), and "behind the scenes" radio operations.

5. Staff Mentoring Program (#8, #9) (Spring 2008) (directed by General Manager Dan Mushalko). A formal mentoring/management training program was instituted in the Spring of 2008 to provide training and opportunity for advancement for mid-level management staff at WCBE. At least two (female) staff members are presently participating in the program.