

WCBE-FM, Columbus, Ohio  
Licensee: Columbus Board of Education  
EEO Annual Report: June 1, 2017 - May 31, 2018

**Recruitment for Job Vacancies:** WCBE recruited for and filled one position during the license year June 1, 2017 through May 31, 2018. The position was Community Relations Director (“Underwriting/Marketing Associate”).

**Recruitment Sources and Job Referral Organizations:** For this position, WCBE utilized the following list of Recruitment Sources and Job Referral Organizations.

1. Columbus City Schools’ Human Resources Division:
  - A. Web site listings: <http://www.ccssoh.us/employment.aspx>
  - 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
  - C. Station Facebook page: <http://www.facebook.com/WCBE90.5>
3. Local Newspaper Ad  
Columbus Business First  
303 West  
Nationwide Blvd.  
Columbus, Ohio  
43215
4. Local Universities  
(departments notified vary)
  - 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
  - F. Ohio Dominican University, Columbus, OH
5. Other Organizations
  - A. TEEN – Teen Education & Employment Network (Franklin County, OH)  
c/o Godman Guild Association

303 East Sixth Avenue  
Columbus, Ohio 43201

6. Industry listservs (Pubradio, NPR A-Reps).  
See, for example, [pubradio.org](http://pubradio.org)
7. Online Job Search Sites: [Indeed.com](http://Indeed.com)
8. Columbus-area Job-referral Organizations:
  - NAACP (Columbus Chapter)  
233 S. High St.  
Columbus, OH 43215  
(614) 464-1108  
[www.ColumbusNaacp.org](http://www.ColumbusNaacp.org)
  - Columbus Urban League  
788 Mount Vernon Ave.  
Columbus, OH 43203  
(614) 258-8475  
[www.cul.org](http://www.cul.org)

Results:

- Number of Persons Interviewed = 5
- Recruitment Source for Person Hired: [Indeed.com](http://Indeed.com)
- Recruitment Sources for All Persons Interviewed:
  - Columbus City Schools' HR website
  - Social media (Facebook/Twitter)
  - "Government website" (applicant did not specify further)

**Outreach Initiatives and Activities:** June 1, 2017 - May 31, 2018

The WCBE Station Employment Unit has 11 full-time employees; therefore, we follow the more stringent requirement of larger stations to engage in at least four (4) outreach initiatives or activities for every two-year period. At WCBE, we surpass that number of initiatives.

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, 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 semester.

In both cases, the overall emphasis is to give the intern a true career experience, a taste of the real work of radio.

**Ongoing Outreach Activities:** These outreach activities and initiatives have become ongoing and standard from year to year at WCBE –

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 remained in effect throughout the entire 2017-2018 license year. WCBE continued our program to include students from Cristo Rey High School, a downtown-Columbus parochial charter school for at-risk teens. Our high school internship program was developed and initially coordinated by General Manager Dan Mushalko. During the 2017-2018 license year, it was coordinated by membership director Caitlin Farkas.

2. Internship Program (college students) (#5). WCBE's college-level internship program continued for another year. During 2017 - 2018, interns for this program were drawn from the Ohio State University and Wright State University. All were coordinated by membership director Caitlin Farkas. This included continuation of an internship track for students with developmental disabilities; WCBE hosted one student intern on the autism spectrum.

Because WCBE is a public radio station and a member of National Public Radio, it draws upon diverse content for its programs, including history, literature, political science, sociology, etc. Thus, it looks at careers in broadcasting through a wider lens, as encompassing also content providers and potential future producers of programs for radio broadcasting. Our interns, therefore, include students majoring in fields other than communications or journalism, to include those majoring in English, history, foreign language, music, etc.

3. Career Outreach Programs Partnering with Educational Institutions (# 10)

A. High School Career Days. In partnership with its licensee, the Columbus Ohio Board of Education, WCBE routinely participates in Career Days at high schools within the Columbus schools system. During the 2017-18 license year, WCBE participated in the career days of two local public high schools and one local charter high school. Our community outreach coordinators (Jim Coe then Johnny DiLoretto) oversaw these career day activities.

4. Station Tour Programs (#10, #11):

A. Boy/Girl Scouts; School Tours, General Tours: The WCBE Station Tour Program began over a decade ago as a way for local Boy and Girl Scouts to earn credit toward their career merit badges, but has now expanded into tours for all members of the public, including school classes, college classes, adults interested in radio careers, "shadow" students, etc. The tours, which are coordinated by afternoon news anchor Alison Holm, are designed to give a general overview of the radio industry, the different types of careers

available in radio (engineering, writing, deejay/host, sales, management, and so on), and “behind the scenes” radio operations.

B. History tours: WCBE is located on the grounds of an old Civil War Army fort, with many of the original buildings still standing. Since 2009, station personnel have offered historical tours of the campus. School groups and adults taking advantage of special events are the usual participants. These tours are coordinated by Dan Mushalko, with tour content assistance provided by a retired high school history/English teacher formerly employed at Fort Hayes, and the Columbus Landmarks Foundation. The “ghost tour” variant, held just before Halloween, proved highly successful in this second year of its offering; this provided a wider swath of interest, pulling more people from a broader age and ethnic population into the program.

5. Host site for ISN (Intern Student Network) (#4): For a fifth year, WCBE served as a host site and broadcast outlet for this training/employment program. This program focuses on urban teens in poverty. The radio journalism and production training ran concurrently with the show’s broadcast; this year’s season ran continuously from July through January. Assisting the ISN coordinator and students was news anchor Alison Holm, with some support work from Dan Mushalko and Greg Moebius. This was augmented early in the season by *Kickin’ It*, a show recorded and produced by the Fort Hayes vocational audio production program’s teacher and students, but written and voiced by students from two representative high schools (the two schools change with each episode). *Kickin’ It* replaced ISN the fourth Saturday of each month. Dan Mushalko and Alison Holm work with the *Kickin’ It* initiative.

6. The Dick & Jane Project (#10): WCBE continued its partnership with The Dick & Jane Project NPO and area school districts for this program, which reaches students at a younger age than the usual high school- and college-level students we work with. In this ongoing initiative, which focuses on one school per week, middle school students are guided to develop communication skills through song composition; their finished works are broadcast by the station Fridays at 11:55am and Tuesdays at 8:01pm. The original initiative began in January, 2012, and continues to be very popular with students and schools. Johnny DiLoretto is the station contact for the Dick & Jane staff.

7. Fort Hayes High School Vocational Curriculum Advisory Committee (#10): In yet another partnership with Columbus public schools, WCBE continues as a member of the Fort Hayes High School Vocational Curriculum Advisory Committee. In this capacity, WCBE personnel, including Dan Mushalko and radio drama producer Catherine Rinella, advise teachers on best educational practices and content for vocational classes relating to broadcasting, audio recording, and production, and for preparing secondary students for the workplace.

8. Art of Radio Drama (#10): Our new initiative for this year was an expansion of our radio drama production beyond in-studio classroom production. We decided to bring back live radio drama, performing two of our scriptwriting competition scripts live, in front of an audience, in the Fort Hayes Performing Arts Center theater. We partnered with a local live theater non-profit, Actors Theater; their actors played the major characters, while students from Capital University and Upper

Arlington High School worked on preparation and live-Foley effects. It was very well received, so we plan on adding this to our list of on-going outreach/education efforts.