

**2010/ 2011 ANNUAL EEO PUBLIC FILE REPORT**

**BAS BROADCASTING, INC.**

**Stations in Employment Unit**

**WCPZ FM, Sandusky, Ohio**

**WLEC AM, Sandusky, Ohio**

**WMJK FM, Clyde, Ohio**

This report is for the employment unit of BAS Broadcasting, Inc. and covers the period between June 1, 2010 and May 31, 2011

During the reporting period no new full-time positions were and filled. The information required by FCC Rule 73.2080(c) is provided in the charts that follow.

## **BROAD OUTREACH AND INITIATIVES**

Station: WCPZ FM / WLEC AM / WMJK FM

Communities of License: Sandusky, Ohio & Clyde Ohio

Date of Annual Report: May 31,2011

Number of Full-time Employees: 5- 10 X / More Than 10\_\_\_\_\_

Small Market Exemption: Yes

**INITIATIVE**

Established an internship program in 6/2008  
Designed to assist members of the  
community in acquiring skills needed  
for Broadcast employment.

**DESCRIPTION**

with University of Toledo, Bowling  
State University, Tiffin University &  
Heidelberg University. All receive letters  
From the employment unit requesting  
students contact our company to perform  
an internship. The owners of the  
Company visit the above schools  
effort to recruit interns. Speaking to  
communication students on an as needed  
basis. Currently, we have no interns as of  
this date of this report.  
Area High schools also send our  
Company senior students for job  
Shadowing for either DJ's or Sales.

**INITIATIVE**

Enable station personnel to acquire skills  
That can qualify them for higher level  
Positions in the company.

**DESCRIPTION**

training for 2 employees, one  
full-time and one part-time for  
Traffic and Billing.  
Both owners also conduct ongoing  
Sales training utilizing weekly sales  
Meetings, and also using sales training  
Programs such as RAB, Michael  
Corbett, Chris Lytle and others. The  
Employment unit also has a sales  
Tracking program in place to assist  
Salespersons in ongoing success.

Established a mentoring program for  
We have a quarterly review of all station personnel.  
Employees. This is designed to help  
All employees improve in job Performance.  
Recruit Graduating Students from area Colleges  
Both BAS Broadcasting  
And Universities when we have openings.  
Partners speak at BGSU and UT and The University  
Of Heidelberg and The University of Tiffin at least  
Twice Per year looking for Seniors that want a career  
In Radio. The visits are done In late fall and early spring.  
In 2008- 09 reporting period, The President spoke at BGSU  
In November of 2008 and Heidelberg University in April  
of 2009. The CEO spoke at Tiffin University in October of 2008  
and University of Toledo in April of 2009. Students are  
Encouraged to consider BAS Broadcasting for possible  
employment upon graduation.

### **INITIATIVE**

Job Fair hosted by BAS Broadcasting, Inc.

### **DESCRIPTION**

Every other year, BAS Broadcasting, Inc. host a job fair at each of  
Markets. For the Sandusky / Clyde Markets, The Job Fair is  
Advertised on all three stations, local newspapers advertising is also  
Run, and Local Colleges and Universities are sent notice of the event.  
They are asked to post the event. The Job Fair was held on March 4<sup>th</sup>,  
2010 from 3 PM to 5 PM. Station tours were given and applications  
and interviews were given by Management.

Ad placed in Saturday's Sandusky Register only 2/27/2010

**WCPZ / WLEC / WMJK JOB FAIR**  
**Thursday March 4<sup>th</sup> from 3-5pm at the stations studios**  
**1640 Cleveland Road, Sandusky, Ohio**  
**BAS Broadcasting is an EOE.**

Department of Business / Communications  
Findlay University  
1000 N. Main St.  
Findlay, Ohio 45840  
Attention: Ms. Jeanette Drake

**Please post**

JOB FAIR

BAS Broadcasting radio stations

- (WCPZ, WLEC, WMJK) 1640 Cleveland Rd Sandusky
- (WFRO, WOHF) 1281 North River Rd Fremont
- (WTTF) 112 South Washington St Tiffin

are conducting a JOB FAIR, Thursday March 4<sup>th</sup> from 3-5pm at each of the locations listed above. If you're interested in starting or continuing a broadcast career, join us Thursday March 4<sup>th</sup> from 3-5pm for the BAS Broadcastings Job Fair. We are looking for people who are good communicators, have a good attitude and are interested in sales or radio career in general. You will tour the station, complete an application and speak to the department head responsible for hiring in the department in which you're most interested. Please bring a resume.

Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Visit: [basohio.com](http://basohio.com)

Department of Business / Communications  
Heidelberg University  
310 E. Market St  
Tiffin, Ohio 44883  
Attention: Mr. Thanda Bantu Moceo

**Please post**

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Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Visit: [basohio.com](http://basohio.com)

Department of Communications  
Tiffin University  
155 Miami St  
Tiffin, Ohio 44883  
Attention: Ms. Carol McDannell

**Please post**

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Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Department of Career Services  
Terra State Community College  
2830 Napoleon Rd.  
Fremont, Ohio 43420  
Attention: Ms. Joan Gamble Dir. Of Career Servs.

**Please post**

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Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Department of Business / Communications  
University of Toledo  
2801 W. Bancroft St.  
Toledo, Ohio 43606  
Attention: Dr. Norbert Mills

**Please post**

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Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Department of Business / Communications  
Bowling Green State University  
245 Troup St.  
Bowling Green, Ohio 43403  
Attention: Dr. Ewart Skinner

**Please post**

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Always Selling Radio,

Tom Klein CEO  
BAS Broadcasting, Ohio

Jim Lorenzen / President  
BAS Broadcasting, Ohio

Visit: [basohio.com](http://basohio.com)

Ad placed in Sandusky Register & Norwalk Reflector  
On 3/1 through 3/3/ 2010

## WCPZ / WLEC / WMJK JOB FAIR

To start or continue a career in broadcasting, join us Tuesday March 4<sup>th</sup> from 3-5 pm for the BAS Broadcasting WCPZ / WLEC / WMJK Job Fair held at 1640 Cleveland Road in Sandusky. We are looking for people who are good communicators, have a good attitude and are interested in sales or radio career in general. You will tour the station, complete an application and speak to the department head responsible for hiring in the department in which you're most interested.

BAS Broadcasting is an EOE Employer.

## BAS Broadcasting, Inc.

July 2, 2009

Dr. Norbert Mills PhD.  
Department of Communications  
University of Toledo  
2801 W. Bancroft Ave.  
Toledo, Ohio 43606

Dear Dr. Mills:

Greetings again from BAS broadcasting, Inc. in Fremont, Ohio. If you have any graduates that you are still in touch with and they are looking for a position in Radio sales, or if you have any upcoming graduating candidates that are in search of such a position, please feel free to have them contact us here at BAS Broadcasting, Inc.

As I have mentioned in the past, we encourage minorities and women to apply as we are an EOE employer. Our company offers a base salary plus commissions and we have a Roth IRA program, paid vacation and medical insurance as part of the benefit package.

While currently we don't have an opening, one never knows when an opening might occur. So we like to have a pool of candidates available. In either February or March of 2010, we will have our Job Fair. We host one every other year. So that is another opportunity for students to have contact with BAS should there be an employment opportunity at that time.

Again, please have anyone interested in joining our firm contact us at the phone number or address below. We have stations in Fremont, Sandusky, Mount Vernon and Tiffin.

Dr. I appreciate your passing this along and we look forward to interviewing all candidates from UT that come our way. Thanks again for all of your efforts regarding this important issue.

Always Selling **RADIO**,

James A. Lorenzen  
President / Owner  
BAS Broadcasting, Inc.  
1281 N. River Rd. .  
Fremont, Ohio 43420

1-419-332-8218

[jimlorenzen@basbroadcasting.com](mailto:jimlorenzen@basbroadcasting.com)

## **BAS Broadcasting, Inc.**

July 2, 2009

Dr. Ewart Skinner PhD.  
Department of Communications  
Bowling Green State University  
245 Troup St.  
Bowling Green, Ohio 43403

Dear Dr. Skinner

Greetings once again from BAS broadcasting, Inc., Fremont, Ohio. While currently we don't have any openings in Sandusky, Ohio, one never knows when one might occur. For that matter, we also have stations in Tiffin, Fremont and Mount Vernon also.

If you have any graduates that you are still in touch with and they are looking for a position in Radio sales, or if you have any upcoming graduating candidates that are in search of such a position, please feel free to have them contact us here at BAS Broadcasting, Inc..

We encourage minorities and women to apply as we are an EOE employer. Our company offers a base salary plus commissions and we have a Roth IRA program, paid vacation and medical insurance as part of the benefit package.

Again, please have anyone interested in joining our firm contact us at the phone number or address below.

Dr. I appreciate your passing this along and we look forward to interviewing all candidates from BGSU that come our way. Thanks again for all of your efforts regarding this important opportunity.

Always Selling **RADIO**,

James A. Lorenzen  
President / Owner  
BAS Broadcasting, Inc.  
12 81 N. River Rd.  
Fremont, Ohio 43420

1419-332-8218

[jimlorenzen@basbroadcasting.com](mailto:jimlorenzen@basbroadcasting.com)