



Elyria Lorain Broadcasting maintains an ongoing effort to participate and sponsor awareness to Community highlights and Issues:

06/07/21 Elyria Skill City Promise. Partnership between city of Elyria and LCCC focused on providing free education to residents through short term certificate programs to help employers find skilled employees to drive growth. Director of Business attendee

06/22/21 Engage Virtual Range in Avon. Live morning show broadcast from new family fun simulated shooting range featuring immersive virtual reality experiences. Interviews with owners, Avon Mayor and School officials. WEOL News Director/Morning Show Host

06/18/21 Vermilion Chamber of Commerce Festival of the Fish. Live broadcast highlighting the annual festival with encouragement and development of intelligent participation of all areas of the community/ including civic, government, consumer service, education and recreation. WKFM-WLKR On-air Hosts

06/23/21 Willard Festival in the Park. Live Broadcast

07/08/21 Norwalk Music festival. On site broadcasting as starts and the audience join together for a unique fundraiser with proceeds benefiting the Alzheimer Association. WLKR/WKFM On Air Hosts

07/10/21 Huron River Fest. Community Booster remote broadcast featuring highlights and events to support the community.

07/31/21 WKFM-WLKR Summer Jam. Annual free listener event at Huron Boat Basin host by station personnel

08/03/21 Sandusky National Night Out. On location live broadcast for the Touch a Truck event, a nationwide police community awareness program, to empower and encourage community members to fight back against crime.

08/10/21 Erie County Fair on location. On location broadcasts featuring highlights of week long events including 4-H/Junior Fair which allow participants to engage in hands-on learning and youth development. WKFM/WLKR On-Air Talent

08/14/21 North Ridgeville Corn Festival. Three hour on site live broadcast highlighting history and initiative benefiting the community. Morning Show Hosts

08/16/21 Lorain County High School Football Preview. Live Broadcast where local high school athletic directors conduct interviews on their upcoming sports season. WEOL Sports Staff/WEOL Promotions

08/16/21 Huron County Fair on location. Live broadcasts of Junior Fair participants sharing their exhibits and learning experience. WKFM/WLKR On Air Talent

08/22/21 Lorain County Fair on location. Live broadcasts featuring project interviews and livestock and small animal shows by 4-H and FAA members. WEOL News Director/On Air Hosts/ WKFM-WLKR On-Air Hosts

09/03/21 Milan Melon Festival. Community booster broadcast with highlights on local business and agriculture plus provide education to the public and provide sources regarding events in Ohio.

09/18/21 Walk To End Alzheimer's. Live broadcast to raise awareness and funds for a breakthrough in the fight against Alzheimer's and other dementias.

09/20/21 Norwalk Elks Club Cleveland Cavaliers preview. Presentation from Cavaliers Radio Announcers highlighting previous history and previewing the upcoming season.

10/07/21 Lorain County Chamber of Commerce Manufacturing day featuring Skylift in Lorain. Morning show host broadcast live from a unique local company that manufactures pole diggers and industrial lifts and the challenges in manufacturing in the COVID environment, career opportunities and their E-Series Hybrid Machines. WEOL New Director & Host

10/08/21 Lorain County Community Alliance Summit. Agenda featuring "Post Pandemic Recovery" with presenter from Lorain County Chamber of Commerce, local attorney from Wickens Herzer & Panza, and a team member from the Ohio Office of Budget Management. News Director attended.

Initiatives (cont)

**10/09/21 Live Broadcast from Oak Harbor Lions Apple Festival to promote tourism throughout the area and collectively statewide.**

**10/28/21 Bellevue Community Booster Event sponsored by Emerging Leaders. Area businesses and organizations join to support and engage with the community plus practice and provide a safe Halloween environment for the area youths. WKFM/WLKR Promotions Director/Sales Manager/Sales Staff/PM Host**

**11/04/21 Lorain County Chamber of Commerce Business Expo. Live Broadcast from the event featuring a marketing platform for exhibitors and attendees an opportunity to network, collaborate learn about and promote Lorain County businesses. WEOL Director of Business/News Director WEOL Sales team**

**11/11/21 Steps Up for Soldiers. Month long WKFM-WLKR Stations and community event of food collection to support the nonprofit organization dedicated to members of the U S Armed forces. Drive runs through 12/20/21 WKFM/WLKR Promotions/On Air Staff/Sales**

**11/16/21 Lorain County High School Hooptech Girls Basketball Preview. WEOL live broadcast at Brew Kettle featuring local high school athletic directors interviewed regarding their upcoming girls basketball sports season. WEOL On Air Promotions/Sales Manager/Sales Staff**

**11/17/21 Second Harvest and Touchdowns for Hunger. Live presentation of a check from local business sponsor donating funds from area high school football game touchdowns in the fight against hunger.**

**11/23/21 Lorain County High School Hooptech Boys Basketball Preview. WEOL live broadcast at Brew Kettle with local high school basketball athletic directors interview highlighting upcoming boys basketball sports season. WEOL On Air Promotions/Sales Manager/Sales Staff**

**11/30/21 High School Wrestling Preview Show. WEOL broadcasting live from Brew Kettle with area local wrestling coaches providing insight and highlights of upcoming wrestling season. WEOL Promotions/Sales Manager/Sales Staff**

**01/24/22 WEOL Scholastic Games begins. A weekly feature showcasing area county high school teams competing for an academic championship. Final 05/23/22**

**02/01/22 Harvest for Hunger Kickoff. Annual community wide campaign that raises food and funds to stock food pantries across 21 counties from north center to northeast Ohio. WEOL-WKFM-WLKR join as media partners to raise awareness of the need and help those struggling with hunger.**

**02-20-22 Future Farmers of America live special reports broadcast promoting the FAA's mission of making a positive difference in the lives of students developing their potential for er leadership, growth and career success.**

**03-21-21 National Agriculture Week. Broadcasting special reports to highlight discussion about feeding our growing population, eating healthy, high tech farming, going green and farm education. WKFM/WLKR On-Air Hosts**

**03/31/22 Lorain County Growth Partnership Economic Forum featuring Ned Hill, nationally recognized Economist at the Ohio State University John Glenn College of Public Affairs. Session providing an economic outlook with a focus on workforce and talent development. President/Human Resource/Sales Manager**

**04/12/22 Lorain County Chamber of Commerce Business After Hours event hosted by Mercy Health Cancer Center. Community Business and Organization exhibit highlighting their business missions and services. WEOL Sales Executive attended.**

**05-29-22 Norwalk Jaycees Strawberry Festival Live Broadcast. Annual event to raise funds to donate to causes such as the American Cancer Society, March of Dimes and other catastrophe relief efforts. Norwalk Jaycees also gives young adults the tools to build the bridge of success in area business development, management skills and community service. WKFM Promotions/Station Manager/Sales**

**Staff and Management  
Training Programs**

Training programs and seminars designed to help current employees advance in their careers.

**06/07/21 “ Advertising Is a Bar Where Nobody Knows Your Name”** presented by Blaine and Honey Parker, LBS Broadcast Selling Experts.. Webinar examining and sharing simple solutions that make marketing stand out and leave a lasting impression on potential customers. WKFM/WLKR Sales Manager and Sales Staff

**06/09/21 Guarantee Digital:** Presenter Daryl Hively offers digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**07/13/21 LBS Sales Webinar** presented by Greg Gibson, Digital Manager at Cumulus Media and LBS Digital Expert provide insights into how to become a multimedia marketing champion.

**07/28/21 Guarantee Digital:** Presenter Daryl Hively offers digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**08/12/21 Guarantee Digital:** Presenter Daryl Hively offers digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**09/11/21 Annual Storybook Ball** at Lorain County Community College presented by Save Our Children of Elyria, a non profit organization committed to improving literacy, promoting academic excellence and cultivating leadership among the community’s most vulnerable youth. WEOL Sales Manager

**09/16/21 Dark Reading** sponsored by SonicWall. Top experts discuss executive strategies and actionable methods that can be used to identify and detect different types of malware and sophisticated targeted exploits aimed at companies. IT Engineer

**09/30/21 Guarantee Digital:** Presenter Daryl Hively offers digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**10/07/21 Guarantee Digital:** Presenter Daryl Hively on site meeting with sales and customers to offer digital solutions WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**11/08/21 Guarantee Digital:** Presenter Daryl Hively session with digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**11/17/21 OAB Broadcast Multimedia Technology Conference** featuring the latest updates on broadcast regulatory issues and cybersecurity. Plus hot topics for radio, TV and IT staff. WEOL Engineer

**01/19/22 OAB Nuts And Bolts of Political Advertising.** Videoconference session providing the latest FCC rules and guidelines regarding political broadcast advertising. WEOL Director of Business

**01/22/22 Guarantee Digital:** Presenter Daryl Hively offers refresher course on digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**01/26/22 Rising Above Virtual Sales & Management Media Summit.** Leaders and guest speakers touching on updated tricks to attract, hire and retain talent, sales team strategies and little thing to made 2022 big. WKFM/WLKR Station Sales Manager

**02/02/22 MRN “4 Weeks to Dayton-Lunch & Learn”.** Local Sales webinar highlight new exciting happenings in the sports, positive listener and viewer data and why NASCAR fans are desirable consumers for any business. WKFM/WLKR Sales Staff/Station Manager

**02/04/22 Guarantee Digital:** Presenter Daryl Hively continues refresher course on digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller

**Staff and Management  
Training Programs**

**03/11/22 Guarantee Digital: Host Daryl Hively offers digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller**

**03/17/22 Reasons to Keep Advertising Even During Inventory and Labor Issues. OAB webinar presented by Paul Weyland, LBS Broadcast Selling Expert, with concepts to consider and adapt to use in local sales calls. WEOL Sales Staff**

**03/21/22 P1 Plus New Seller Training. 7 week virtual program that will aid in training new hires with a series of videos and online meetings. Program includes 1-on-1 training with industry professionals, 40+ online video courses, real world prospecting on a mobile friendly platform. WEOL Sales**

**03-21 to 3-23-22 Advantage Systems Sales Presentation at Kalahari Convention Center. Three day On site sessions and presentations that implements comprehensive sales and marketing designed for various types of media. WKFM/WLKR Station Manager/Sales Staff/WEOL Sales Manager/ELBC CEO/WEOL Director of Business**

**04/04/22 Economic Forum presented by Lorain County Growth Partnership at Lorain County Community College featuring Forum Keynote speaker Dr. Ned Hill professor of economic development at Ohio State University's John Glenn College of Public affair. CEO/Human Resource Manager/WEOL Sales Manager**

**04/06/22 Planning The Battle For Success. Consultant Tim Moore session featuring the Four Categories of Marketing War Fighters which brilliantly applies "warfare tactics" to Marketing and Sales. Session included one on one Q&A talent and sales coaching. ELBC CEO/WEOL Director of Business/Sales/Programming/Copywriter and other staff.**

**04/27/22 Mastering The Entire Appointment Setting Process presented by Paul Weyland, LBS Broadcast Selling Expert . Webinar offers ways to improve efforts to gain prospect's attention and client interest by discovering field tested techniques that will lead to more sales.**

**04/27/22 New Rules For News Talk presented by Tim Moore, Audience Development Group. Conference call highlight the most effective ways to improve unsuccessful radio station practices. WEOL Director of Business/WEOL News Director/Programming Manager/Creative Director and staff.**

**05/02/22 Does Price Matter to Your Clients and Station? LBS President Gary Moore presents value based price strategies and approaches to establish a higher caliber advertiser account list and discussion to deal with issues up front and increase changes of closing sales professionally. WEOL Sales Staff**

**05/10/22 County Chamber Business After Hours at First Federal Savings of Lorain main office. Local business member exhibit and local officials meet and greet. WEOL Sales Manager**

**05/13/22 Guarantee Digital: Presenter Daryl Hively continue training on digital solutions to help get more leads, close more deals and deliver results to customers and clients. WEOL/WKFM/WLKR Sales Staff/ELBC Station Managers/ELBC President/Comptroller**

**05/13/22 Intro to Eastlan Ratings presented by Frank Kulbertis. Videoconference session highlighting a modern multi-mode methodology and lower cost alternative to market ratings services. ELBC CEO/WEOL Director of Business**

**05/22/22 "What We Can Learn From Ad Agencies About Selling and Retaining Long-Term Local Direct Business" presented by Paul Weyland. Webinar explores closing tactics agencies use to convince clients to commit to long term arrangements and how to use the same techniques to keep local direct local for multiple years. WKFM/WLKR Sales Manager/Sales Staff**

<b>Open House (Other Activities)</b>	<p>WEOL, WKFM, WLKR for guided educational tours to all community groups with a desire to learn about broadcasting.</p> <p>12/11/21 Elyria Girls Scouts, parents and Chronicle Telegram Marketing Director toured WEOL studios accompanied by Director of Business</p> <p>03/17/22 WKFM/WLKR Station and studios tour with client's from Ability Works In Sandusky. Ability Works supports independence, inclusion and employment with disabilities. Tour guide WKFM AM Host Promotions Director.</p>
<b>Career Days</b>	<p>Students from local/high school request to "shadow" staff personnel from the station as a career day or staff participates as guest speakers.</p>