

WDLB-AM, Marshfield, WOSQ-FM, Spencer

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080©(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit which is comprised of the following station(s): WDLB, Marshfield, WI, WOSQ, Spencer, WI and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites. The information contained in this Report covers the time period beginning August 1st, 2018 to and including July 31st, 2019 (the “Applicable Period”), and will be updated as appropriate.

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 (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting 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; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of the Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

APPENDIX 1

Annual EEO Public File Report
Covering the Period from August 1, 2018 to July 31, 2019
Stations Comprising Station Employment Unit:
WDLB-AM-Marshfield, WOSQ-FM-Spencer

Vacancy Information

| <u>Full-time Positions Filled by Job Title</u> | <u>DOE</u> | <u>Total # Interviewed</u> | <u>Recruitment Source of Hire</u> | <u>Recruitment Sources Utilized</u> |
|--|------------|--------------------------------|---------------------------------------|---|
|--|------------|--------------------------------|---------------------------------------|---|

none

APPENDIX 2

Annual EEO Public File Report
Covering the Period from August 1, 2018 to July 31, 2019
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Master Recruitment Source List

Recruitment Sources:

| | <u>Contact</u> | <u>Address</u> | <u>Method of Contact</u> | <u># Interviews from Source</u> |
|--|---------------------|---|--|---------------------------------|
| <u>Radio Announcements</u> | | | | |
| 1. WDLB/WOSQ | | 1714 N. Central Ave. Marshfield, WI 54449 | | |
| 2. WFHR/WLJY | | 645 25 th Ave. N., Wisconsin Rapids, WI 54495 | | |
| <u>Internet Sites:</u> | | | | |
| 3. WDLB/WOSQ | Chuck Gennaro | 1714 N. Central Ave. Marshfield, WI 54449 | wdlbwosq.com | |
| 4. WFHR/WLJY | Chuck Gennaro | 645 25 th Ave. N., Wisconsin Rapids, WI 54495 | wfhr.com / wrcwfm.com | |
| 5. Central Wisconsin Help Wanted.com | | 6465 Greenwood Plaza Blvd Suite 400, Centennial, CO 80111 | | |
| 6. CareerBuilder | Dominique Betancort | 200 N..La Salle St. Ste. 1100 Chicago, IL 60601 | www.careerbuilder.com | |
| 7. Monster.com | Andrea Blader | 500 E. 96th Street/Ste. 200, Indianapolis, IN 46240 | Monster.com | |
| 8. Job Center of Wisconsin | | 201 E. Washington Ave, Madison, WI 53703 | jobcenterofwisconsin @dwd.wisconsin.gov | |
| <u>Newspapers:</u> | | | | |
| 9. Marshfield News-Herald | | 144 N. Central Ave. Marshfield, WI 54449 | marshfieldnews herald.com | |
| 10. Wisconsin Rapids Tribune | | 220 1 st Ave. S. Wisconsin Rapids, WI 54495 | wisconsinrapidstribune.com | |
| <u>FAX</u> | | | | |
| 11. Wisconsin Broadcasters Association | | 44 E. Mifflin St. Suite 900, Madison, WI 53703 | <u>Fax #:</u> 608-256-3986 | |
| 12. NAACP (Milwaukee Chapter) | | | 414-871-1091 | |
| 13. Milwaukee Urban League | | | 414-374-1995 | |
| 14. Job Corps | | | 715-359-1907 | |
| 15. Equal Opp. Comm. (Milwaukee) | | | 414-297-4133 | |
| 16. Eau Claire Area Hmong Association | | | 715-832-0612 | |
| 17. LaCrosse Area Hmong Association | | | 308-781-5011 | |
| <u>MAIL</u> | | | | |
| 18. American Indian Issues | | | | |
| 19. Black Women's League | | | | |
| 20. United Asian Community Center | | | | |
| 21. WI Organization of Asian Americans | | | | |
| | <u>Contact:</u> | <u>Mailing Address:</u> | | |
| | | PO Box 7863, Madison, WI 53707 | | |
| | | 5026 Odana Rd, Madison, WI 53711 | | |
| | | 401 9th Street, Green Bay, WI 54304 | | |
| | | 2830 Stevens St, Madison, WI 53705 | | |
| <u>WEBSITE</u> | | | | |
| 22. AM FM Jobs | | amfmjobs.com/cgi-bin/jobs3/employers/login.cgi | | |
| 23. Brown College | | my.browncollege.edu/mycampus/index.aspx?err= | | |
| 24. MN UW System | | myconsortium.com/mcucsa/employer/ | | |
| 25. Production Hub | | productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx | | |
| 26. Radio Online | | radioonline.com | | |
| 27. Tech Connect | | wisconsintechconnect.com/EmployerLogin.asp | | |
| 28. UW EC Alumni | | uwec.edu/career/alumnicareerlink/ | | |
| 29. UW Marquette | | myinterfase.com/marquette/employer/ | | |
| 30. UW Superior | | uwsuper-csm.symplicity.com/employers/index.php?cck=1&au=&cck= | | |

| <u>Source</u> | <u>Address</u> | <u># of Interviews from Source</u> |
|--------------------------|--|------------------------------------|
| 31. WI Jobnet | wisconsin.gov/jobnetbusiness/ | |
| 32. WI Jobs for WI Grads | .myconsortium.com/wisconsin/employer/home.aspx | |
| 33. WIPCCC | myconsortium.com/wipcccjobs/employer/ | |

WWW.TECHCONNECT.COM

| <u>Technical College:</u> | <u>Address:</u> | <u>Website Address:</u> |
|--|--|-------------------------|
| 34. Blackhawk Technical College | 6004 Prairie Rd, Janesville, WI 53547 | techconnect.com |
| 35. Chippewa Valley Technical College | 620 W Clairemont Ave, Eau Claire, WI 54701 | techconnect.com |
| 36. Fox Valley Technical College | 1825 N Bluemound Dr, Appleton, WI 54914 | techconnect.com |
| 37. Gateway Technical College | 3520 30th Ave, Kenosha, WI 53144 | techconnect.com |
| 38. Lakeshore Technical College | 1290 North Ave, Cleveland, WI 53015 | techconnect.com |
| 39. Madison Area Technical College | 3550 Anderson St, Madison, WI 53704 | techconnect.com |
| 40. Madison Area Technical College--Milwaukee | 700 W State St #203, Milwaukee, WI 53233 | techconnect.com |
| 41. Midstate Technical College | 500 32nd St N, WI Rapids, WI 54494 | techconnect.com |
| 42. Moraine Park Technical College | 235 N National Ave, Fon du Lac, WI 54936 | techconnect.com |
| 43. Nicolet Area Technical College Lake Julia Campus | Hwy G, Rhinelander, WI 54501 | techconnect.com |
| 44. North East WI Technical College | 2740 W Mason St, Green Bay, WI 54307 | techconnect.com |
| 45. Northcentral Technical College | 1000 W Campus Dr, Wausau, WI 54401 | techconnect.com |
| 46. SW WI Technical College | 1800 Bronson Blvd, Fenimore, WI 53809 | techconnect.com |
| 47. Waukesha County Technical College | 892 Main St #C, Pewaukee, WI 53072 | techconnect.com |
| 48. Western WI Technical College | 304 6th St N, LaCrosse, WI 54602 | techconnect.com |
| 49. WI Indianhead Technical College | 505 Pine Ridge Dr, Shell Lake, WI 54871 | techconnect.com |

EMAIL

| <u>Address</u> | <u>E-Mail Address:</u> |
|--|----------------------------------|
| 50. ACLU of Wisconsin | liberty@aclu-wi.org |
| 51. Affirmative Action & Compliance (WI) | lapinero@vc.wisc.edu |
| 52. Aurora University | career@aurora.edu |
| 53. Blackwell Job Corps | Blackwell.jobcorps.gov |
| 54. Broadcast Employment Services Inc., | info@tvjobs.com |
| 55. Brown College, | kbaumeister@browncollege.edu |
| 56. Bryant & Stratton College, | kaweiss@bryantstratton.edu |
| 57. Business & Professional Women, | bpwmadison@yahoo.com |
| 58. Centro Hispano – | chmarta2000@yahoo.com |
| 59. Chicago Urban League | info@cul-chicago.org |
| 60. Clarke College, | martha.intveld@clarke.edu |
| 61. Columbia College, | columbiaworks@colum.edu |
| 62. Cornell College, | jswanson@cornellcollege.edu |
| 63. Dane County Jobs Program, | heidt@co.dane.wi.us |
| 64. DeVry University Career Services, | lpost@devry.edu |
| 65. Employment & Training Association, | jdanfort@eata.org |
| 66. Madison Media Institute, | smiller@madisonmedia.com |
| 67. NAACP (Milwaukee Chapter), | rileymarcell@yahoo.com |
| 68. Nation Job (GB Chamber of Commerce), | njlistings@nationjob.com |
| 69. NE WI Action Program (NEWCAP), | kathymurphy@newcap.org |
| 70. NE WI African-American Assoc., | lucasas400@yahoo.com |
| 71. Philippine-American Association, | bulletinboard@pamana-madison.org |
| 72. UMOs (Corp. Headquarters) | claudia.frias@umos.org |
| 73. United Amerindian Ctr., | uac@netnet.net |
| 74. Upper Iowa University, | careers@uiu.edu |
| 75. Concordia University | 53097 jean.austine@cuw.edu |
| 76. UW Fox Valley, | foxweb@uwc.edu |
| 77. Lawrence University, | careercenter@lawrence.edu |

| <u>Source</u> | <u>Address</u> | <u>Method of Contact</u> | <u># of Interviews from Source</u> |
|----------------------------------|----------------------|---------------------------|------------------------------------|
| 78. UW Marshfield Wood County | Marshfield, WI 54449 | msfadmit@uwc.edu | |
| 79. UW Manitowoc, | Manitowoc, WI 54220 | manadmit@uwc.edu | |
| 80. UW Marathon Center, | Wausau, WI 54401 | uwmc@uwc.edu | |
| 81. Ottawa University, | Brookfield, WI 53005 | admiss.wi@ottawa.edu | |
| 82. UW Waukesha, | Waukesha, WI 53188 | m.menigoz@uwc.edu | |
| 83. WI Broadcasters Association, | Madison, WI 53703 | mludy@wi-broadcasters.org | |
| 84. Women's Center | Waukesha, WI,53186 | mail@twcwaukesha.org | |

WI JOBS FOR WI GRADS

| <u>School:</u> | <u>Website Address:</u> |
|----------------------|---|
| 85. UW Eau Claire | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 86. UW Green Bay | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 87. UW La Crosse | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 88. UW Madison | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 89. UW Milwaukee | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 90. UW Oshkosh | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 91. UW Parksideside | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 92. UW Platteville | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 93. UW River Falls | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 94. UW Stevens Point | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 95. UW Whitewater | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 96. Referral | |
| 97. Call-In | |
| 98. Walk-In | |
| 99. Word of Mouth | |
| 100. Unknown | |

APPENDIX 3

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Recruitment Activities

[Description of the activities]

1. Seehafer Broadcasting has taken steps to promote and support the WBA's scholarship program. As part of this support we aired ads on both stations for the Wisconsin Broadcasters Association offering several scholarships. We also kept applications on hand, and offered to help answer any questions for completing these forms.
2. We have had group tours come through our radio stations. These tours were given by our staff. The tour groups included scout troops or high school students. The tours were conducted by Jeff Cannon, program director and additional staff. Topics covered included how to become a program director and job duties, along with additional staff members describing their jobs, history of stations, how radio works, and benefits of working at a radio station.
3. 01/31/2018 Ruby Gutierrez represented all Seehafer Stations at the WBA EEO Seminar "Avoiding Discrimination in Employment Terminations.
4. 06/20/2018 Ruby Gutierrez represented all Seehafer stations at the WBA 2018 Job Fair, providing information on employment opportunities with our stations and collecting outreach contacts.
5. 06/20/2018 Brenda Schulz represented all Seehafer stations at the WBA Seminar "Bringing your bias- recognizing and overcoming unconscious decision making"
6. 06/12/19 Michelle Lilibridge represented Seehafer Broadcasting at the WBA EEO Seminar "Keeping up with EEO at the FCC".
7. 06/12/2019 Michelle Lilibridge represented Seehafer Broadcasting at the WBA Job Fair, providing information on employment opportunities with our stations and collecting outreach contacts.
8. WDLB/WOSQ provided an 8-week internship to a high school student, April 11 through June 3, 2019. This internship provided training on a variety of duties within several departments of the radio station operations. The internship was supervised and directed by Market Manager, Jon Albrecht.