

## **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 1<sup>st</sup>, 2013 to and including July 31<sup>st</sup>, 2014 (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, 2013 to July 31, 2014  
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>
Marketing Specialist	4/1/14	7	98	1, 2, 3, 4, 8, 96, 97, 98, 99, 100
Marketing Specialist	6/2/14	2	96	8, 96, 97, 98, 99, 100

## APPENDIX 2

### Annual EEO Public File Report Covering the Period from August 1, 2013 to July 31, 2014 Stations Comprising Station Employment Unit: WDLB-AM-Marshfield, WOSQ-FM-Spencer

#### Master Recruitment Source List

#### Recruitment Sources:

	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u># Interviews from Source</u>
<b><u>Radio Announcements</u></b>				
1. WDLB/WOSQ		1714 N. Central Ave. Marshfield, WI 54449		1
2. WFHR/WLJY		645 25 <sup>th</sup> Ave. N., Wisconsin Rapids, WI 54495		
<b><u>Internet Sites:</u></b>				
3. WDLB/WOSQ	Chuck Gennaro	1714 N. Central Ave. Marshfield, WI 54449	wdlbwosq.com	2
4. WFHR/WLJY	Chuck Gennaro	645 25 <sup>th</sup> 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	3
<b><u>Newspapers:</u></b>				
9. Marshfield News-Herald		144 N. Central Ave. Marshfield, WI 54449	marshfieldnews herald.com	
10. Wisconsin Rapids Tribune		220 1 <sup>st</sup> Ave. S. Wisconsin Rapids, WI 54495	wisconsinrapidstribune.com	
<b><u>FAX</u></b>				
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	
<b><u>MAIL</u></b>				
18. American Indian Issues	<u>Contact:</u>	<u>Mailing Address:</u>		
19. Black Women's League		PO Box 7863, Madison, WI 53707		
20. United Asian Community Center		5026 Odana Rd, Madison, WI 53711		
21. WI Organization of Asian Americans		401 9th Street, Green Bay, WI 54304		
		2830 Stevens St, Madison, WI 53705		
<b><u>WEBSITE</u></b>				
22. AM FM Jobs	<u>Website</u>			
23. Brown College		amfmjobs.com/cgi-bin/jobs3/employers/login.cgi		
24. MN UW System		my.browncollege.edu/mycampus/index.aspx?err=		
25. Production Hub		myconsortium.com/mcucsa/employer/		
26. Radio Online		productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx		
27. Tech Connect		radioonline.com		
28. UW EC Alumni		wisconsintechconnect.com/EmployerLogin.asp		
29. UW Marquette		uwec.edu/career/alumnicareerlink/		
30. UW Superior		myinterfase.com/marquette/employer/		
		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, Fond 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>Source</u>	<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	Aurora, IL 60506	career@aurora.edu
53. Blackwell Job Corps	Laona, WI 54541	Blackwell.jobcorps.gov
54. Broadcast Employment Services Inc.,	Oceanside, CA 92052	info@tvjobs.com
55. Brown College,	Minneapolis, MN	kbaumeister@browncollege.edu
56. Bryant & Stratton College,	Milwaukee, WI 53203	kaweiss@bryantstratton.edu
57. Business & Professional Women,	Middleton, WI 53562	bpwmadison@yahoo.com
58. Centro Hispano –	Madison, WI	chmarta2000@yahoo.com
59. Chicago Urban League	Chicago, IL 60653	info@cul-chicago.org
60. Clarke College,	Dubuque, IA 52001	martha.intveld@clarke.edu
61. Columbia College,	Chicago, IL 60605	columbiaworks@colum.edu
62. Cornell College,	Mount Vernon, IA 52314	jswanson@cornellcollege.edu
63. Dane County Jobs Program,	Madison, WI 53704	heidt@co.dane.wi.us
64. DeVry University Career Services,	Milwaukee, WI 53202	lpost@devry.edu
65. Employment & Training Association,	Madison, WI 53704	jdanfort@eata.org
66. Madison Media Institute,	Madison, WI 53718	smiller@madisonmedia.com
67. NAACP (Milwaukee Chapter),	Milwaukee, WI 53212	rileymarcell@yahoo.com
68. Nation Job (GB Chamber of Commerce),	Green Bay, WI	njlistings@nationjob.com
69. NE WI Action Program (NEWCAP),	Oconto, WI 54153	kathymurphy@newcap.org
70. NE WI African-American Assoc.,	Green Bay, WI 54305	lucasas400@yahoo.com
71. Philippine-American Association,	Madison, WI 53705	bulletinboard@pamana-madison.org
72. UMOs (Corp. Headquarters)	Milwaukee, WI 53216	claudia.frias@umos.org
73. United Amerindian Ctr.,	Green Bay, WI 54303	uac@netnet.net
74. Upper Iowa University,	Wausau, WI 54401	careers@uiu.edu
75. Concordia University	Wisconsin, Mequon, WI	53097 jean.austine@cuw.edu
76. UW Fox Valley,	Menasha, WI 54952	foxweb@uwc.edu
77. Lawrence University,	Appleton, WI 54912	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	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
86. UW Green Bay	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
87. UW La Crosse	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
88. UW Madison	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
89. UW Milwaukee	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
90. UW Oshkosh	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
91. UW Parkside	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
92. UW Platteville	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
93. UW River Falls	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
94. UW Stevens Point	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
95. UW Whitewater	<a href="http://www.myconsortium.com/wisconsin/employer/home.aspx">http://www.myconsortium.com/wisconsin/employer/home.aspx</a>	
96. Referral		2
97. Call-In		
98. Walk-In		1
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 ran ads on the station for the Wisconsin Broadcasters Association offering several scholarships. Don Seehafer is on the committee for these scholarships and assigned Terry Stevenson, Sales Manager, to evaluate the essays of the Scholarship entrants. 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. On October 10, 2012, WDLB-WOSQ participated in the Education/Engineering Fair at UW-Marshfield Wood County. Jon Albrecht, Market Manager represented the two stations. Information was provided to potential job seekers regarding engineering careers in radio.
4. On January 22, 2013, at the WBA's 2013 Winter Conference, Terry Stevenson attended a Social Media seminar. During this seminar, Terry learned about successful use of social media in the distribution of employment information.
5. On June 18, 2013, WDLB and WOSQ participated in the Job/Career Fair at the WBA's 2013 Summer Conference. Seehafer Broadcasting president, Don Seehafer represented the two stations. Many job seekers were in attendance, and Don had information for them regarding the stations; he also answered any questions of potential applicants on careers in broadcasting.