

WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)
EEO PUBLIC FILE REPORT
August 1, 2020 – July 31, 2021

I. VACANCY LIST

SEE SECTION II, THE “MASTER RECRUITMENT SOURCE LIST” (“MRSL”) FOR RECRUITMENT SOURCE DATA

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Associate	3-4, 7-8, 19-23, 26-28, 30-36, 38, 40-52	28
Finance & Continuity Assistant	3-4,7-8, 19-23, 26-28, 30-36, 38, 40-52	28
Operations Manager	3-4, 7-8, 16, 19-23, 26-28,30-36, 38, 40-52	16
Promotions Director	3-4, 7-8, 16, 19-23, 26-28, 30-38, 40-52	26

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Handshake (WI Colleges & WI Technical Colleges) https://app.joinhandshake.com	N	0
2	Radio Online www.radioonline.com	N	0
3	Adzuna Website https://www.adzuna.com	N	0
4	Glassdoor.com https://www.glassdoor.com	N	0
5	Wisconsin Broadcasters Association 44 E. Mifflin Street; Ste. 900 Madison, WI 53703 Contact: Kristen Bergmann PH:800-236-1922, FAX: 608-256-3986 Online at: www.wi-broadcasters.org	N	0
6	Job Center of Wisconsin www.wisconsinjobcenter.org	N	0
7	Job is Job Website https://www.jobisjob.com	N	0
8	Job Spider Website https://www.jobspider.com	N	0
9	Hmong Mutual Assistance Association 2613 George Street La Crosse, WI 54603 Contact: Allen Yang PH: (608) 781-5744, FAX: (608) 781-5011 Email: admin@hamaa.org	N	0
10	La Casa de Esperanza, Inc. 410 Arcadian Avenue Waukesha, WI 53103 Contact: Veronica Davis-Quiroz PH: (262) 547-0887, FAX: (262) 547-0735 Email: info@lacasadeesperanza.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	National Organization for Women – Wisconsin Chapter 122 State Street #403 Madison, WI 53703 Contact: Tizzy Hyatt PH: (608) 255-3911 Email: admin@winow.com	N	0
12	Office of Multicultural Affairs Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 Email: snoblc@uwec.edu	N	0
13	Oneida Tribe of Indians 2630 W Mason Street Green Bay, WI 54303 PH: (800) 236-7050, FAX: (920) 869-2194 Email: hrdept@oneidanation.org	N	0
14	Women’s Center, Inc./Employment Program 425 North East Avenue Waukesha, WI 53154 PH: (262) 544-7690, FAX: (262) 574-3640 Email: mail@twcwaukesha.org	N	0
15	Ohio Center for Broadcasting Contact: Joe Kelly Placement.columbus@beonair.com	N	0
16	All-Access www.allaccess.com	N	1
17	SEU Job Fairs (<i>see Section III</i>)	N	0
18	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
19	Station Website Postings (<i>all SEU stations</i>)	N	0
20	Word-of-Mouth Referral	N	5
21	Internal Posting (<i>SEU bulletin board</i>)	N	2
22	MyJobHelper Website https://www.myjobhelper.com	N	0
23	Oodle Website https://www.oodle.com	N	0
24	<i>Intentionally Omitted</i>	---	---
25	Inside Radio Website www.insideradio.com	N	0
26	Internal Transfer/Promotion	N	1
27	Trovit Website https://www.trovit.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Indeed Website (<i>not directly contacted by SEU</i>) www.indeed.com	N	5
29	TV & Radio Jobs www.tvandradiojobs.com	N	0
30	Abilities In Jobs www.abilitiesinjobs.com	N	0
31	Asian In Jobs www.asianinjobs.com	N	0
32	Cumulus Business Managers BM@cumlus.com	N	0
33	Black In Jobs www.blackinjobs.com	N	0
34	Hispanic In Jobs www.hispanicinjobs.com	N	0
35	LGBTQ www.lgbtqinjobs.com	N	0
36	Diversity In Jobs www.diversityinjobs.com	N	0
37	Broadcast Employee Services / AMFMjobs.com www.amfmjobs.com	N	0
38	Seniors In Jobs www.seniorsinjobs.com	N	0
39	Radio One Broadcast School Email: director@radio1school.com	N	0
40	Cumulus Careers Website www.cumulusmedia.jobs.net	N	3
41	Women In Jobs www.womeninjobs.com	N	0
42	Disabled Veteran Jobs www.JOFDAV.com	N	0
43	Disabled Person www.disabledperson.com	N	0
44	#HireBlack www.hireblacknow.com	N	0
45	Hispanic Job Exchange https://www.hispanicjobexchange.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	African American Job Search https://www.africanamericanjobsearch.com	N	0
47	Asian Job Search https://www.asianjobsearch.com	N	0
48	LGBT Job Search https://www.lgbtjobsearch.com	N	0
49	Disabled Job Seekers https://www.disabledjobseekers.com	N	0
50	US Diversity Job Search https://www.usdiversityjobsearch.com	N	0
51	Veteran Career Center https://veterancareercenter.com	N	0
52	Seniors To Work https://www.seniorstowork.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			17

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On August 6, 2020, our SEU's Market and Operations Managers conducted a virtual “job shadow” with a second semester student attending the University of Fond Du Lac who expressed interest in getting into broadcasting. They talked about radio in general and shared information about the education/skill sets necessary for success in the radio business, highlighting the ever-increasing role technology plays in the industry. Our Operations Manager showed the student how to operate a studio board along with music logs tied to the station's music architecture. The Market Manager emphasized the importance of building a network and suggested that the student consider going to broadcasting school or beginning a podcast to get some experience.
2	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 6, 2021, the SEU’s Market Manager participated in a virtual student seminar sponsored by the Wisconsin Broadcasting Association. The seminar was designed to create awareness of broadcasting as a career and excite students about the broadcast profession during these challenging times, by connecting them with leading in Wisconsin broadcasting. The participants were divided into small groups, each lead by a broadcast professional, to create a more relaxed setting to encourage student interaction. The professionals shared their knowledge about as well as experiences in the industry and fielded questions. Commercial broadcasters explained how their stations have adapted during the pandemic and provided a virtual "in-person" forum to the event which offered students the ability to ask questions based on the industry.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 7, 2021, our the SEU's Market Manager conducted a virtual meeting with a University of Wisconsin-Oshkosh student who attended the virtual seminar hosted by the Wisconsin Broadcasters Association, to discuss radio as a career, review his resume, and provide industry contacts for potential interviews once the student graduates.
4	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 9, 2021, our SEU 's Market Manager arranged a telephone conference with a student from The University of Wisconsin-Madison, who reached out after the Wisconsin Broadcasters student seminar, to discuss ways to break into broadcasting. He discussed career options within the industry, recommended improvements to her resume, and explained how to create an air check to submit when applying for broadcasting positions.
5	Participate in Job Fair	On March 4, 2021, our SEU 's Business Manager/EEO Coordinator participated in a virtual job fair, hosted by the University of Wisconsin-Green Bay. The Business Manager/EEO Coordinator answered questions and educated attendees about radio, our stations and job openings within the SEU.
6	Management level training regarding equal employment opportunity and preventing discrimination	On March 24, 2021, our Business Manager/EEO Coordinator participated in a presentation sponsored by the Wisconsin Broadcasters Association and conducted by David Oxenford from Wilkinson Barker Knauer entitled, "Staying on Top of your Broadcast FCC EEO Obligations." The webinar highlighted some of the important provisions of the FCC's EEO rules as well as pending issues concerning these Rules.
7	Participate in event/program sponsored by or on behalf of an educational institution regarding careers in broadcasting	On February 5, 2021, our SEU's Digital Sales Manager met virtually with a student from Fox Valley Technical College, who was referred by the Director of Appleton Downtown Inc., to discuss her interest in learning more about radio and the different career options available within a broadcast group.

