

WFHR-AM, Wisconsin Rapids, WLJY-FM, Nekoosa 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): WFHR, Wisconsin Rapids, WI, WRCW, Nekoosa, 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, 2013 to and including July 31st, 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:
WFHR-AM-Wisconsin Rapids, WLJY-FM-Nekoosa

Vacancy Information

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

None

APPENDIX 2

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Master Recruitment Source List

Recruitment Sources:

| <u>Radio Announcements</u> | <u>Contact</u> | <u>Address</u> | <u>Method of Contact</u> | <u># Interviews from Source</u> |
|----------------------------|----------------|--|--------------------------|---------------------------------|
| 1. WDLB/WOSQ | | 1714 N. Central Ave. Marshfield, WI 54449 | | |
| 2. WFHR/WLJY | | 645 25 th Ave. N., Wisconsin Rapids, WI 54495 | | |

Internet Sites:

| | | | | |
|--------------------------------------|---------------------|--|--|--|
| 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 | |

Newspapers:

| | | | | |
|------------------------------|--|--|----------------------------|--|
| 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 | |

FAX

| | | |
|--|--|-------------------------------|
| 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. La Crosse Area Hmong Association | | 308-781-5011 |

MAIL

| | <u>Contact:</u> | <u>Mailing Address:</u> |
|--|-----------------|-------------------------------------|
| 18. American Indian Issues | | PO Box 7863, Madison, WI 53707 |
| 19. Black Women's League | | 5026 Odana Rd, Madison, WI 53711 |
| 20. United Asian Community Center | | 401 9th Street, Green Bay, WI 54304 |
| 21. WI Organization of Asian Americans | | 2830 Stevens St, Madison, WI 53705 |

WEBSITE

| | <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/mcucs/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 | Hwy G, Rhineland, 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, La Crosse, 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 | 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

School:

Website Address:

- 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 Parkside <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. Katie Stevenson evaluated 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 Bob Look, 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 January 21, 2014, at the WBA's 2014 Winter Conference, Terry Stevenson and Katie Stevenson attended a Social Media seminar. During this seminar, Terry learned about successful use of social media and how they can be used effectively.
4. On January 22, 2014 WFHR and WLJY participated in the Job/Career Fair at the WBA's 2014 Winter Conference. Terry Stevenson represented the two stations. Many job seekers were in attendance, and Terry had information for them regarding the two stations. He also answered any questions that potential applicants had.
5. On June 18, 2014, at the WBA's 2014 Summer Conference, Terry Stevenson and Katie Stevenson attended a social media seminar. During this seminar, Terry and Katie learned about changes to social media and how they can be utilized effectively.
6. On June 18, 2014, at the WBA's Summer Conference, Seehafer Broadcastings EEO Director, Katie Stevenson attended the seminar "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship." At this seminar, Katie learned important tactics for avoiding discrimination during the entirety of an employee's employment.
7. On June 18, 2014 WFHR and WLJY participated in the Job/Career Fair at the WBA's 2013 Summer Conference. Terry Stevenson represented the two stations. Many job seekers were in attendance, and Terry had information for them regarding the two stations; he also answered any questions that potential applicants had.