

**WHBY(AM), WAPL(FM), WKSZ(FM), WSCO(AM),
WFZZ(FM), WKZY(FM), WZOR(FM), WZOS(FM)
EEO PUBLIC FILE REPORT
August 1, 2024 - July 31, 2025**

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 Hire
Social Media Coordinator	1, 2, 18, 24, 26, 27, 28	26
Morning Show Host	1,2, 16, 24, 26, 27, 28	1
Market Manager	1, 2, 24, 26, 27, 28	24
Multimedia Videographer	1, 2, 24, 26, 27, 28, 32	28
Brand Manager	1, 2, 24, 26, 27	24

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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	Woodward Communications, Inc. Careers Website PO Box 688 Dubuque, IA 52004 Contact: Kelsey Gingrich Phone (563) 588-5780 www.wcinet.com/career- opportunities	N	4
2	Wisconsin Broadcasters Association 44 E. Mifflin St., Suite #900 Madison, WI 75703 Contact: Linda Baun Phone: (608) 225-2600 Email: l.baunt@wi-broadcasters.org	N	0
3	On-Air Announcements (<i>one or more SEU stations</i>)	N	0
4	Press Gazette 435 E. Walnut St. Green Bay, WI 54301 Contact: Classified Ads Fax: (877) 943-0443	N	0
5	Department of Workforce Development 315 Algoma Blvd. Oshkosh, WI 54901 Contact: Amy Wolfe Phone: (920) 232-6273 Fax: (920) 232-6242	N	0
6	Fox Valley Technical College 1825 N. Bluemound Dr. Appleton, WI 54913 Phone: (920) 735-4826 Fax: (920) 735-4771	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Lawrence University Career Ctr. P O Box 599 Appleton, WI 54912 Contact: Career Services – LU Works Phone: (920) 832-7000 Fax: (920) 832-7368	N	0
8	University of Wisconsin – Green Bay 2420 Nicolet Drive Green Bay, WI 54311 Phone: (920) 465-2000	N	0
9	University of Wisconsin – Oshkosh 800 Algoma Blvd Oshkosh, WI 54901 Phone: (920) 424-1234	N	0
10	Hmong Association of Green Bay 200 S. Ashland Ave. Green Bay, WI 54303 Contact: Karl Txajkaug Thoj Phone: (920) 437-4550 Fax: (920) 437-4916	N	0
11	Menominee Human Services Menominee Cty Court House P O Box 280 Keshena, WI 54135 Contact: Irene Dickinson Fax: (715) 799-3517	N	0
12	Oneida Tribe of Indians Human Resource Dept. P O Box 365 Oneida, WI (920) 869-2194	N	0
13	American Women in Radio 1595 Spring Hill Road Suite # 330 Tysons Corner Vienna, VA 22182 Contact: Jacci Duncan Phone: (703) 506-3290 Fax: (703) 506-3266	N	0
14	The Album Network 120 N. Victory Blvd Burbank, CA 91502 Contact: Mariana Williams Phone: (818) 955-4000	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Friday Morning Quarterback 1930 E. Marlton Pike Cherry Hill, N.J. 08003 Phone (856) 424-9114	N	0
16	AllAccess.com	N	0
17	St. Norbert College Grant St. De Pere, WI Contact: Career Connections Phone (920) 337-3181	N	0
18	Word-of-Mouth Referral	N	3
19	Walk-In/Self-Referral	N	0
20	SEU Internship Program	N	0
21	Job/Career Fairs (<i>see Sec. III</i>)	N	0
22	Lensa – Online Job Board (<i>not directly contacted by SEU</i>) https://lensa.com/	N	0
23	Job Center of Wisconsin https://jobcenterofwisconsin.com/default.aspx	N	0
24	Internal Posting	N	1
25	Internal Transfer/Promotion	N	0
26	Indeed https://www.indeed.com/	N	4
27	LinkedIn https://www.linkedin.com/	N	0
28	WRG Facebook Page https://www.facebook.com/WoodwardRadioGroup	N	1
29	iHireBroadcasting https://www.ihirebroadcasting.com/employer	N	0
30	Radio World Contact: John Casey John.casey@futurenet.com 330.352.0409	N	0
31	SBE https://sbe.org/sections/cert_index.php	N	0
32	Handshake https://www.handshake.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			13

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
	Provide training to non-profit recruitment organizations regarding how to refer better candidates.	On 8/20/2025 Hayley Tenpas gave a tour to SOAR Fox Cities. SOAR is a local non-profit organization that provides programs and services to individuals with developmental disabilities.
	Participated in Job Fair	On 9/11/2025 Ali Chapman and Matt Converse attended the WBA Job Fair in Madison, WI
	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	On 9/11/2025 Ali Chapman attended WBA's EEO Session: Are you on top of all your FCC EEO obligations?
	Participate in events with educational institutions relating to career opportunities in broadcasting.	On 9/30/2025 Ben Cominos spoke at St. Norbert College in De Pere, WI to facilitate a discussion on politics. Students will experience the richness of constructive conversations across lines of difference. Learning to participate in and lead conversations such as these, in groups or one-on-one, remains a core competency for effective leadership in professional, civic, and community settings.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	Sara brought 5 girls to the Woodward studios building on 1/20/25 to help them earn their "Night Owl Badge." The badge required the girls to interview someone who works in an overnight capacity, to learn about a career that happens while the majority of the world sleeps. KISS FM's Nick Vitrano met with the girls at 3:30am and gave them a tour of the building and the studio and invited them to job shadow his preparations for the day's morning show. The girls asked questions about the challenges and the rewards of working "off hours." Nick recorded an interview with them and helped them with photos and video to chronicle their experience to earn their badge.
	Provide training to non-profit recruitment organizations regarding how to refer better candidates.	On 1/29/2025 BJ DeGroot gave a tour to Aspiro. Aspiro creates opportunities for people experiencing disabilities to live their best lives by reaching their goals, connecting to their community, and achieving their independence.

	Provide training to non-profit recruitment organizations regarding how to refer better candidates.	On 2/12 BJ DeGroot did an on-site recording demo in Green Bay at ASPIRO as part of one of their experience programs. Earlier in the year (1/29) BJ conducted a tour of our facility and then did a Q & A session with the group and the KISS morning crew. BJ then took the recording session and produced PSA's that ran on WHBY, WSCO, WFZZ and WZOR.
	Participated in Job Fair	On 2/22/2025 Nicole Ehlers, Landen Moore, Jeff Strening, and Karli Petska participated in the WBA Job/Career Fair at Lambeau Field.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	Kaytie Kelly gave presentation at WBA Job/Career Fair at Lambeau Field on 2/22/2025: "Growing Your Brand" will delve into the crucial connection between your brand and your reputation, emphasizing the need to align your actions with your promises. Drawing from 22 years of experience in the radio and digital industries, I will underscore the importance of authenticity and consistency in building a strong brand identity. This presentation will highlight the significance of follow-through and accountability in branding, stressing that delivering on your commitments is essential in shaping a positive reputation. Additionally, we'll discuss the impact of personal representation on one's brand, emphasizing the idea that when someone hires you, they are entrusting their brand with yours. Through this presentation, you will better understand how professional conduct directly influences brand image and reputation. You will learn that by upholding high standards in personal representation, you can effectively enhance your brand and the brands you are associated with.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	On 3/6/2025 Steve Pappas had a high school student shadow him for the day to explore the student's interest in voice acting and audio production.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	Kelly Radandt and Hope Bowe participated in the Kaukauna High School Student Council Career Exploration Fair on Friday, April 11th from 1-3:15pm. Katie Schurk was also in attendance.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	On Friday April 18th both WCM and Insight hosted a group of teachers from Appleton East High School We discussed career paths in Broadcast Media and Print & Digital Business Media, and the skills and experiences students would benefit in learning from their teachers to prepare them for a career in this field. Specific career paths discussed included on-air talent, engineering, sales, digital content, journalism, graphic design, events and marketing. Employee-owners who participated were myself, Amelia Compton Wolff, Angela O'Kray, Hayley Tenpas, and Jonathan Krause.

	Provide training to non-profit recruitment organizations regarding how to refer better candidates.	The Autism Society of Greater Wisconsin, Fox Valley chapter (ASFV) is a non-profit 501(c)(3) that serves Outagamie, Winnebago, Calumet, Fond du Lac, and Waupaca counties. Their mission is to create connections, empowering everyone in the Autism community with the resources needed to live fully. Becky stopped in to talk about their annual Walk for Autism fundraising event. All of the proceeds from this walk, now in its second year, go toward the group's overall mission and supporting the efforts of the volunteers within that organization.
	Participate in events with educational institutions relating to career opportunities in broadcasting.	On Friday April 18th both WCM and Insight hosted a group of teachers from Appleton East High School. We discussed career paths in Broadcast Media and Print & Digital Business Media, and the skills and experiences students would benefit in learning from their teachers to prepare them for a career in this field. Specific career paths discussed included on-air talent, engineering, sales, digital content, journalism, graphic design, events and marketing. Employee-owners who participated were myself, Amelia Compton Wolff, Angela O'Kray, Hayley Tenpas, and Jonathan Krause.
	Establishing an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	On June 2 nd Alex Thomas brought on a college student as a summer intern for The Score.
	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	On July 22 nd Ali Chapman attended the WBA EEO Session: Recruiting In a Future Forward Workplace.