

**WHBY(AM), WAPL(FM), WKSZ(FM), WSCO(AM),  
 WKZG(FM), WKZY(FM), WZOR(FM), WZOS(FM)  
 EEO PUBLIC FILE REPORT  
 August 1, 2023 - July 31, 2024**

**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
Business Manager	1,2, 16, 24, 26, 27, 28	26
Morning Show Content Creator (3)	1, 18, 24	18(x3)
Creative Director	1, 2, 24, 27	18
Account Executive	1, 2, 24, 26, 27, 28	18
Receptionist	1,2, 24, 26	1
Brand Talent	1, 2, 18, 21, 24, 26, 27, 28	25

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

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	<b>Friday Morning Quarterback</b> 1930 E. Marlton Pike Cherry Hill, N.J. 08003 Phone (856) 424-9114	N	
16	<b>AllAccess.com</b>	N	
17	<b>St. Norbert College</b> Grant St. De Pere, WI Contact: Career Connections Phone (920) 337-3181	N	
18	<b>Word-of-Mouth Referral</b>	N	9
19	<b>Walk-In/Self-Referral</b>	N	
20	<b>SEU Internship Program</b>	N	
21	<b>Job/Career Fairs</b> ( <i>see Sec. III</i> )	N	
22	<b>Lensa – Online Job Board</b> ( <i>not directly contacted by SEU</i> ) <a href="https://lensa.com/">https://lensa.com/</a>	N	
23	<b>Job Center of Wisconsin</b> <a href="https://jobcenterofwisconsin.com/default.aspx">https://jobcenterofwisconsin.com/default.aspx</a>	N	
24	<b>Internal Posting</b>	N	
25	<b>Internal Transfer/Promotion</b>	N	
26	<b>Indeed</b> <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	4
27	<b>LinkedIn</b> <a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	N	
28	<b>WRG Facebook Page</b> <a href="https://www.facebook.com/WoodwardRadioGroup">https://www.facebook.com/WoodwardRadioGroup</a>	N	
29	<b>iHireBroadcasting</b> <a href="https://www.ihirebroadcasting.com/employer">https://www.ihirebroadcasting.com/employer</a>	N	
30	<b>Radio World</b> Contact: John Casey <a href="mailto:John.casey@futurenet.com">John.casey@futurenet.com</a> 330.352.0409	N	
31	<b>SBE</b> <a href="https://sbe.org/sections/cert_index.php">https://sbe.org/sections/cert_index.php</a>	N	
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			17

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Participation in at least four (4) events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities;	On 12/5 Landen Moore participated in the Heart of the Valley Chamber of Commerce’s ‘Meet the Media’ day.
2	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	On 1/25 Ali Chapman attended the training “D.E.I. in the Workplace through the Tri State Human Resources Association.
3	Participate in events with educational institutions relating to career opportunities in broadcasting.	On February 26, 2024 Michelle Jankowski talked to 8 <sup>th</sup> grade careers class about the broadcasting industry. She summarized her education and work experience and touched on other roles at Woodward Community Media.
4	Participate in other activities that further the goal of disseminating information regarding employment opportunities in broadcasting	<p>Kelly/Landon Speed Networking February 24, 2024</p> <p>For those looking for career opportunities, the seminar hosts a job fair which provides a valuable chance to network and explore job prospects in the field.</p> <p>Our keynote speakers will be WBA Hall of Famers and Packers broadcasting legends Wayne Larrivee and Larry McCarren.</p> <p>Hands-on opportunities are another exciting aspect of the seminar, allowing students to practice their skills and gain practical experience in broadcasting.</p> <p>Whether it’s operating equipment or practicing on-camera skills, these opportunities help students build confidence and competence.</p> <p>We will also recognize four scholarship winners, and present the “Student Awards for Excellence.”</p> <p>The Wisconsin Broadcasters Association Student Seminar at Lambeau Field is an important event for next generation of broadcasters. It provides a comprehensive experience that combines learning, networking, and practical skill development, all in the iconic setting of Lambeau Field. For students</p>

		pursuing a career in broadcasting, this seminar can kickstart their journey to success in the industry.
5	Participated in Job Fair	Katie Schurk and Nick Vitrano attended the Future Fox Cities Career Expo on April 10th, 2024 engaging w/ students about on career opportunities, expected starting salaries and job titles, skills and interests of employees, supporting high school coursework, and any post-high school training or education needed for a broadcast career.
6	Participate in events with educational institutions relating to career opportunities in broadcasting.	On 5/5 Members of the 95.9 KISSFM morning show spent the morning at Pioneer Elementary School in Ashwaubenon for their "Careers on Wheels" event.
7	Participate in events with educational institutions relating to career opportunities in broadcasting.	On 5/15 Members of the 95.9 KISSFM morning show visited Martin Elementary School to read to four groups of classes and answer questions about radio and KISSFM.
8	Participate in events with educational institutions relating to career opportunities in broadcasting.	5/21/24-7/25/24 a local college student participated in an internship with Ben Cominos on his show, Outside the Box. The student learned about broadcast journalism.
9	Participate in events with educational institutions relating to career opportunities in broadcasting.	A Junior at the University of Dubuque held an internship from mid May 2024 to the end of June 2024. During his time he focused on the following: <ol style="list-style-type: none"> <li>1. Obtain overall broad knowledge of WCM's Broadcast division through an exposure to all functions with the departments.</li> <li>2. Participate in various activities (e.g., job shadowing, role playing, hands-on, etc.) of the departments in order to better understand how the work is accomplished.</li> <li>3. Meet and interact with the department(s) leaders in order to understand their primary roles and responsibilities and the tools, processes, and information they use to manage and lead their department.</li> </ol>
10	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	On June 19 <sup>th</sup> Kelly Radandt attended the EEO Session: Looking Beyond the Right Places which was held at the WBA Summer Conference.
11	Participate in events with educational institutions relating to career opportunities in broadcasting.	On July 12, 2024 BJ gave an Appleton North HS student a tour of our building and then sat down with him for about an hour to discuss his questions about his school potentially launching a school radio station.