

EEO ANNUAL PUBLIC FILE REPORT BACKUP DATA
Employment Unit: NRG Media, LLC - WAUSAU, WI
WBCV-FM, WGLX-FM, WHTQ-FM, WYTE-FM
August 1, 2023- July 31, 2024

I. VACANCY LIST

See Section II. The "Master Recruitment Source List" ("MRSL") for Recruitment Source Data

Full Time Job Vacancies Filled by this Employment Unit:				
	Job Title & Hire Date	Recruitment Source Referring Hire	Recruitment Sources Used to Advertise Position	Total Number of Interviews for this position by referral source, including hire
1	Client Marketing Coordinator Date of Hire: 8.14.23	10. Indeed	5, 10, 12, 13,17-19	6. Current Employee: 1 10. Indeed: 5 9. Self-Referral: 2
2	Regional Engineer Date of Hire: 10.16.23	13. Portage County Business Council	5, 10, 13, 20	8. Non-Employee referral: 1 13. Portage County Job Fair: 1 10. Indeed: 1 20. SBE website: 1
3	Account Executive Date of Hire:11.27.23	7. Referred by Current Employee	5, 10, 12, 13,17-19	7. Referred by Current Employee: 1 10. Indeed: 1
4	Account Executive Date of Hire: 4.8.24	10.Indeed	5, 10, 12, 13,17-19, 21	7. Referred by Current Employee: 1 10. Indeed: 7
5	Account Executive Date of Hire: 6.10.24	7. Referred by Current Employee	5, 10, 12, 13,17-19, 21	21. U Wisconsin Job Board/ Handshake: 2
TOTAL INTERVIEWS THIS REPORTING PERIOD				24

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

Recruitment Sources Detail:				# Interviewees Referred	Did source request notification?
1	WBCV - 107.9 FM	Bigcheese1079.com	2301 Plover Road, Plover WI 54457		N
2	WGLX - 103.3 FM	WGLX.COM	2301 Plover Road, Plover WI 54457		N
3	WHTQ - 96.7 FM	Hot967fm.com	2301 Plover Road, Plover WI 54457		N
4	WYTE - 106.5 FM	Y1065.com	2301 Plover Road, Plover WI 54457		N
5	NRG Media	nrgmedia.com	1065 N. Center Point Rd., Hiawatha, IA 52233		N
6	Current Employee			1	N
7	Referred by Current Employee			2	N
8	Non-Employee Referral			1	N
9	Self-Referral			2	N
10	Indeed	Indeed.com		14	N
11	Linked In	LinkedIn.com			N
12	WI Broadcaster Assoc	WI-Broadcasters.org	44 E. Mifflin St, STE 900, Madison, WI 53703		N
13	Portage Co. Bus Council	Portagecountybiz.com	5501 Vern Holmes Drive, Stevens Point, WI 54482	1	N
14	National Assoc of Broadcasters	NAB.org			N
15	All Access - Online	allaccess.com			N
16	Radio Ink	radioink.com			N
17	Greater Wausau Chamber of Commerce	wausauchamber.com	200 Washington St #120, Wausau, WI 54403		N
18	MACCI Marshfield Area Chamber	marshfieldchamber.com	700 S Central Ave, Marshfield, WI 54449		N
19	HOW Heart of Wisconsin Chamber of Commerce	wisconsinrapidschamber.com	1120 Lincoln Street, Wisconsin Rapids, WI 54494		N
20	Society of Broadcast Engineers	SBE.org	9102 North Meridian Street #150, Indianapolis, IN 46260	1	N
21	University of Wisconsin Job Board	handshake.com		2	N
TOTAL INTERVIEWS THIS REPORTING PERIOD				24	

III. RECRUITMENT INITIATIVES

Recruitment Outreach Initiatives:

	Date	Type of Recruitment Initiative	Brief Description of Activity	Participant Title	Points
1	9/6/2023	Co-Sponsorship of a Job Fair	NRG Media was the media sponsor for the Sept 2023 Portage County Business Council Job Fair. NRG Media hosted a booth informing potential candidates about careers and aired ads inviting people to attend to find their next career opportunity.	Director of Sales Marketing Coordinator WHTQ Program Director Promotions Director	1.00
2	9/25 - 29-2023	Participation in Job Fairs	NRG Media, LLC advertised and participated in a virtual job fair coordinated by the Wisconsin Broadcasters Association. Job postings were made available and posted on line at wi-broadcasters.org as well as careerpage.org where jobseekers are able to discover careers available in broadcasting	Director of Sales	0.25
3	10/24/2023	Participation in events or programs sponsored by educational institutions	The Programming department participated in the Lincoln High School Career Discovery Day. Program Director and Morning Show Hosts participated in Media/Marketing panels and spoke with juniors about the exciting careers in broadcasting	Program Director Morning Show Hosts	0.25
4	1/11/2024	Participation in events or programs sponsored by educational institutions	A student from Stevens Point Area Public School District completed a Career Based Learning initiative by spending a day shadowing our WHTQ Program Director and Morning Show Host to explore the multiple opportunities available in a broadcasting career	WHTQ Program Director Morning Show Host	0.25
5	2/24/2024	Participation in Job Fairs	Market Manager participated in the WBA 2024 Student Seminar Job Fair offering information on careers in broadcasting and available positions.	Market Manager	0.25
6	5/17/2024	Participation in events or programs sponsored by educational institutions	The Program Director/Morning Show Host and Promotions Director participated in Almon-Bancroft's Interest Day. Students were introduced to a variety of careers in broadcasting and had hands on experience recording commercials.	Program Director Morning Show Host Promotions Director	0.25
7	4/26/2024	Participation in events or programs sponsored by educational institutions	The Marketing Coordinator and Morning Show Host participated in the Marshfield Area Career Expo, presented by UWSP and Mid-State Tech Collage. Local high school students interacted with businesses to learn about career options.	Marketing Coordinator Morning Show Host	0.25
8	6/19/2024	Provision of training to Management	Market Manager participated in WBA's EEO Session "Looking Beyond the Right Places"	Market Manager	1.00
9	7/29/2024	Provision of training to Management	Market Manager & Business Managers for NRG Media Wisconsin, received training from NRG Media's General Counsel and Director HR	Market Manager Business Managers	1.00
TOTAL					4.50