

August 1, 2016 to July 31, 2017
Outreach Initiatives
State of Wisconsin – Educational Communications Board
Station Employment Unit WERN (WECB Headquarters)

I. First Initiative: *Participation in scholarship programs*

WECB is an active participant in, and supporter of, the Wisconsin Broadcasters Association (WBA) scholarship program. In addition to providing monetary support for the scholarship effort, WECB donates senior staff time and expertise in evaluation of applications for the multiple WBA Foundation Broadcast Scholarships awarded.

II. Second Initiative: *Participation in internships and job training programs*

WECB is an active participant in, and supporter of, WBA internship and educational programs. WECB senior staff provide assistance in the administration of the WBA Engineering Internship and Engineering Training programs, notably developing a comprehensive program called “The Media Technology Institute” which provides four days of training in broadcast engineering and equipment maintenance issues at the yearly WBA Summer Conference. This program is now in its fifth year. WECB staff also assists WBA with technical details of presenting its January Student Seminar program, which invites high school and college students to attend training classes in various broadcast issues, and awards scholarships each year to deserving attendees.

III. Third Initiative: *Providing Advanced EEO training opportunities for senior WECB Management*

- On January 25, 2017, Marta Bechtol, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled “*Avoiding Discrimination in Employment Terminations*” presented as part of the WBA 2017 Winter Conference held at the Madison Concourse Hotel in Madison, WI.
- On June 14, 2017, Marta Bechtol attended a seminar entitled “*What’s New With EEO at the FCC?*”, presented as part of the WBA 2017 Summer Conference held at the Blue Harbor Resort, Sheboygan, WI.

IV. Fourth Initiative: *listing of each upper level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities*

- WECB’s Accountant – Journey position was posted at locations indicated on the attached Recruitment Source Report

- WECB's Media Supervisor – Advanced position was posted at locations indicated on the attached Recruitment Source Report
- WECB's two Electronic Technician – Media positions were posted at locations indicated on the attached Recruitment Source Report

V. ***Fifth Initiative: Participation in job fairs and related employment, information, and outreach events by station personnel who have substantial responsibility in the making of hiring decisions***

- On January 25, 2017, Marta Bechtol, WECB Deputy Director and Agency EEO Officer, participated in a job fair sponsored by WBA as part of the WBA 2017 Winter Conference held at the Madison Concourse Hotel in Madison, WI.
- On June 14, 2017, Marta Bechtol participated in a job fair sponsored by WBA as part of the WBA 2017 Summer Conference held at the Blue Harbor Resort, Sheboygan, WI.

EEO Public File Report

WERN (FM) (ECB Headquarters)

August 1, 2016 to July 31, 2017

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
1	Operations Center Manager	11/4/16	12/25/16	Wisc.Jobs.gov	1	0
				Indeed.com	1	0
				GlassDoor.com	0	0
				BuckyNet	0	0
				Edgewood College	0	0
				WI Tech Connect	0	0
				Jobs for WI Grads	0	0
				Madison Network of Black Professionals	0	0
				WIPCC Jobs	0	0
				MOAA	0	0
				Military Pipeline	0	0
				ECB.org	0	0
				WPT.org and WPR.org	0	0
				Society of Broadcast Engineers	0	0
				Wisconsin Broadcasters Assn	0	0
				Wisconsin Technical College System	0	0
				Personal contacts by Program Staff, including WPR and WPT	5	1

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
1	Accountant - Journey	12/9/16	4/30/17	Wisc.Jobs.gov	12	1
				Indeed.com	0	0
				GlassDoor.com	0	0
				BuckyNet	0	0
				Edgewood College	0	0
				WI Tech Connect	0	0
				Jobs for WI Grads	0	0
				Madison Network of Black Professionals	0	0
				WIPCC Jobs	0	0
				MOAA	0	0
				Military Pipeline	0	0
				ECB.org	0	0
				WPT.org and WPR.org	0	0
				Craigslist (MSN, MKE)	0	0
				Personal contacts by staff, including WPR and WPT	1	0

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
2	Electronics Tech - Intermediate	2/23/17	4/16/2017 and 4/30/2017	Wisc.Jobs.gov	4	2
				Indeed.com	2	0
				GlassDoor.com	0	0
				BuckyNet	0	0
				Edgewood College	0	0
				WI Tech Connect	0	0
				Jobs for WI Grads	0	0
				Madison Network of Black Professionals	0	0
				WIPCC Jobs	0	0
				MOAA	0	0
				Military Pipeline	0	0
				Wisconsin State Journal	0	0
				Monster.com	0	0
				ECB.org	0	0
				WPT.org and WPR.org	1	0
				Personal contacts by staff, including WPR and WPT	0	0
				Society of Broadcast Engineers	1	0
				Wisconsin Broadcasters Assn	0	0
				Craigslist (MSN, MKE, JVL,WAU)	1	0
				Madison Media Institute	0	0
				Linked In	0	0

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
1	Audience Services Representative & Radio Listener Specialist	5/17/17	7/22/17	Wisc.Jobs.gov	1	1
				WiscJobs for Vets	0	0
				BuckyNet	0	0
				Edgewood College	0	0
				WI Tech Connect	0	0
				Jobs for WI Grads	0	0
				Madison Network of Black Professionals	0	0
				WIPCC Jobs	0	0
				MOAA	0	0
				Military Pipeline	0	0
				ECB.org	0	0
				WPT.org and WPR.org	0	0
				Personal contacts by staff, including WPR and WPT	3	0

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
1	Director of Field Engineering	6/12/17	7/31/17	Wisc.Jobs.gov	6	1
				WiscJobs for Vets	0	0
				Wisconsin State Journal	1	0
				BuckyNet	0	0
				Monster.com	0	0
				Edgewood College	0	0
				WI Tech Connect	0	0
				Jobs for WI Grads	0	0
				Madison Network of Black Professionals	0	0
				WIPCC Jobs	0	0
				MOAA	0	0
				Military Pipeline	0	0
				ECB.org	0	0
				WPT.org and WPR.org	0	0
				Personal contacts by staff, including WPR and WPT	2	0
				Society of Broadcast Engineers	0	0
				Wisconsin Broadcasters Assn	0	0

Recruitment Source	Contact Info
BuckyNet	https://bus.wisc.edu/employers/recruit-hire/about-bucky-net
Craigslist (MSN, MKE, JVL, WAU)	craigslist.com
Employer Website	ecb.org ; Marta Bechtol (608)264-9733
Edgewood College	edgewood.edu ; (608) 663-4861
GlassDoor	glassdoor.com
Indeed	indeed.com
Jobs for WI Grads	jobs4wigrads.com ; 920-465-2163
Linked In	linkedin.com
Madison Media Institute	mediainstitute.edu ; Nathaniel Brost 888.928.8771
Madison Network of Black Professionals	madisonblackprofessionals.com ; 608-285-2627
Military Pipeline	usmilitarypipeline.com
Military Officers Association of America	moaa.org ; (800)234-6622
Society of Broadcast Engineers	sbe.org ; Scott Jones (317)846-9000
WI Tech Connect	wisconsintechconnect.com
WIPCC Jobs	https://app.purplebriefcase.com/pb/account/login?s=WIPCCC
State of Wisconsin jobs	Wisc.Jobs.gov ; Stephanie Holzem (608)266-7212
Wisconsin Broadcasters Assn	wi-broadcasters.org ; (608)255-2600
Wisconsin Technical College System	wtcsystem.edu ; (608)266-1207
Wisconsin Public Radio	wpr.org ; (800)383-9772
Wisconsin Public Television	wpt.org ; (608)265-2302