



**June 1, 2015 to July 31, 2016**  
**Outreach Initiatives**  
**State of Wisconsin-Educational Communications Board (WECB)**  
**Station Employment Unit WERN (WECB Headquarters)**

**I. First Initiative: *Providing resources relating to internship, job training and scholarship opportunities***

WECB is an active participant in, and supporter of, the Wisconsin Broadcasters Association (WBA) scholarship, internship, and educational programs and donates senior staff time and expertise in evaluation of applications for the multiple WBA Foundation Broadcast Scholarships awarded each year.

WECB senior staff provides assistance in the administration of the WBA Engineering Internship and Engineering Training programs, notably developing a comprehensive technical program called "The Media Technology Institute" which offers four days of training in basic broadcast engineering and equipment maintenance for prospective interns and engineering applicants.

WECB staff also assists WBA with A/V technical support during the presentation of its January Student Seminar program, which invites high school and college students to attend classes exploring a variety of broadcast career opportunities.

**II. Second Initiative: *Providing Advanced EEO training opportunities for senior WECB Management***

- On Wednesday June 15, 2016, Marta Bechtol, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled "*Legal Issues and effective strategies to prevent unlawful discrimination during the employment relationship*" presented as part of the WBA Assistance Action Plan for EEO compliance at the WBA 2015 Winter Conference held at the Concourse Hotel, Madison, WI.
- On June 17, 2015, Gene Purcell, WECB Executive Director, was registered to attend a seminar entitled "*Navigating the FCC's EEO Rules and Policies—A Guide for Broadcasters*" presented as part of the WBA 2015 Summer Conference at the Kahlari Resort in Wisconsin Dells, WI. Unfortunately, the speaker for the seminar experienced unanticipated travel delays and

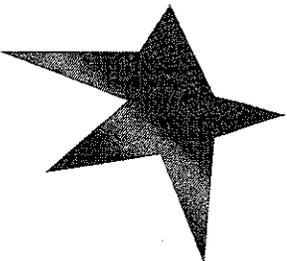
the seminar was cancelled. Subsequently, WBA and the presenter offered the same seminar topic via webinar on July 15, 2015 and Gene Purcell participated in that webinar.

**III. Third 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***

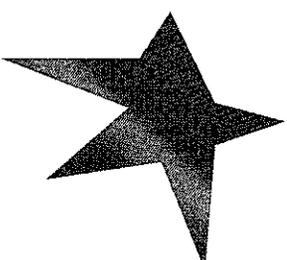
- WECB had no open positions in the current reporting period.

**IV. Fourth 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 June 9<sup>th</sup> 2016, Gene Purcell, WECB Executive Director and Terrence Baun, WECB Director of Engineering, attended an affirmative action internship program seminar conducted by the Wisconsin Department of Administration Bureau of Affirmative Action at the Pyle Center, 702 Langdon Street, Madison WI. This program explained the SAAIP (Summer Affirmative Action Internship Program) and demonstrated its success by way of speakers who have been participants in the program. ECB had the opportunity to discuss its hiring offerings with the group.
- On January 21, 2015, Marta Bechtol, Deputy Director and agency EEO Officer, was an active participant in the WBA Job/Career Fair held at the Concourse Hotel, Madison, WI, and represented all WECB-licensed radio and television stations.
- On June 17, 2015, Gene Purcell, WECB Executive Director, was an active participant in the WBA Job/Career fair held at the Kalahari Resort, Wisconsin Dells, Wisconsin, and represented all WECB-licensed radio and television stations.
- On February 27, 2016, WECB Director of Engineering Terrence M. Baun attended the Wisconsin Broadcasters Association annual Student Seminar Program, which provided the opportunity to contact more than 200 regional high school and college students and explain the diversity of career opportunities offered by the broadcast industry. The event concluded with the announcement of the winners of the annual WBA broadcast training scholarship awards.



# SAAIP



## Summer Affirmative Action Internship Program Seminar Cultivating Future Leaders

June 9, 2016

8:00 am to 12:00 pm

Pyle Center

702 Langdon Street, Madison, WI

The Department of Administration, Division of Personnel Management, Bureau of Affirmative Action welcomes you to the SAAIP Employment Seminar for supervisors and student interns.

8:00 – 8:30 am Check-in and Continental Breakfast

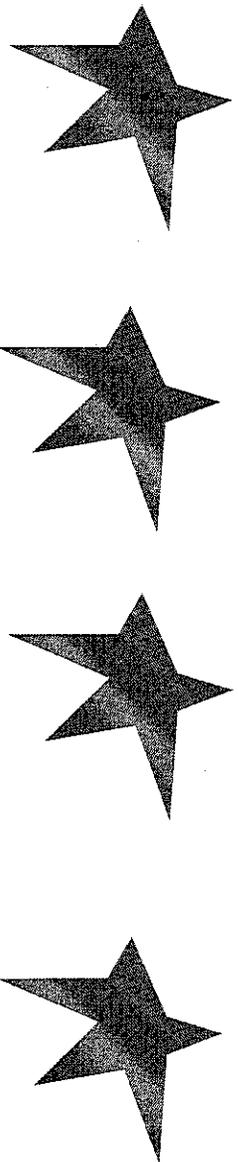
8:30 – 9:00 am Welcome by Cate Zeuske, Deputy Secretary (DOA)

9:00 – 11:00 am Speakers to include:

- *Jeanette Johnson, Director, Bureau of Affirmative Action*
- *Cate Zeuske, Deputy Secretary, Department of Administration*
- *Eric Barber, SAAIP Coordinator, Bureau of Affirmative Action*
- *Christine Berndt Miles, Supervisor Testimonial*
- *Lejia Dongzhu, Alumni Speaker*
- *Christian Albouras, Alumni Speaker*

11:00 am – 12 pm Questions and Answers

Photo Session



## FCC EEO Narrative

**JULY 2016**

The Wisconsin Educational Communications Board (WECB) policy and practice at all levels and locations, assures the active and positive implementation of federal, state, local and departmental Equal Employment Opportunity/Affirmative Action laws (EEO/AA), executive orders, policies, plans, rules and regulations. The commitment will be honored in all our employment and personnel activities and transactions. We are committed to equal employment for all persons regardless of race, creed, religion, sex, color, sexual orientation, national origin or ancestry, age, disability, marital status, arrest or conviction record, political affiliation, or membership in the national guard, state defense force or any other reserve component of the military forces of the United States or this State.

The WECB is committed to the implementation of affirmative action for the elimination of the present effects of past discrimination and to ensure equal opportunity. The agency recognizes the need to take affirmative action for racial/ethnic groups, females, and persons with disabilities in classified positions. The agency will also affirm its commitment to EEO principles for racial/ethnic groups, females, and persons with disabilities in staffing LTE, project or unclassified positions to ensure equal/opportunity and overcome the effects of past discrimination. We are committed to ensuring EEO/affirmative action principles in all terms, conditions, or privileges of employment, including, but not limited to, recruitment, interviewing, certification, selection, job assignments, working conditions, fringe benefits, compensation, training, transfer, layoffs, disciplinary actions, terminations, promotions, testing, retention and committee appointments.

WECB has developed a comprehensive program to insure that these EEO policies and goals are communicated to all at the agency who are or may be responsible for making hiring decisions. Periodic meetings are held with Department Heads and Supervisors to insure that they understand and follow the agency's EEO plans and procedures. The agency has designed its recruitment messaging to reach a mix of both newspaper and on-line job seekers, and has found that extending notification to sites specifically targeted at technical, female, and minority groups invariably produces a broad and inclusive talent pool. WECB believes in supporting longer-term activities such as working with the state broadcast association to develop and administer state-wide internship and scholarship programs, and actively works in recruitment efforts for the next generation of broadcast and educational leadership. The agency also joins our partners at Wisconsin Public Television and Wisconsin Public Radio in viewer and listener outreach events, which provides significant value to the community as a whole while simultaneously demonstrating the benefits of a diverse work environment.

Through its affirmative action plan development, and its implementation and monitoring to achieve equal employment opportunity, the agency has vested the primary responsibility for affirmative action with its division administrators and related administrative and supervisory staff. Management performance will continue to be evaluated at least annually against criteria developed by the agency relating to affirmative action. Position descriptions shall include a description of their affirmative action responsibilities.

The WECB will make every effort to prevent and eliminate any form of prohibited harassment. Harassment by supervisors or coworkers on the basis of race, color, sex, religion, national origin, age, disability or other protected groups is an unlawful employment practice prohibited by State and Federal law as well as the internal policies and procedures of this agency. Harassment on the basis of any protected status in service delivery is also prohibited.

The WECB will provide reasonable accommodations for persons with disabilities to ensure equal access to employment and all benefits associated with employment. An individual who is disabled is defined by the Wisconsin Fair Employment Law as: (1) having a physical or mental impairment which makes achievement unusually difficult or limits the capacity to work, (2) having a record of such an impairment or (3) being perceived as having such an impairment.

These policies, procedures, and standards shall be reviewed periodically by the WECB EEO/Affirmative Action Committee, chaired by Marta Bechtol, EEO/AA Officer and Deputy Director of the ECB. Ms. Bechtol reports directly to the WECB Executive Director.

## Recruitment Source Listing Revised 2015

American Women in Radio & TV, 8405 Greensboro Dr, Ste 800, McLean, VA 22102  
American Women in Radio & TV - Chicago Chapter, 26 North Halstead Chicago, IL 60661  
America's Job Bank U.S. Dept. of Labor 200 Constitution Ave., NW, Washington, DC 20210  
Asian Wisconzine  
AM/FMjobs.com P.O. Box 4116 Oceanside, CA 92052  
Assn of Black State Employees (Wisconsin)  
Broadcast Engineering Magazine  
Capital City Hues  
Capital Newspapers (Madison) P.O. Box 8056, Madison, WI 53708-8056  
Chicago Tribune 435 N Michigan Ave. PO Box 10952, Chicago, IL 60611  
Chicano News Media Assn. USC, 300 S. Grand Ave., Suite 3950, Los Angeles, CA 90071-8110  
Chronicle of Philanthropy on-line 1255 23rd Street N.W. Washington, DC 20037  
Colleague Outreach - ECB WPR/WPT staff e-mail distribution list  
Craigslist (various sites depending upon job location, see listings under Wisconsin)  
CPB Jobline 401 9th St, Washington, DC 20001  
Columbia College-Chicago, 600 S. Michigan Avenue, Chicago, IL 60606  
Computer Work Internet Association Group, Inc. in Jacksonville, Florida  
Creative Hot List, Coyne & Blanchard, Inc. 110 Constitution Drive, Menlo Park, CA 94025  
Current Newspaper 1612 K St. NW Suite 704, Washington DC 20006  
Development Exchange, Inc. 1645 Hennepin Avenue, Minneapolis, MN 55403  
ECB Website  
Engineering Career Services 1550 Engineering Drive, Room M1002, Madison, WI  
National Job Site search (juju.com)  
FCC Mailing List (Opt-in mailing list for technical jobs available on ECB website)  
Google.com  
HigherEd Jobs Online 200 Innovation Boulevard, Ste 205 State College, PA 16803  
Hotjobs.com New York, NY  
IM Diversity.com, 140 Carondelet, New Orleans, LA 70130  
Isthmus Newspaper 101 King Street, Madison, WI 53703  
Jobnet - Wis Dept. Workforce Devel. 201 E. Washington Avenue, Madison WI 53702  
Journalism Jobs 510-524-2007 - Northern California  
La Crosse Tribune newspaper  
Journalismnext.com P.O. Box 30846 Bethesda, MD 20824  
La Comunidad Newspaper 1117 S. Park Street, Madison, WI 53703  
Madison.com (Capital Newspapers on-line) P.O. Box 8056, Madison, WI 53708-8056  
MATC (Madison) Tech Job List (techconnect)  
Magnet, Madison  
Madison Times Weekly 931 E. Main Street, St. 113, Madison, WI 53703  
Madison Network of Black Professionals  
Milwaukee Journal-Sentinel P.O. Box 661, Milwaukee, WI 53201-0661  
NAB Current Opportunities, NAB 1771 N. St. NW Washington, DC 20036  
Minneapolis Star Tribune online - P.O. Box 1255, Minneapolis, MN 55440  
National Assn of Black Journalists, U. of Maryland, 8701-A Adelphi Road, Adelphi, MD 20783-1716

## Contact

[www.awrt.org](http://www.awrt.org) P: 703.506-3290  
[www.awrtchicago.org](http://www.awrtchicago.org)  
[www.americasjobbank.com](http://www.americasjobbank.com)  
<http://www.asianwisconzine.com/>  
Mark Holloway [www.amfmjobs.com](http://www.amfmjobs.com)  
On-line group accessed through LinkedIn  
[sarah.maxey@penton.com](mailto:sarah.maxey@penton.com)  
[capitalcityhues.com](http://capitalcityhues.com)  
Chris Sinderman 608-252-6333  
Olga Collier 312-427-7829  
[ccnma.org](http://ccnma.org)  
<http://chroniclecareers.com>  
None - internal State of Wisconsin network e-mail  
<http://www.craigslist.org/about/sites>  
<http://stations.cpb.org/jobline>  
[http://www.colum.edu/portfolio/form\\_post-now.html](http://www.colum.edu/portfolio/form_post-now.html)  
[www.computerwork.com](http://www.computerwork.com)  
<http://www.creativehotlist.com> V(650) 326-6040  
Stephanie Brigs 202-463-7056  
[www.delworksite.org](http://www.delworksite.org)  
[www.ecb.org](http://www.ecb.org)  
<http://ecs.engr.wisc.edu>  
<http://www.juju.com/>  
[www.ecb.org](http://www.ecb.org)  
[www.google.com](http://www.google.com)  
[www.higheredjobs.com](http://www.higheredjobs.com)  
[www.hotjobs.com](http://www.hotjobs.com) 1-877-468-5627  
[www.imdiversity.com](http://www.imdiversity.com)  
608.251.8536  
[www.dwd.state.wi.us](http://www.dwd.state.wi.us)  
[www.journalismjobs.com](http://www.journalismjobs.com)  
<http://lacrossetribune.com/>  
Eric Wee (703) 629-0178 [www.journalismnext.com](http://www.journalismnext.com)  
(608) 255-2805  
[www.madison.com](http://www.madison.com)  
<http://www.wisconsinconnect.com/Home/MiscJobs?id=9>  
<http://www.madisonmagnet.org/>  
Diana Housein 608-256-2185  
<http://www.madisonblackprofessionals.com/>  
Darlene Dyson 414-224-2869  
[www.nab.org](http://www.nab.org)  
Jeff Perry 612-673-7610, [www.startribune.com/jobs](http://www.startribune.com/jobs)  
[www.nabj.org](http://www.nabj.org), 301-445-7100

National Assn of Hispanic Journalists 1000 National Press Bldg, Washington DC 20045  
National Center for Outreach Newsblast, 975 Observatory Drive, Madison, WI 53706  
National Educational Telecommunications Assn. PO Box 50008 Columbia, SC 29250  
National Lesbian&Gay Journ Assn 1420 K Street NW Ste 910, Washington, DC 20005  
New York Times Newspaper (on-line) 229 W 43rd St. New York, NY 10036  
NPR (DACS)- 635 Massachusetts Ave., NW, Washington, DC 20001  
PBS Connect-Jobpostings+, 1320 Braddock Place, Alexandria, VA 22314  
Portal Wisconsin 432 N. Lake Street, Madison, WI 53706  
Public Broadcasting Management Assn, P O Box 50008, Columbia, SC 29250  
Public Radio Program Dir Assn 517 Ocean Front Walk Ste 10 Venice, CA 90291  
Public Relations Society of America  
Radio Magazine (Prism Media) 2613 Eagle Rd. West Chester, PA 19382  
Radio World Magazine (Imas Pub) P.O. Box 1214 Falls Church, VA 22041  
RTNDA Job Bltn 1600 K St. NW, Ste 700, Washington DC 20006  
Society of Broadcast Engrs, 9102 North Meridian St, Ste 150, Indianapolis, IN 46260  
Society of Hispanic Professional Engineers- Madison Chapter  
Society of Women Engineers - WI c/o 1801 Newberry Lane Racine, WI 53402  
South Asian Journalists Assn. New York, NY  
Tribal Employment Newsletter 25 Nob Hill Rd Limerick, ME 04048  
TVJobs.com P.O. Box 4116 Oceanside, CA 92052  
UW-Extension Jobs Site, Madison  
UW-Madison, Ofc of HR, 500 Lincoln Drive Rm 166, Madison, WI 53706  
University of New Mexico-Albuquerque NM 87131  
University of Texas - Austin 727 E Dean Keeton St, Austin, TX 78705  
UW Platteville Placement office 1 University Plaza, Platteville, Wisconsin 53818  
UW River Falls 4 East Hathorn Hall 410 S. 3rd Street, River Falls, WI 54022  
UW System Jobs Page 1220 Linden Drive Madison, WI 53706  
Washington Post Newspaper (on-line) 1150 15th St NW Washington, DC 20071  
Web Girls International  
Web Jobs USA (Owned by ejobstores.com)  
Wisconsin State Journal Newspaper  
Wisconsin Broadcasters Assn 44 E. Mifflin St. Ste 900, Madison, WI 53703  
WiscJobs (State of Wisconsin job site)  
Wisconsin Dept. of Administration AA/EEO Mailing List  
Wisconsin OSER job Site  
UW Graduates Job Consortium  
Wisconsin DVD (Department of Workforce Development) Career site  
Wisconsin Jobs for Wisconsin Grads, Career Services UW-Green Bay 54311  
Wisconsin Civil Service List (pre-qualified by examination for specific administrative openings)  
Wisconsin Technical College System Jobs page  
WPR Wisconsin Public Radio Jobs page 821 University Avenue, Madison, WI 53706  
WPT Wisconsin Public TV Jobs page 821 University Avenue, Madison, WI 53706  
Women in Communications 3337 Duke Street Alexandria, VA 22314  
Women in Communications-Madison Chapter 5910 Mineral Point Road 5710 1 F 10, Madison, WI 53701

www.nahj.org  
Charles Meyer 608-265-5062  
803-799-5517 [www.netaonline.org](http://www.netaonline.org)  
email: [lcorona@nlgja.org](mailto:lcorona@nlgja.org) 202-588-9888  
[www.nytimes.com](http://www.nytimes.com) (212) 556-1234  
Tim Allen 608-263-4123  
<http://connect.pbs.org>  
[www.portalwisconsin.org](http://www.portalwisconsin.org)  
[www.pbma.org](http://www.pbma.org), 803-799-5517  
[www.prpd.org](http://www.prpd.org)  
Paula Symons [psymons@rtix.com](mailto:psymons@rtix.com)  
Joyce Nolan 610-701-9993  
[kyoung@imaspub.com](mailto:kyoung@imaspub.com) 703-998-7600  
[www.rtna.org](http://www.rtna.org)  
[www.sbe.org](http://www.sbe.org)  
Frank Buzzi [fbuzzi@wisc.edu](mailto:fbuzzi@wisc.edu)  
[gina.janke@swe.org](mailto:gina.janke@swe.org) 262-636-1315  
email ad to: [saja@columbia.edu](mailto:saja@columbia.edu)  
<http://www.nativejobs.com/>  
[www.tvjobs.com](http://www.tvjobs.com)  
<http://www.uwex.edu/jobs/>  
<http://www.ohr.wisc.edu/employment/employ.html>  
[jobpost@unm.edu](mailto:jobpost@unm.edu) <[jobpost@unm.edu](mailto:jobpost@unm.edu)>  
<http://www.utexas.edu/employment/>  
[careercenter@uwplatt.edu](mailto:careercenter@uwplatt.edu) 1-800-362-5515  
[www.uwrf.edu/ccs](http://www.uwrf.edu/ccs) 715-425-3572  
[www.uwsa.edu](http://www.uwsa.edu)  
[www.washingtonpost.com](http://www.washingtonpost.com)  
[www.webgrrls.com](http://www.webgrrls.com)  
(561) 630-5201 [www.webjobsusa.com](http://www.webjobsusa.com)  
<http://host.madison.com/wsi/>  
<http://www.wi-broadcasters.org/>  
[www.Wisconsin.gov/state/employment/](http://www.Wisconsin.gov/state/employment/)  
[http://doa.wi.gov/jobs/jobs\\_list.asp?locid=0](http://doa.wi.gov/jobs/jobs_list.asp?locid=0)  
<http://oser.state.wi.us/section.asp?linkid=28>  
<http://www.jobs4wigrads.com/>  
<http://wisc.jobs/public/index.asp>  
[wijobs4wigrads@uwgb.edu](mailto:wijobs4wigrads@uwgb.edu) 920-465-2163  
Internal State of Wisconsin list  
<http://www.wisconsinconnect.com/>  
[www.wpr.org](http://www.wpr.org)  
[www.wpt.org](http://www.wpt.org)  
[www.womcom.org](http://www.womcom.org) 703-370-7436

Wisconsin State Employee Referral Service Website

<http://ers.state.wi.us/public/indexers.asp>  
Nancy Sills [sillsn@hotmail.com](mailto:sillsn@hotmail.com)

**Additional recruitment sources automatically included in all searches by the Wisconsin Department of Administration**

Members of the State Council on Affirmative Action  
Wisconsin Women's Council  
Great Lakes Tribal Council  
100 Black Men of Madison  
Mhmong Chamber Organization  
Veterans Representative, Department of Workforce Development  
UW School of Business  
Jobs for Wisconsin Grads  
Craigslst  
Wisconsin Private Colleges Career Consortium  
Wisconsin Tech Connect, a service of Wisconsin's 16 Technical Colleges  
Military Officers of America Association  
US Military Pipeline