# EEO Public File Report

**WERN (FM)  (ECB Headquarters)**

August 1, 2015 to July 31, 2016

Full-Time Positions Filled: NONE

<table>
<thead>
<tr>
<th>Full-Time Position</th>
<th>Position Title</th>
<th>Date Open</th>
<th>Date Filled</th>
<th>Recruitment Source(s) utilized to fill the vacancy</th>
<th>Number Interviewed</th>
<th>Number Hired</th>
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<td>WiscJobs.com (Wisconsin State Jobs Website)</td>
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<td>ECB Website</td>
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<td>Internal</td>
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<td>Capital City Hues</td>
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<td>Others/Undisclosed</td>
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|                |                |           |             | WiscJobs.com (Wisconsin State Jobs Website)          | 0                 | 0           |
|                |                |           |             | ECB Website                                         | 0                 | 0           |
|                |                |           |             | Internal                                             | 0                 | 0           |
|                |                |           |             | Wisconsin DWD Career Site                           | 0                 | 0           |
|                |                |           |             | Craigslist (Madison)                                | 0                 | 0           |
|                |                |           |             | UW Grad Consortium                                  | 0                 | 0           |
|                |                |           |             | MATC Tech Connect                                   | 0                 | 0           |
|                |                |           |             | Capital Newspapers                                  | 0                 | 0           |
|                |                |           |             | Capital City Hues                                   | 0                 | 0           |
|                |                |           |             | Others/Undisclosed                                  | 0                 | 0           |
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 9th, 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.
Photo Session
11:00 am - 12 pm Questions and Answers

Christian Abouzeid, Alumnus, Speaker
Leila Douroukh, Alumnus, Speaker

Christine Bechtel, Director of Personnel Management
Erdenebtsen, SAAIP Coordinator, Department of Administration
Cara Zenser, Deputy Director, Department of Administration
Jeanette Johnson, Director, Bureau of Administrative Action

Speakers to include:
6:00 - 11:00 am Welcome by Cara Zenser, Deputy Director
8:30 - 9:00 am Check-in and Continental Breakfast
8:00 - 9:30 am Student Interns'

Affirmative Action welcomes you to the SAAIP Employment Seminar for Supervisors and Administrators!

725 LaSalle Street, Madison, WI
Pyle Center
8:00 am to 12:00 pm
June 9, 2016

Cultivating Future Leaders
Summer Affirmative Action Internship Program Seminar

SAAIP
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 ensure 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 ensure 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 Halsted Chicago, IL 60661
America's Job Bank U.S. Dept. of Labor 200 Constitution Ave., NW, Washington, DC 202-0
Asian wisconsin
AMFMjobs.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 10962, Chicago, IL 60611
Chicago News Media Assn. USC, 300 S. Grand Ave., Suite 3950, Los Angeles, CA 90071-8110
Chronicle of Philanthropy online 1255 23rd Street N.W. Washington, DC 20037
Colleague Outreach - ECB WPRWFT staff e-mail distribution list
Craiglist (various sites depending upon job location, see listings under Wisconsin)
CPB Jobline 401 9th St, Washington, DC 20001
Columbia College-Chicago, 000 S. Michigan Avenue, Chicago, IL 60606
Computer Work Internet Association Group, Inc. in Jacksonville, Florida
Creative Hot List, Coyne & Blanchard, Inc. 110 Constitution Drive, Mentor 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 online) P.O. Box 8056, Madison, WI 53706-8056
NATC (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 P: 703.506-3290
www.awrtchicago.org
www.americanjobbank.com
http://www.asianwisconsin.com/
Mark Holloway www.amfmjobs.com
On-line group accessed through LinkedIn
sarah.moxey@penton.com
capitalcityhues.com
Chris Sinderman 608-252-8333
Olga Collier 312-427-7829
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.colu.edu/portfolio/form_post-now.html
www.computerwork.com
http://www.creativemlhotlist.com V(550) 326-6040
Stephanie Briggs 202-463-7056
www.dateworks.org
www.ecb.org
http://ecs.engr.wisc.edu
http://www.juju.com/
www.ecb.org
www.google.com
www.higheredjobs.com
www.hotjobs.com 1-877-468-5627
www.imdiversity.com
608.251.8556
www.dwd.state.wi.us
www.journalismjobs.com
http://lacrossetribune.com/
Eric Wee (703) 629-0178 www.journalismnext.com
(608) 255-2805
www.madison.com
http://www.wisconsinctechconnect.com/Home/MiscJobs?Id=9
http://www.madisonmagnet.org/
Diana Houssin 608-256-2185
http://www.madisonblackprofessionals.com/
Darlene Dyson 414-224-2869
www.nab.org
Jeff Perry 612-673-7610, www.startribune.com/jobs
www.nabj.org, 301-445-7100
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
Hmong Chamber Organization
Veterans Representative, Department of Workforce Development
UW School of Business
Jobs for Wisconsin Grads
Craigslist
Wisconsin Private Colleges Career Consortium
Wisconsin Tech Connect, a service of Wisconsin's 16 Technical Colleges
Military Officers of America Association
US Military Pipeline