

August 1, 2017 to July 31, 2018
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 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 31, 2018, Marta Bechtol, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled “*Advancing Diversity and Broadening Reach*” presented as part of the WBA 2018 Winter Conference held at the Madison Concourse Hotel in Madison, WI.
- On June 20, 2018, Jeff Ohnstad attended a seminar entitled “*Bring Your Bias – Recognizing and Overcoming Unconscious Decision Making*” presented as part of the WBA 2018 Summer Conference held at the Hilton Milwaukee City Center, in Milwaukee, 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 Deputy Director of Engineering position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s K-12 Education Coordinator position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s three (3) Media Telecommunications Technician 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 31, 2018, Marta Bechtol, WECB Deputy Director and Agency EEO Officer, participated in a job fair sponsored by WBA as part of the WBA 2018 Winter Conference held at the Madison Concourse Hotel in Madison, WI.
- On June 20, 2018, Jeff Ohnstad, WECB Deputy Director of Engineering, participated in a job fair sponsored by WBA as part of the WBA 2018 Summer Conference held at the Hilton Milwaukee City Center, in Milwaukee, WI.

EEO Public File Report

WERN (FM) (ECB Headquarters)

August 1, 2017 to July 31, 2018

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	Deputy Administrator – Engineering Div	5/25/17	11/29/17	Wisc.Jobs.gov	1	
				BuckyNet		
				Edgewood College		
				WI Tech Connect		
				Jobs for WI Grads		
				Madison Network of Black Professionals		
				WIPCC Jobs		
				MOAA		
				Military Pipeline		
				ECB.org		
				WPT.org and WPR.org		
				Personal contacts by staff, including WPR and WPT	5	1
				Society of Broadcast Engineers		
				Wisconsin Broadcasters Assn		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
1	Education Unit Coordinator	2/2/18	3/27/18	Wisc.Jobs.gov	7	
				Wisconsin State Journal (print)		
				Marketplace Jobs		
				The Cap Times		
				ApplyMadison.com job board	1	

				Madison.com		
				Zip Recruiter		
				Google Jobs		
				Jobs2Careers		
				WSJ Social, Veterans and Diversity Networks		
				BuckyNet		
				Edgewood College		
				WI Tech Connect		
				Jobs for WI Grads		
				Madison Network of Black Professionals		
				WIPCC Jobs		
				MOAA		
				Military Pipeline		
				ECB.org		
				WPT.org and WPR.org		
				ECB Page – Facebook Job post		
				Personal contacts by staff, including WPR and WPT	2	1

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy	Number Interviewed	Number Hired
3	Media Telecommunications Technician	2/14/18	4/16/18 5/09/18 7/10/18	Wisc.Jobs.gov	5	1
				Indeed.com	1	
				BuckyNet		
				Edgewood College		
				WI Tech Connect		
				Jobs for WI Grads		
				Madison Network of Black Professionals		
				WIPCC Jobs		
				MOAA		
				Military Pipeline		
				ECB.org	1	1
				WPT.org and WPR.org		

			Personal contacts by staff, including WPR and WPT	2	
			Society of Broadcast Engineers	2	1
			Wisconsin Broadcasters Assn		
			Craigslist (Milwaukee, Green Bay, Wausau, Northern WI, Northern MI)		
			WI Dept of Workforce Development – Veterans Employment network		
			Facebook: ECB & WiscJobs		
			Twitter: WiscJobs		
			LinkedIn: State of WI	1	
			Other professional contacts	1	

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	media institute.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