

**August 1, 2021 to July 31, 2022**  
**FCC EEO Program Outreach Initiatives**  
**State of Wisconsin – Educational Communications Board**  
**Station Employment Unit WERN (WECB Headquarters)**

**I. First Initiative: *Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting***

WECB is an active participant in, and supporter of, the Wisconsin Broadcasters Association (WBA) Foundation Broadcast Scholarship programs, including *Student Award for Excellence*, and *Student Leadership Award*. Executive Director, Marta Bechtol registered with the WBA's annual scholarship program on behalf of the agency on September 20, 2021. Marta Bechtol, Jennifer Dargan (Deputy Director), and Jeff Ohnstad (Deputy Administrator, Engineering Division) assisted WBA in reviewing scholarship applications November 8 through 17, 2022.

**II. Second Initiative: *Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination***

Marta Bechtol participated in Developing Signature Traits of an Inclusive Leader on August 25, 2021 as part of the WBA 2021 Summer Conference.

Jennifer Dargan participated in Understanding and Mitigating Unconscious Bias in Our Everyday Lives online on May 19, 2022.

Jennifer Dargan participated in Practical Steps to Diversity Your Station on June 22, 2022 as part of the WBA 2022 Summer Conference.

Jennifer Dargan participated in a 3-part series entitled "Diversity, Equity, Inclusion & You" designed for executive leadership and presented by the Wisconsin Department of Administration.

- August 25, 2021: Part 1 - Definitions, Science and Practices
- December 7, 2021: Part 2 - Culture, Identity, and Power
- February 22, 2022: Part 3 – Racism and Racial Equality

Twenty-four WECB staff members (see attachment) including all executive staff and most supervisors attended Bias-Habit Breaking Training virtually on November 3, 2021 and January 24, 2022.

First class attendees, November 3, 2021

1. Bechtol, Marta
2. Hargrove, Adam

Second class attendees, January 12, 2022

3. Cobb, David
4. Dargan, Jennifer
5. Fichter, Lisa
6. Gilson, Robert
7. Glaus, Marci
8. Guello, Jacob
9. Guy, Glenn
10. Hartmann, Jeff
11. Hoenecke, Mark

12. Kruse, Marcus
13. Langston, Philip
14. Lazor, Michael
15. Listing, Rudolf
16. Mueller, Michael
17. Ohnstad, Jeffrey
18. Okon, Dawn
19. Palm, Adrienne
20. Scott, Steven
21. Sternal, Julie
22. Strand, Roger
23. Vieth, John
24. Wright, Aimee

***III. Third Initiative: Participation in at least four job fairs (over a two-year period) by station personnel who have substantial responsibility in the making of hiring decisions***

On March 5, 2022, Jennifer Dargan participated in a job fair sponsored by the Wisconsin Broadcasters Association in Madison, Wisconsin. On June 22, 2022, Jennifer Dargan participated in a job fair sponsored by the Wisconsin Broadcasters Association in La Crosse, Wisconsin.

***IV. Fourth Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.***

WECB hired an intern through the State of Wisconsin Student Diversity Internship Program for the summer of 2022. Jennifer Dargan is the internship administrator and Adam Hargrove is the supervisor. Intern, Kelli Schlesinger, who started on June 1, 2022, is currently working in our Broadcast I.T. unit on a variety of projects related to our broadcast networks.

***V. Fifth Initiative: Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.***

WECB hired a Director of Network Services on July 18, 2022. Jennifer Dargan posted the job opening on Blacks in Technology <https://www.blacksintechnology.net/> on April 12, 2022, and Society of Hispanic Professional Engineers <https://www.shpe.org/> on May 25, 2022.