

**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, 2021.

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.blacksintechology.net/> on April 12, 2022, and Society of Hispanic Professional Engineers <https://www.shpe.org/> on May 25, 2022.

**Recruitments filled in Fiscal Year 2022 and recruitment sources**

Position	Open	Filled	Recruitment Source	
<b>Director of Corporate Sponsorship (Two vacancies)</b>	<b>6/15/2021</b>	<b>9/13/2021</b>	<b>Personal Contact (1) AFP Madison (1)</b>	
Recruitment Resource	Contact		Interviews	
Wisc.Jobs	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 101 E. Wilson St. Madison, WI 53703		1	
Indeed.com	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>			
UW Badger Bridge	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://badgerbridge.com/">https://badgerbridge.com/</a>			
LinkedIn (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792		1	
Facebook (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792			
Twitter (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792			
Personal contacts by ECB/WPR/WPT staff	Angie Rosas Marta Bechtol	Wisconsin Public Media ECB	(608) 262-5221 (608) 264-9733	2
AFP Chicago/Greater Madison/Southeastern WI	Kate O'Connor	Wisconsin Public Media	(608) 262-5221	1
PBS Wisconsin and WPR.org	Kate O'Connor	Wisconsin Public Media	(608) 262-5221	
Current Newspaper	Laura Rogers rogers@current.org (202) 885-6412			
WoC	WOC-fp.org			

Position	Date open	Date filled	Recruitment Source
<b>Electronics Tech Media – Intermediate 2 positions</b>	<b>7/12/2021</b>	<b>9/27/2021 and 10/25/21</b>	<b>Indeed</b>
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		3
Indeed.com	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>		6
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>		
Military Pipeline	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906		
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135		
Personal contacts by ECB/WPR/PBSW staff	Marta Bechtol, <a href="mailto:marta.bechtol@ecb.org">marta.bechtol@ecb.org</a> MyPBS.org (608) 264-9733		1

Position	Date open	Date filled	Recruitment Source
Operations Program Associate	7/30/2021	10/25/2021	Personal Contact
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	2	
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>		
LinkedIn	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Facebook	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221		
Personal contacts by ECB/WPR/PBSW staff	Marta Bechtol, <a href="mailto:marta.bechtol@ecb.org">marta.bechtol@ecb.org</a> (608) 264-9733 MyPBS.org	1	
Other	One candidate mentioned he was referred to us by a job placement agency.	1	

Position	Date open	Date filled	Recruitment Source
Media Telecommunications Tech	6/28/2021	11/22/2021	Personal Contact
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>		
LinkedIn	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Military Pipeline	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>		
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906		
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a>		

	(608)890-2135	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff	Marta Bechtol, <a href="mailto:marta.bechtol@ecb.org">marta.bechtol@ecb.org</a> (608) 264-9733 MyPBS.org	<b>2</b>

Position	Date open	Date filled	
IS Technical Services Professional	9/21/2021	12/20/2021	Personal Contact
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Indeed.com	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>		<b>1</b>
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Includes all public and tech colleges in WI. Many private colleges in WI (some have yet to accept our request). Requested MI Tech and Columbia as well.		
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Military Pipeline	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>		
Society of Broadcast Engineers	Scott Jones, <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>		
Veterans' Employment and Training Services	Eric Asmussen <a href="mailto:Asmussen.Eric.K@dol.gov">Asmussen.Eric.K@dol.gov</a> (312) 353-6489		
MyPBS Member Workplace	MyPBS.org		
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221		
Personal contacts by ECB/WPR/PBSW staff			<b>1</b>
Cpb.org	<a href="https://www.cpb.org/aboutcpb/contact-cpb/jobline">https://www.cpb.org/aboutcpb/contact-cpb/jobline</a>		
Current.org	Laura Rogers <a href="mailto:rogers@current.org">rogers@current.org</a> (202) 885-6412		

Position	Date open	Date filled	Recruitment Source
Communications Specialist	1/27/2022	5/22/22	Facebook
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	4	
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Includes all public and tech colleges in WI. Many private colleges in WI (some have yet to accept our request). Requested MI Tech and Columbia as well.		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	1	
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534		
Military Pipeline	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>		
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906		
MyPBS Member Workplace	MyPBS.org		
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221		
Corporation for Public Broadcasting	Cpb.org		

Position	Date open	Date filled	Recruitment Source
IS Network Services (2 vacancies)	3/18/22	6/3/22 5/23/22	WiscJobs Internal ECB email Announcement
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	3	
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>	1	
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration		

	(608) 266-0534 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Includes all public and tech colleges in WI. Many private colleges in WI (some have yet to accept our request). Requested MI Tech and Columbia as well.	
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Military Pipeline	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>	
Society of Broadcast Engineers	Scott Jones, <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>	
MyPBS Member Workplace	MyPBS.org	
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff	Jennifer Dargan <a href="mailto:jennifer.dargan@ecb.org">jennifer.dargan@ecb.org</a>	<b>4</b>
Cpb.org	<a href="https://www.cpb.org/aboutcpb/contact-cpb/jobline">https://www.cpb.org/aboutcpb/contact-cpb/jobline</a>	
Entertainment Careers Job Board	Entertainmentcareers.net	
Our Lives Wisconsin	Ourliveswisconsin.com	
Urban League of Greater Madison	Email <a href="mailto:jobs@ulgm.org">jobs@ulgm.org</a>	

Position	Date open	Date filled	Recruitment Source
<b>Director of Network Services</b>	<b>4/6/22</b>	<b>6/22/2022</b>	Personal Contact
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534		
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>		
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration		

	(608) 266-0534 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a> Includes all public and tech colleges in WI. Many private colleges in WI (some have yet to accept our request). Requested MI Tech and Columbia as well.	
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534	
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>	
Society of Broadcast Engineers	Scott Jones, <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>	
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906	
MyPBS Member Workplace	MyPBS.org	
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff		1
Corporation for Public Broadcasting	Cpb.org	
Entertainment Careers	Entertainmentcareers.net	
Our Lives	Ourliveswisconsin.com	
Urban League of Greater Madison	Email <a href="mailto:jobs@ulgm.org">jobs@ulgm.org</a>	
Blacks in Technology	<a href="https://www.blacksintechology.net/">https://www.blacksintechology.net/</a>	
Bicsi.org	Bicsi.org	