

**August 1, 2022 to July 31, 2023**  
**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 November 8, 2022. Marta Bechtol, Jennifer Dargan (Deputy Director), and Jeff Ohnstad (Deputy Administrator, Engineering Division) assisted WBA in reviewing scholarship applications November 8 through 16, 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 Public Media Diversity Leaders Institute (PMDLI) on September 1 and 29, October 20, November 10, and December 8, 2022. PMDLI is a highly interactive virtual program, modeled after the Riley Institute's lauded South Carolina Diversity Leaders Initiative, designed with the unique needs of public media in mind. The curriculum incorporates collaborative exercises, scenario analyses and audio/visual tools that introduce strategic DEI frameworks to guide development of actionable plans. Participants explore selected best DEI practices already in place within public media and content tailored to examine challenges, themes and topics identified by the participants.

Marta Bechtol, Jennifer Dargan, Adam Hargrove, and Aimee Wright participated in Sifting and Reckoning exhibit and discussion at the Chazen Museum in Madison, WI on December 16, 2022. This same group along with various staff members participated in a session titled "Employment and Hearing Loss" in the ECB board room on July 27, 2022.

Jennifer Dargan and Marta Bechtol attended an online session titled "Wisconsin's Government to Government Relations with Tribal Nations" on November 22, 2022.

Jennifer Dargan participated in the YWCA Racial Justice Summit on September 28 and 29, 2022 and the UW Madison Diversity Forum on November 14 and 15, 2022 both online with various presenters.

Jennifer Dargan and Marta Bechtol attended "Nurturing Inclusive Cultures to Enhance Performance and Well-Being" at the Wisconsin Broadcasters Association Conference in Elkhart Lake, WI on June 14, 2023.

**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 February 25, 2023, Jennifer Dargan participated in a job fair sponsored by the Wisconsin Broadcasters Association in Madison, 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 2023. Jennifer Dargan is the internship administrator and Ed Snow is the supervisor. The intern is currently working in our Broadcast I.T. unit on a variety of projects related to our broadcast networks. WECB also hired an intern through the Department of Workforce Development, Division of Vocational Rehabilitation. This intern is learning to be a Master Control Operator, monitoring the quality and accuracy of our on-air product.

**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 recruited a Director of Wisconsin Public Radio during March of 2023. Fred Schultz from our partner organization at UW-Madison posted this job opening on job boards on: Asian American Journalist Association, Association for Women in Communications, National Association of Black Journalists, National Association of Hispanic Journalists, and National Lesbian and Gay Journalists Association.

**Recruitments Filled August 1, 2022 through July 31, 2023 and Recruitment Sources**

Position	Date open	Date filled	Recruitment Source
<b>Elec Tech Media</b>			
<b>Master Control Operator Three positions</b>	<b>6/15/22</b>	<b>8/15/22 8/15/22 8/29/22</b>	<b>Wisc.jobs Facebook Indeed</b>
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Handshake	Paula Langbecker, 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.		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	2	
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Military Pipeline	Paula Langbecker, 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>	
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	2
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	Emailed WPR & PBS WI email lists	2
Cpb.org		1
Ourlives.org	Patrick Farabaugh, <a href="mailto:patrick@ourliveswisconsin.com">patrick@ourliveswisconsin.com</a>	

Position	Date open	Date filled	Recruitment Source
<b>Executive Staff Assistant</b>	<b>10/21/22</b>	<b>1/15/2023</b>	<b>Wisc.Jobs</b>
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-0534		6
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>	
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	Emailed WPR & PBS WI email lists	
Cpb.org		
Ourlives.org	Patrick Farabaugh, <a href="mailto:patrick@ourliveswisconsin.com">patrick@ourliveswisconsin.com</a>	
Internet Search		3

Position	Date open	Date filled	Recruitment Source
<b>WPR Director</b>	<b>2/20/23</b>	<b>7/17/23</b>	<b>Tanya's Tips, listserv for public media</b>
Recruitment Resource	Contact	Interviewed	
Jobs.wisc.edu	Fred Schultz, WPM HR 608-262-4722		
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>		
LinkedIn	Fred Schultz, WPM HR 608-262-4722	1	
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>		
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	Emailed WPR & PBS WI email lists Kate Crawford, WPM HR <a href="mailto:kate.crawford@wisc.edu">kate.crawford@wisc.edu</a>	2	

ECB/WPR/PBSW staff		
Cpb.org	Cpb.org/jobline	
National Educational Telecommunications Association	Maryanne Schuessler maryanne@netaonline.org	
National Lesbian and Gay Journalists Association	jobboard@nlgja.org	
Public Media Business Association	info@pmbaonline.org	
Native American Journalists Association	Justine Medina jmedina@naja.com	
National Association of Hispanic Journalists	<a href="https://www.nahjcareers.org/">https://www.nahjcareers.org/</a>	
Asian American Journalists Association	aajacareers.org	
National Association of Black Journalists	<a href="https://nabjonline.org/careers-opportunities/">https://nabjonline.org/careers-opportunities/</a>	
Public Radio Program Directors Association	Prpd.org/jobs	
Current.org	Publicmediajobs.org	2
Association for Women in Communications	<a href="https://awc.careerwebsite.com/">https://awc.careerwebsite.com/</a>	
Tanya's Tips, listserv for public media	We did not actively post here but a candidate found it here	1
	Former WPR staff member shared with candidate	1