

August 1, 2023 to July 31, 2024
FCC EEO Program Outreach Initiatives
State of Wisconsin – Educational Communications Board (ECB)
Station Employment Unit WERN (ECB Headquarters)

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

ECB 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 October 31, 2023. Marta Bechtol, Adam Hargrove, (Director of Engineering), and Jeff Ohnstad (Compliance Officer, Engineering Division) assisted WBA in reviewing scholarship applications in November 2023.

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 EEO Session: Looking Beyond the Right Places on June 19, 2023. All ECB supervisors participated in training on Employee Health and Wellbeing issues on May 7, 2024 and another training on Employee Relations on April 29, 2024. ECB also offered a training on Workplace Neurodiversity to all staff on September 13, 2024. Many managers attended that training.

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

ECB hired an intern through the State of Wisconsin Student Diversity Internship Program for the summer of 2024. 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.

IV. *Fourth 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.*

ECB recruited a Deputy Director of the Engineering Division during November and December of 2023. We listed the job in Hispanic Today, Black Perspective, Urban League and Women in Business and Industry.

ECB recruited a Chief Information Security Officer during November and December of 2023. We listed the job in Society of Hispanic Professional Engineers, Blacks in Technology, Urban League and Society of Women Engineers.

Recruitments Filled August 1, 2023, through July 31, 2024 and Recruitment Sources

Position	Date open	Date filled	Recruitment Source
MTT (Media Telecommunications Technician) - Broadcast Engineer	6/30/2023	9/25/2023	Indeed/Word of Mouth ECB Staff
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		8
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		3
Indeed	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		3
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/		
Society of Broadcast Engineers	Russ Awe russ.awe@pbswisconsin.org		
DWD Office of Veterans Employment Services	David Walters david.walters@dwd.wisconsin.gov (608) 242-4906		
PBS Wisconsin	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221		
ECB.org	Megan Bellini, Executive Staff Assistant, ECB megan.bellini@ecb.org		1
WPR.org	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221		1
Personal contacts by ECB/WPR/PBSW staff	Emailed WPR & PBS WI email lists		
Corporation for Public Broadcasting	cpb.org		
Ourlives.org	Patrick Farabaugh, patrick@ourliveswisconsin.com		

TVjobs.com	tvjobs.com	
Black Perspective	https://blackperspective.com/	
Hispanic Today	https://hispanic-today.com/	
NETA	https://www.netaonline.org/careers-public-media	
National Labor Exchange	https://usnlx.com	
PMBA	https://pmbaonline.mcjobboard.net/jobs	
Urban League	Emailed jobs@ulgm.org	
Women in Business and Industry	https://wib-i.com/	

Position	Date open	Date filled	Recruitment Source
Engineering Deputy Division Administrator	11/21/2023	2/11/2024	Personal contacts by ECB/WPR/PBSW staff
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		5
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		1
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/		
Society of Broadcast Engineers	Russ Awe russ.awe@pbswisconsin.org		1
DWD Office of Veterans Employment Services	David Walters david.walters@dwd.wisconsin.gov (608) 242-4906		
ECB.org	Megan Bellini, Executive Staff Assistant, ECB megan.bellini@ecb.org		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221		

Personal contacts by ECB/WPR/PBSW staff	Emailed WPR & PBS WI email lists	3
Corporation for Public Broadcasting	cpb.org	
Ourlives.org	Patrick Farabaugh, patrick@ourliveswisconsin.com	
Tvjobs.com	tvjobs.com	
Black Perspective	https://blackperspective.com	
Hispanic Today	https://hispanic-today.com/	
NETA	https://www.netaonline.org/careers-public-media	
National Labor Exchange	https://usnlx.com/	
PMBA	https://pmbaonline.mcjobboard.net/jobs	
Urban League	emailed jobs@ulgm.org	
Women in Business and Industry	https://wib-i.com	

Position	Date open	Date filled	Recruitment Source
Chief Information Security Officer (CISO)	12/12/23	2/11/2024	WiscJobs
Recruitment Resource	Contact		Interviewed
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		3
Constant Contact (Diversity List – DPM BMRS)	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		2
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		

Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/	
Society of Broadcast Engineers	Russ Awe russ.awe@pbswisconsin.org	
DWD Office of Veterans Employment Services	David Walters david.walters@dwd.wisconsin.gov (608) 242-4906	
ECB.org	Megan Bellini, Executive Staff Assistant, ECB megan.bellini@ecb.org	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff	Emailed WPR & PBS WI email lists	
Ourlives.org	Patrick Farabaugh, patrick@ourliveswisconsin.com	
Blacks In Technology	https://blacksintechology.net/jobs-board/	
NETA	https://netaonline.org/careers-public-media	
National Labor Exchange	NLX.org	
SHPE	https://shpe.org/	
Society of Women Engineers	swe.org	
Urban League	jobs@ulgm.org	

Position	Date open	Date filled	Recruitment Source
Media Telecommunications Tech (MTT) – Broadcast Engineer	2/15/24	4/22/24	Recommended by State employee
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	2	
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Handshake	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/		
Society of Broadcast Engineers	Scott Jones, kjones@sbe.org https://www.sbe.org/sections/jl_submit.php		
Society of Broadcast Engineers chapter 24	Leonard Charles Icharles@sbe.org		
Society of Broadcast Engineers 80	sbe80.org/contact-us		
Society of Broadcast Engineers 112	toddz@weau.com		
DWD Office of Veterans Employment Services	David Walters david.walters@dwd.wisconsin.gov (608) 242-4906		
MyPBS Member Workplace	MyPBS.org		
ECB.org	Megan Bellini, Executive Staff Assistant, ECB megan.bellini@ecb.org	1	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221		

Personal contacts by ECB/WPR/PBSW staff	Emailed WPR & PBS WI email lists	
Corporation for Public Broadcasting	cpb.org	
Ourlives.org	Patrick Farabaugh, patrick@ourliveswisconsin.com	
Urban League Greater Madison	ULGM Job opportunities database Trista Whitehouse 608-729-1233	
National Labor Exchange	usnlx.com	
National Educational Television Association	netaonline.org	

Position	Date open	Date filled	Recruitment Source
IT Director (Media Program Supervisor)	3/8/24	7/29/24	Indeed/Google
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	5	
Indeed.com	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Handshake / BadgerBridge	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
LinkedIn	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Constant Contact List (BMRS)	Paula Langbecker, HR Specialist WI Dept. of Administration (608) 266-9792		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media erin.cook@wisc.edu (608) 262-5221		
Personal contacts By ECB/WPR/PBSW staff	Emailed WPR & PBS WI email lists		
Corporation for	cpb.org/jobline		

Public Broadcasting		
Society of Broadcast Engineers	Scott Jones, kjones@sbe.org https://www.sbe.org/sections/jl_submit.php	
DWD Office of Veterans Employment Services	David Walters David.walters@dwd.wisconsin.gov (608) 242-4906	
MyPBS Member Workplace	MyPBS.org	
ECB.org	Megan Bellini, Executive Staff Assistant, ECB megan.bellini@ecb.org	
OurLives.org	Patrick Farabaugh patrick@ourliveswisconsin.com	