

BROADCAST EMPLOYMENT UNIT  
RECRUITMENT INITIATIVES CHECKLIST

Station(s): WFDL-FM, WTCX  
(list all that are included within Employment Unit)

Community(ies) of License: Lomira, Ripon

Date of Annual Report: 8/1/16-7/31/17  
(enter the anniversary of the date the renewal application must be filed, which is four months prior to expiration of license)

No. of Full-time Employees:<sup>1</sup>  
5 – 10      x      / More than 10       
(check the number that applies)

*In a two-year period an Employment Unit with more than 10 full-time employees must engage in at least four of the initiatives or events listed below. If the Employment Unit has 5 – 10 full-time employees or is located in a smaller market, it must engage in at least two of the listed initiatives or events.<sup>2</sup> The period begins on the date the stations within the Employment Unit must file their license renewal applications, and the 2<sup>nd</sup>, 4<sup>th</sup>, and 6<sup>th</sup> anniversaries thereof. Each year, on the anniversary date, an Employment Unit must list and briefly describe the initiatives undertaken in the past year, place that list in the local public inspection file of each station within the Employment Unit, and post that list on the station's web site if it has one.*

In the preceding year, the Employment Unit has engaged in (check all that apply):

X	Participated in <b>job fairs</b> by station personnel who have substantial responsibility in making hiring decisions.	1) Jan 25, 2017 Madison WI GM Terry Davis 2) June 14, 2016 Sheboygan WI GM Terry Davis Exhibit B	Ex. No. <sup>3</sup> A
---	---	--	---------------------------

<sup>1</sup> An employee with 50% or more ownership, or employees with 20% or more ownership where there is no owner with 50% or more ownership, are not regarded as employees.

<sup>2</sup> A "smaller market" is a metropolitan area with a population of fewer than 250,000, and any area outside all metropolitan areas as defined by the Office of Management & Budget.

<sup>3</sup> For insertion in an EEO binder, place a description of the activity and/or proof of participation behind a numbered tab. Insert appropriate exhibit number in the line next to the activity.

- |   |   |  |
|---|---|--|
| X | Participated in at <b>events</b> sponsored by <b>organizations</b> representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities. | <p>1)_Jan 25, 2017 Attended WBA Avoiding Discrimination Session Madison WI. Exhibit D</p> <p>2) June 14, 2017 Participated in EEO Webinar hosted by WBA Exhibit D</p> <p>3) On-going job shadow days with various high schools in our market</p> |
| X | Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.   | Stations Regularly train and work with interns from local colleges including, but not limited to: UW Oshkosh, UW Fond du Lac, Moraine Park Technical College, and Marian University.   |
| X | Participated in <b>scholarship</b> programs designed to assist students interested in pursuing a career in broadcasting.  | <p>Donated \$200 to WBA Scholarship Program. Bi annually</p> <p>Provided promotion and availability of scholarship forms</p>   |
| X | Established <b>training</b> programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.   | Staff regularly attends seminars and sessions presented by WBA. Exhibits E& F  |
| X | Established a <b>mentoring</b> program for station personnel.   | Staff regularly attends seminars and sessions presented by WBA and RAB.  |
| X | Participated in at least 4 <b>events</b> or <b>programs</b> sponsored by <b>educational</b> institutions relating to career opportunities in broadcasting.  | <p>Spoke at the following high schools about radio careers:</p> <p>Horance Mann North Fond du Lac, St. Mary's Springs Fond du Lac, and Fond du Lac High School.</p>  |

X Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Scheduled 21 commercials on WFDL-FM, WFDL-AM and WTCX per week for [www.southvalleyhelpwanted.com](http://www.southvalleyhelpwanted.com)  
Posted Job Opening at [www.southvalleyhelpwanted.com](http://www.southvalleyhelpwanted.com)

In addition worked with WBA on other employment initiatives



**RECRUITING SOURCES USED**

*Use Separate Sheet for Each Opening*

Job Title of Position: Account Executive      Date of Hire: 1/1/17      Page 1 of 1

List all recruiting sources utilized to fill the vacancy (e.g. employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	* ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Marian University	* 45 South National Avenue Fond du Lac WI	Jessica Little	920-923-8107 <a href="mailto:jlittle@marianuniversity.edu">jlittle@marianuniversity.edu</a>

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

*Retain for each position filled until after the grant of the next renewal application.*

*Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.*



# Wisconsin Broadcasters Association



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
MICHELLE VETTERKIND, CAE

**Vice President**  
LINDA BAUN

## OFFICERS

**Chair of the Board**  
DICK RECORD  
Family Radio, La Crosse

**Vice Chair**  
Television/Chair Elect  
STEVE WEXLER  
E.W. Scripps Company, Milwaukee

**Vice Chair - Radio**  
NANCY DOUGLASS  
WLKC-FM, Lake Geneva

**Treasurer**  
STEVE LAVIN  
WBAY-TV, Green Bay

**Secretary**  
CHRIS BERNIER  
Radio Plus, Marinette/Fond du Lac

**Immediate Past Chair**  
TOM ALLEN  
Quincy Media Inc., Madison

## DIRECTORS

JUDSON BECK  
WLAX-TV/WEUX-TV, La Crosse/Eau Claire

LYNN BIERITZ  
Mid-West Family Broadcasting, Eau Claire

KEITH BRATEL  
iHeart Media, Madison

JULI BUEHLER  
WLUK-TV, Green Bay

DAVE EDWARDS  
WUWM-FM, Milwaukee Public Radio

BRAD HEINKEL  
WAOW-TV/WYOW-TV,  
Wausau/Eagle River

JT KOSER  
Koser Radio Group, Rice Lake/Hayward

LUPITA MONTOTO  
La Movida WLMV Radio, Madison

MARK STRACHOTA  
WDJT-TV/CBS & Telemundo, Milwaukee

CHUCK SULLIVAN  
Entercom, Milwaukee

DON VESELY  
WMTV-TV, Madison

JAN WADE  
WISN-TV, Milwaukee

JEFF WELTON  
Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT  
Midwest Communications, Wausau

**Ex Officio - NAB Board**  
TOM WALKER  
Mid-West Family Broadcasting, Madison

March 13, 2017

Terry Davis  
Radio Plus, Inc.  
210 S Main Street  
Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you at the Job/Career Fair which was held as part of the WBA's 2017 Winter Conference on Wednesday, January 25th from 8:30 AM-10:30 AM at the Madison Concourse Hotel in Madison, Wisconsin. We had over 40 job seekers in attendance. If you'd like a listing of those that attended the Job/Career Fair, along with their contact information, please contact me at the [lbaun@wi-broadcasters.org](mailto:lbaun@wi-broadcasters.org). I will get to you the pertinent information.

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. **WBA sponsors two job/career fairs each year - one in conjunction with our annual winter conference (January) and one in conjunction with our annual summer conference (June).** Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

Linda Baun  
Vice President

Exhibit  
A



# Wisconsin Broadcasters Association



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
**MICHELLE VETTERKIND, CAE**

**Vice President**  
**LINDA BAUN**

## **OFFICERS**

**Chair of the Board**  
**DICK RECORD**  
Family Radio, La Crosse

**Vice Chair**  
**Television/Chair Elect**  
**STEVE WEXLER**  
E.V. Scripps Company, Milwaukee

**Vice Chair - Radio**  
**NANCY DOUGLASS**  
WLKG-FM, Lake Geneva

**Treasurer**  
**STEVE LAVIN**  
WBAY-TV, Green Bay

**Secretary**  
**CHRIS BERNIER**  
Radio Plus, Marinette/Fond du Lac

**Immediate Past Chair**  
**TOM ALLEN**  
Quincy Media Inc., Madison

## **DIRECTORS**

**JUDSON BECK**  
WLAX-TV/WEUX-TV, La Crosse/Eau Claire

**LYNN BIERITZ**  
Mid-West Family Broadcasting, Eau Claire

**KEITH BRATEL**  
iHeart Media, Madison

**JULI BUEHLER**  
WLUK-TV, Green Bay

**DAVE EDWARDS**  
WUWM-FM, Milwaukee Public Radio

**JT KOSER**  
Koser Radio Group, Rice Lake/Hayward

**LUPITA MONTOTO**  
La Movida WLMV Radio, Madison

**MARK STRACHOTA**  
WDJT-TV/CBS & Telemundo, Milwaukee

**CHUCK SULLIVAN**  
Entercom, Milwaukee

**DON VESELY**  
WMTV-TV, Madison

**JAN WADE**  
WISN-TV, Milwaukee

**JEFF WELTON**  
Nautel, Hackett's Cove, Nova Scotia

**MICHAEL WRIGHT**  
Midwest Communications, Wausau

**Ex Officio - NAB Board**  
**TOM WALKER**  
Mid-West Family Broadcasting, Madison

July 11, 2017

Terry Davis  
Radio Plus, Inc.  
210 S Main Street  
Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you at the Job/Career Fair which was held as part of the WBA's 2017 Summer Conference on Wednesday, June 14th from 1:30PM-3:15PM at the Blue Harbor Resort in Sheboygan, WI. We had job seekers in attendance. If you'd like a listing of those that attended the Job/Career Fair, along with their contact information, please contact me at the lbaun@wi-broadcasters.org. I will get to you the pertinent information.

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. **WBA sponsors two job/career fairs each year - one in conjunction with our annual winter conference (January) and one in conjunction with our annual summer conference (June).** Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

Linda Baun  
Vice President

Exhibit B

# Wisconsin Broadcasters Association



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
MICHELLE VETTERKIND, CAE

**Vice President**  
LINDA BAUN

## OFFICERS

**Chair of the Board**  
DICK RECORD  
Family Radio, La Crosse

**Vice Chair**  
Television/Chair Elect  
STEVE WEXLER  
E.W. Scripps Company, Milwaukee

**Vice Chair - Radio**  
NANCY DOUGLASS  
WLKG-FM, Lake Geneva

**Treasurer**  
STEVE LAVIN  
WBAY-TV, Green Bay

**Secretary**  
CHRIS BERNIER  
Radio Plus, Marinette/Fond du Lac

**Immediate Past Chair**  
TOM ALLEN  
Quincy Media Inc., Madison

## DIRECTORS

JUDSON BECK  
WLAX-TV/WELX-TV, La Crosse/Eau Claire

LYNN BIERITZ  
Mid-West Family Broadcasting, Eau Claire

KEITH BRATEL  
iHeart Media, Madison

JULI BUEHLER  
WLUK-TV, Green Bay

DAVE EDWARDS  
WUWM-FM, Milwaukee Public Radio

BRAD HEINKEL  
WAOW-TV/WYOW-TV,  
Wausau/Eagle River

JT KOSER  
Koser Radio Group, Rice Lake/Hayward

LUPITA MONTOTO  
La Movida WLMV Radio, Madison

MARK STRACHOTA  
WDJT-TV/CBS & Telemundo, Milwaukee

CHUCK SULLIVAN  
Entercom, Milwaukee

DON VESELY  
WMTV-TV, Madison

JAN WADE  
WISN-TV, Milwaukee

JEFF WELTON  
Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT  
Midwest Communications, Wausau

**Ex Officio - NAB Board**  
TOM WALKER  
Mid-West Family Broadcasting, Madison

March 13, 2017

Terry Davis  
Radio Plus, Inc.  
210 S Main Street  
Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you, at the **EEO Seminar: AVOIDING DISCRIMINATION IN EMPLOYMENT TERMINATIONS** which was held as part of the WBA's 2016 Winter Conference on Wednesday, January 25, 2017 from 10:45 AM-11:45 AM at the Concourse Hotel in Madison, Wisconsin.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

Linda Baun  
Vice President

Exhibit  
C

# Wisconsin Broadcasters Association



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
**MICHELLE VETTERKIND, CAE**

**Vice President**  
**LINDA BAUN**

## OFFICERS

**Chair of the Board**  
**DICK RECORD**  
Family Radio, La Crosse

**Vice Chair**  
**Television/Chair Elect**  
**STEVE WEXLER**  
E.W. Scripps Company, Milwaukee

**Vice Chair - Radio**  
**NANCY DOUGLASS**  
WLKG-FM, Lake Geneva

**Treasurer**  
**STEVE LAVIN**  
WBAY-TV, Green Bay

**Secretary**  
**CHRIS BERNIER**  
Radio Plus, Marinette/Fond du Lac

**Immediate Past Chair**  
**TOM ALLEN**  
Quincy Media Inc., Madison

## DIRECTORS

**JUDSON BECK**  
WLAX-TV/WUEX-TV, La Crosse/Eau Claire

**LYNN BIERTZ**  
Mid-West Family Broadcasting, Eau Claire

**KEITH BRATEL**  
iHeart Media, Madison

**JULI BUEHLER**  
WLUK-TV, Green Bay

**DAVE EDWARDS**  
WUWM-FM, Milwaukee Public Radio

**JT KOSER**  
Koser Radio Group, Rice Lake/Hayward

**LUPITA MONTOTO**  
La Movida WLMV Radio, Madison

**MARK STRACHOTA**  
WDJT-TV/CBS & Telemundo, Milwaukee

**CHUCK SULLIVAN**  
Entercom, Milwaukee

**DON VESELY**  
WMTV-TV, Madison

**JAN WADE**  
WISN-TV, Milwaukee

**JEFF WELTON**  
Nautel, Hackett's Cove, Nova Scotia

**MICHAEL WRIGHT**  
Midwest Communications, Wausau

**Ex Officio - NAB Board**  
**TOM WALKER**  
Mid-West Family Broadcasting, Madison

July 7, 2017

Terry Davis  
Radio Plus, Inc.  
210 S Main Street  
Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you, at the **EEO Seminar: What's New With EEO at the FCC** which was held as part of the WBA's 2017 Summer Conference on Wednesday, June 14, 2017 from 3:30 PM-4:30 PM at the Blue Harbor Resort, Sheboygan, WI.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

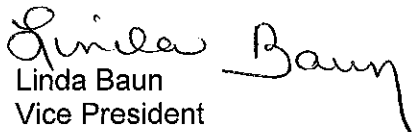
  
Linda Baun  
Vice President

Exhibit  
D

# 2017 SUMMER JOB/CAREER FAIR SCRIPT

Exhibit E



HAVE YOU EVER GIVEN ANY THOUGHT TO A CAREER IN RADIO OR TELEVISION?

SURE, YOU USED TO DREAM ABOUT BEING A DISK JOCKEY OR A TV REPORTER, BUT HAVE YOU EVER SERIOUSLY LOOKED INTO A BROADCASTING CAREER?

RADIO AND TELEVISION STATIONS HAVE MORE JOBS AVAILABLE THAN JUST SPINNING A CD OR SPEAKING INTO A MICROPHONE. THERE ARE JOBS IN ENGINEERING AND TECHNICAL SUPPORT...IN OFFICE MANAGEMENT AND CLERICAL WORK...IN SALES AND COMPUTER APPLICATIONS AND MARKETING AND GRAPHIC DESIGN AND MORE.

THE WISCONSIN BROADCASTERS ASSOCIATION AND Radio Plus WOULD LIKE TO INVITE YOU TO A FREE CAREER FAIR ON WEDNESDAY AFTERNOON, JUNE 14 AT THE BLUE HARBOR RESORT IN SHEBOYGAN. RADIO AND TELEVISION STATION MANAGERS, NEWS DIRECTORS, SALES REPRESENTATIVES AND ON-AIR PERSONALITIES WILL BE ON HAND TO ANSWER ANY QUESTIONS YOU MIGHT HAVE ABOUT A CAREER IN BROADCASTING. YOU CAN ALSO GET INFORMATION ON WHAT EDUCATION IS REQUIRED FOR WHICH JOBS IN BROADCASTING.

THIS COULD BE A CHANCE FOR YOU TO BEGIN A WHOLE NEW FUTURE! PLAN TO ATTEND THE WISCONSIN BROADCASTERS ASSOCIATION'S FREE CAREER FAIR, WEDNESDAY AFTERNOON, JUNE 14 FROM 1:30 PM TO 3:15 PM AT THE BLUE HARBOR RESORT IN SHEBOYGAN. WOMEN AND MINORITIES ARE ESPECIALLY ENCOURAGED TO ATTEND. THERE IS NO NEED TO PRE-REGISTER! FOR MORE INFORMATION CALL ONE EIGHT HUNDRED 2 3 6 - ONE-W-B-A. THAT'S 1-800-236-1922.

# # #

