



Magnum Communications Inc,

WMBZ, WIBD / WVTY, WRJN

**Annual EEO Public File Report
Applicable Covering Period: 8/1/19 - 7/31/20**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Equal Employment Opportunity (EEO) Rules of the Federal Communications Commission (FCC). This Annual EEO Report summarizes the relevant hiring procedures and EEO outreach activities. The station employment Units (SEU) is comprised of the following stations:

WMBZ, WIBD / WVTY, WRJN

The information contained in this report covers the time period beginning 8/1/19-7/31/20 (the "applicable period")

In accordance with the FCC's EEO Rules, this report contains the required following information:

1. A list of all full-time vacancies filled by the station(s) comprising the SEU during the Applicable Period
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO rule), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hired individual for each full-time vacancy filled during applicable period.
4. Data reflecting the total number of person interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

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WMBZ/WIBD - WVTY/WRJN

Job Vacancies (Section 1):

Full-Time Position Utilized	Date Opened	Total Number Interviewed	Recruitment Source of Hire	Source
Sales Manager	2/1/2020	1	Over the air	1
Sales Representative	2/1/2020	1	Over the air	1
Group Director of Engineering	1/17/2020	2	SBE	2

Total Number of Positions filled During Applicable Period: 3

Total Number of Persons Interviewed During Applicable Period: 4

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Recruitment Sources:

1. **Radio Announcements**
2. **Craigslist Internet Ads**
3. **Wisconsin Broadcasters Association Website/Newsletter**
4. **Indeed.com**
5. **Wisconsin Tech Connect**

This email was sent to the following addresses on July 22, 2020: If you have any job applicants to refer that are interested in a career in broadcasting, please have them email us their cover letter and resume to careers@magnum.media or by mail to PO Box 400, Portage, WI 53901-0400. We are an equal opportunity employer and encourage minorities and females to apply

Organization	E-mail address
Assoc for Women in Communication	ldewitt@wisc.edu
Broadcast Center	placement@broadcastcenterinfo.com
Broadcasting Institute of Maryland	nb@bim.org
Chrysalis Inc	Chrysalis002@sbcglobal.net
WWOCN / Agnes Cammer	wwocnagc@gmail.com
Columbia School of Broadcasting	Djtrain@columbiaschoolbroadcast.com
Community Action Coalition of SC WI	dknickmeier@cacscw.org
Edgewood College Career Service	dewitt@edgewood.edu
Goodman Atwood Comm Center	lauel@atwoodcc.org
Goodwill Industries of SE WI	Thomas.gauthier@goodwillsew.com
Herzing College	marion@msn.herzing.edu
House of Hope	kristinef@hopehousesw.org
Illinois Center for Broadcasting	bhillman@beonair.com
Lakeland College	stepanlm@lakeland.edu
Marquette University	jasoneckertt@marquette.edu
MN Broadcasters Association	llasere@minnesotabroadcasters.com
MN State University Moorhead	careers@mnstate.edu
Northcentral Technical College	monson@ntc.edu
Northwest College	careerdev@nec.edu
NWTC	Janet.secora@nwtc.edu
Ohio / Illinois Center for Broadcasting	gary@benoair.com
Oneida WIA Program	sskenado@oneidanation.org
Out Reach of Rock County	angier@lgbtoutsreach.org
Radio 1 Broadcast School	director@radio1school.com
Rochester Comm & Technical College	Kendal.rasnake@roch.edu
Salvation army of LaCrosse	Abigail_jeffers@usc.salvationarmy.org
Specs Howard School of Broadcast Arts	kscollin@spechshoward.edu
St. Cloud Career Services	nkmichael@stcloudstate.edu
UW La Crosse	Bald.karo@uwlax.edu
UW Madison - Communication Arts	makwinja@wisc.edu
UW Superior - Career Services	career@uwsuper.edu
UW Stevens Point - Career Services	career@uwsp.edu
UW Stout	careerservices@uwstout.edu
UW Waukesha	Amanda.mueller@uwc.edu
UW Whitewater	career@uww.edu
University of Northern Iowa	careercenter@uni.edu
Western Kentucky University Career Services	Dan.onitsuka@wku.edu

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Workforce Connections Juneau County	butlers@workforceconctions.org

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Community Outreach (Section 2):

Year: 2019-2020 This announcement was broadcast on:

**WMBZ, WIBD, WVTY, WRJN on Monday through Sunday up to 3 times a day. 9/3/20 – 9/20/20
and 3/17/20 – 4/12/20**

We are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our station, please notify us at careers@magnum.media or you may write to:

Magnum.Media

PO Box 118

West Bend, WI 53095

We are an equal opportunity employer and encourage minorities and females to apply.

Outreach Activity Description Form:

1. WBA Career Fair

Year: 2019-2020 Name of Activity: 2020 Winter Job/Career Fair

Reid Magnum represented Magnum Communications stations (WIBD, WVTY, WRJN) at the WBA Conference Job/Career fair that took place in Madison at the Madison Concourse Hotel. He talked with job seekers about jobs in broadcasting and all the opportunities 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 social media. Radio station managers, news directors, sales representatives and on-air personalities were on hand to answer an questions they might have about a career in broadcasting. Job seekers could also get information on what education is required for which jobs in broadcasting.

March 24, 2020

Dave Magnum
Magnum Broadcasting
PO Box 118
West Bend, WI 53095-0118

Dear Dave

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WXYM FM, WTMB FM, WBOG AM, WNFM FM, WBDL FM, WRDB AM, WNNO FM, WBKY FM, WDLS AM, WDDC FM, WPDR AM, WAUN FM, WRJN AM, WVTY FM, WMBZ FM, WIBD AM, KQEG TV, WEZY TV, WBDO TV, were represented by Reid Magnum, and yourself at the Job/Career Fair. which was held as part of the WBA's 2020 Winter Conference on [Wednesday, January 29](#) from 8:30 AM-10:30 AM at the Madison Concourse Hotel in Madison, Wisconsin. 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

Please let me know how I can best be of assistance to you!

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Linda Baun
Vice President
Wisconsin Broadcasters Association
44 E. Mifflin St. Suite 900
Madison WI 53703
Direct: (608) 729-1480
Toll Free (800) 236-1922 Main Number(608) 255-2600
lbaun@wi-broadcasters.org
www.wi-broadcasters.org
SBE Fellow

2. WBA Career Fair

Year: 2019-2020 Name of Activity: 2020 Summer Job/Career Fair

Magnum Communications stations (WMBZ, WVTY, WRJN, WIBD) participated in the WBA Virtual Conference Job/Career fair that took place July 22nd and 23rd.

3. Scholarship Program

Year: 2019-2020 Name of Activity: Scholarship Program

Magnum Communications made a donation to this scholarship program.
**Applications on file at Corporate office

3. Job Shadow Program

Year: 2019-2020 Name of Activity: Job Shadow Program

Magnum Communications Stations WMBZ, WIBD, WVTY, WRJN offers high school students the opportunity to job shadow employees in a means of learning day-to-day operations of the station.

We have no job shadows at this time.

4. Station Tours to Education

Year: 2019-2020 Name of Activity: Station Tours to Educate

Magnum Communications Stations WMBZ, WIBD, WVTY, WRJN did not host EEO tours of our office and studios for interested groups or organizations during this time frame.

NEW JOB VACANCY

PART A

I. General Information

4. **Job Title:** Director of Engineering
5. **Date Position Opened:** 1/17/2020
3. **Date Position Filled:** 4/13/2020
4. **Documentation of Notice:** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?
Yes [] No []
-

II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
Chris Tarr	3/14/2020	SBE
Confidential	2/22/2020	Radio Ink

2. Total number of people interviewed for this position: 2
3. Total number of applicants for this job: 5
-

III. Hiree

Person ultimately hired for this position:

Name: Chris Tarr
Recruitment Source:

Approval:

General Manager: Dave Magnum Date:

3/30/2020

Notes:



Jobs Engineering

Group Director of Engineering – Portage, Wisconsin

By **Classified** - January 17, 2020

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| Magnum.Media | <http://www.magnum.media>

JOB DESCRIPTION

Direct engineering of 16 (19 if FCC grants filed transfer applications) Radio, 1 Class A and 2 LPTV stations. Signals from the Mississippi River to Lake Michigan, so residence location is open to discussion — Our Portage facility is ideally centrally located on interstate system with appealing engineering office, shop and garage. Family owned outfit started from scratch 28 years ago that remains bullish on Radio.

APPLICATION INSTRUCTIONS

Please email your resume to Dave Magnum at magcom@chorus.net E/O/E

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Thank you for your SBE JobsOnline submission. The listing will be reviewed and posted within the next few days. The job listing will automatically be removed 60 days after being posted. If you would like to extend the length of posting beyond 60 days, or if the job has been filled and wish to remove the listing, you can do so by using the form at http://www.sbe.org/jl_modify.php. You will need to enter your Post Number and Confirmation Number exactly as they are listed below.

Post Number: 16386
Confirmation Number: 8875861425e2

Below is a summary of you submission.

Organization Type: Radio Station - Commercial: Radio + Class A & LPTV's
Company: Magnum.Media
Job Title: Director of Engineering: Group Director of Engineering
Location:WI

Job Description: Direct engineering of 16 (19 if FCC grants filed transfer applications) Radio, 1 Class A and 2 LPTV stations. Markets from the Mississippi River to Lake Michigan, so residence location is open to discussion -- Portage is ideally centrally located on interstate system with appealing engineering office, shop and garage. Family owned outfit started from scratch 29 years ago that is bullish on Radio. EOE

Position Level: Senior level
Supervisory Responsibilities: Yes
Salary Range:
Application Deadline: March 31, 2020
Notes:

CONTACT INFORMATION:

Contact Company: Magnum Communications, Inc.
Contact Name: Dave Magnum
Contact Address: 4201 Victory Avenue
Racine, WI 53095
Phone: 2626343311
Fax:
Email: magcom@chorus.net
Website: magnum.media

IV. General Information

1. **Job Title:** Sales Representative

2. **Date Position Opened:** 2/1/2020

3. **Date Position Filled:** 7/6/2020

5. **Documentation of Notice:** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes [x] No []

V. Interviewees

1. List of people interviewed for this position:

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Name	Date	Recruitment Source
Morgan Miller	5/27/2020	Over the air

2. Total number of people interviewed for this position: 1
3. Total number of applicants for this job: 1

VI. Hiree

Person ultimately hired for this position:

Name: Morgan Miller

Recruitment Source: Over the air

Approval:

General Manager: Dave Magnum Date: _____

7/6/2020

Notes:

On Air Announcements 3/31/2020 – 4/12/2020

1. Are you a Sales Professional? Here at Magnum.Media, we've got an opening in our Sales Department. It's all about working with great area businesses to get our listeners invited to become their customers. If you'd like to apply for our Sales opening, email your resume to Careers at Magnum dot Media, that's Careers at Magnum dot Media.
2. Great local businesses are the backbone of our communities. Here at Magnum.Media, we have an opening for a Sales Professional. If you'd like to apply, email your resume to Careers at Magnum dot Media, that's Careers at Magnum dot Media.
4. One of the great things in life is win-win scenarios. Here at

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Magnum.Media we work with great local businesses to get our listeners invited to become their customers – That’s a real win-win. Here at Magnum.Media, we have an opening for a Sales Professional. If you’d like to apply, email your resume to Careers at Magnum dot Media, that’s Careers at Magnum dot Media.

5. The people who own or manage area businesses are the most dynamic people around. How would you like to have the opportunity to work with some of them as a Sales Professional for Magnum.Media? We have an opening. To apply, email your resume to Careers at Magnum dot Media, that’s Careers at Magnum dot Media.

6. Magnum.Mediais operated by a family owned Wisconsin company. We started 28 years ago from scratch and have grown to 19 stations from the shores of the Mississippi to the shores of Lake Michigan. If you’re a Sales professional and you’d like to grow with us, email your resume to Careers at Magnum dot Media, that’s Careers at Magnum dot Media.

7. One of the things that makes radio such a great career is that it’s never boring. We’ve got an opening here at Magnum.Media for a Sales Professional. If you’d like to throw your hat in the ring, email your resume to Careers at Magnum dot Media, that’s Careers at Magnum dot Media.

8. Our Magnum.Media listeners go together with so many great local businesses here in our region like peanut butter and jelly. Are you a Sales Professional? We have an opening here at Buzz Country in our Sales Department. If you’d like to apply, email your resume to Careers at Magnum dot Media, that’s Careers at Magnum dot Media.

NEW JOB VACANCY

PART A

VII. General Information

1. **Job Title:** Sales Manager

2. **Date Position Opened:** 2/1/2020

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3. **Date Position Filled:** 7/6/2020

6. **Documentation of Notice:** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes [] No []

VIII. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
Iva Thelen	5/15/2020	Over the air

2. Total number of people interviewed for this position: 1

3. Total number of applicants for this job: 1

IX. Hiree

Person ultimately hired for this position:

Name: Iva Thelen

Recruitment Source: Over the air

Approval:

General Manager: Reid Magnum Date:

7/6/2020

Notes:

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On Air Announcements 3/31/2020 – 4/12/2020

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