

**WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	11
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Agribusiness Broadcaster	1-4, 6, 8-10, 12, 15, 19-21, 23-30, 32-33, 35, 37-41, 43-46, 48-51, 53-60, 62-66	63
FULL-TIME PRODUCER/HOST	1-4, 6, 8-9, 15, 19-21, 23-28, 30, 33, 37, 39-41, 43-44, 48-51, 53-60, 62, 64-66	60

# WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM

## EEO PUBLIC FILE REPORT

August 1, 2022 - July 31, 2023

### II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	All Access 28955 Pacific Coast Hwy Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : www.allaccess.com Ria Denver Manual Posting	Y	0
2	Big Shoes Network P.O. Box 11725 Milwaukee, Wisconsin 53211-1725 Phone : 414-962-4222 Url : http://www.bigshoesmidwest.com/ Jeff & Martha Carrigan Manual Posting	N	0
3	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
4	Conclave 4517 Minnetonka Blvd, #104 Minneapolis, Minnesota 55416 Phone : Phone (952) 927-4487 Url : http://www.theconclave.com/index.php Email : tomk@theconclave.com Tom Kay	N	0
5	Concordia University 12800 N. Lakeshore Dr. Mequon, Wisconsin 53097 Phone : 262-243-4401 Email : career.services@cuw.edu Fax : 1-262-243-4478 Krista Hasselquist	Y	0
6	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslist.org/ Hope Quackenboss Manual Posting	N	0

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7	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : career.services@enmu.edu Fax : 1-575-562-2215 Danette McGuire	N	0
8	Eau Claire County Job Center` 221 W. Madison St. Suite 140-A Eau Claire, Wisconsin 54703 Phone : 715-836-3036 Email : leslied@workforceresource.org Fax : 1-715-836-3037 Angela Maiorana	Y	0
9	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : <a href="https://www.myinterfase.com/edgewood/invalidsession.aspx">https://www.myinterfase.com/edgewood/invalidsession.aspx</a> Student Resource Center Manual Posting	Y	0
10	Employee Referral	N	14
11	Former Employee	N	7
12	Goodwill Industries Of Southern Wisconsin, Inc. 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0
13	Ho Chunk Nation P.O. Box 667 Black River Falls, Wisconsin 54615 Phone : 800-294-9343 Fax : 1-715-284-2632 Administration Department	Y	0

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14	Illinois Broadcasters Assoc. 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-985-5555 Email : erinc@ilba.org Fax : 1-618-985-6070 Erin Camfield	Y	0
15	Indeed.com 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Indeed.com n/a Manual Posting	N	83
16	Indeed.com	N	1
17	Internal Candidate	N	1
18	Job Fair	N	2
19	KKLH/KOMG/KOSP/KQRA 319 B East Battlefield Springfield, Missouri 65807 Email : mhukriede@mwfmarketing.fm MW SpringMo, Inc.	N	0
20	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Emploment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
21	Lakeland College P.O. Box 359 Sheboygan, Wisconsin 54208 Phone : 920-565-1483 Email : stephanlm@lakeland.edu Fax : 1-920-565-1311 Lisa Stephan	Y	0
22	Linked In	N	53

# WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM EEO PUBLIC FILE REPORT

August 1, 2022 - July 31, 2023

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Mid-West Family Broadcasting Madison 730 Rayovac Drive Madison, Wisconsin 53711 Phone : 608-441-3630 Url : www.midwestfamilybroadcasting.com Email : rj.brachman@mwfbg.com R.J. Brachman	N	0
24	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3630 R.J. Brachman Manual Posting	N	9
25	Minnesota Broadcasters 3033 Excelsior Blvd., Suite 440 Minneapolis, Minnesota 55416 Phone : 612-926-8123 Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda LaSere	Y	0
26	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : http://www.mbaweb.org/ Mandi Heiland Manual Posting	N	0
27	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : sara.kiley@midwestfamilymadison.com Sara Kiley	N	6
28	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0

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29	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : bcrmail@aol.com Lo Jelks	Y	0
30	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Career Services	Y	0
31	Non-Employee Referral	N	12
32	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1879 Patti Fenner-Leino	Y	0
33	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rogus@ohio.edu Mary Rogus	Y	0
34	On Air Recruitment Ad	N	1
35	Outreach 600 Williamson St. Ste. P-1 Madison, Wisconsin 53703 Phone : 608-255-8582 Email : angier@lgbtoutreach.org Fax : 1-608-255-0018 Angie Rehling	Y	0
36	Previous Employee	N	2
37	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0

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38	Radio Horn Montreal, Canada Phone : 614-602-1808 Email : jobpost@radiohorn.com Chris Bosworth	Y	0
39	Radionotas.com 2999 Overland Ave Ste 203 Los Angeles, California 90064 Phone : xxx-xxx-xxxx Url : http://radionotas.com/ Mario Larios Manual Posting	N	0
40	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
41	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tammtay@siue.edu Tammy Taylor	Y	0
42	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : jbarker@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0
43	The QTI Group 702 E Washington Ave Madison, Wisconsin 53703 Phone : 608-232-2650 Url : http://www.qtigroup.com/ Laura Bermudo Manual Posting	N	0

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44	University of Minnesota, Morris Sargeant Student Center, Suite 245 2900 University Ave. Crookston, Minnesota 50001 Phone : 218-281-8585 Email : cavalier@umn.edu Fax : 1-218-281-8584 Don Cavalier	Y	0
45	University of Wisconsin-Eau Claire Dept. of Communication and Journalism 105 Garfield Ave. Eau Claire, Wisconsin 54701 Phone : 715-836-2528 Email : cj.dept@uwec.edu Fax : 1-715-836-2528 Dept. Communication & Journalism	Y	0
46	University of Wisconsin-LaCrosse 1140 Cenntennial Hall Lacrosse, Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
47	Unknown Referral Source	N	3
48	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
49	UW Consotorium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : <a href="http://www.myconsortium.com/wisconsin/home.aspx?cl">http://www.myconsortium.com/wisconsin/home.aspx?cl</a> Career Services Manual Posting	Y	0
50	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : careerplan@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0



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August 1, 2022 - July 31, 2023

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51	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : rayw@uwosh.edu Wendell Ray	Y	0
52	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0
53	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
54	Western Kentucky University , Wisconsin Email : employerrelations@wku.edu Robert Onself	Y	0
55	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Phone : 815-873-3267 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
56	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : <a href="http://www.wi-broadcasters.org/wba/index.php">http://www.wi-broadcasters.org/wba/index.php</a> Email : mendicott@wi-broadcasters.org Mandy Endicott	Y	7
57	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : <a href="http://www.wisconsintechconnect.com/">http://www.wisconsintechconnect.com/</a> General Information Manual Posting	Y	0

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58	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Fax : 1-507-457-5516 Career Services	Y	0
59	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : <a href="https://jobcenterofwisconsin.com/default.aspx">https://jobcenterofwisconsin.com/default.aspx</a> Customer Service Manual Posting	Y	0
60	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Family Radio Inc.	N	1
61	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : kelly@wnns.com Kelly Standish	N	0
62	WNSN/WHFB/WSBT/WZOC 1301 E Douglans Rd Mishawaka, Indiana 46545 Phone : 574-247-434 Email : pmorris@wsbtradio.com Pat Morris	N	0
63	Word of Mouth Referral	N	2
64	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : palmerw@workforceconnections.org Fax : 1-608-785-9939 Wanda Palmer	Y	0

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65	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
66	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>204</b>

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## EEO PUBLIC FILE REPORT

August 1, 2022 - July 31, 2023

### III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>Mid-West Family Madison - Marketing Internship</p> <p>Job Duties:</p> <ul style="list-style-type: none"> <li>? Create engaging social media posts</li> <li>? Repurpose content from blog posts and webinars into other forms of content (images, videos, infographics, posts, etc)</li> <li>? Create audio, video, and visual assets for our website and social media</li> <li>? Be creative and have fun</li> <li>? Write one or two blog posts per month.</li> <li>? Assist with looking at analytics and provide insight on trends</li> <li>? Proof content and post blogs to the website</li> </ul> <p>Job Overview:</p> <ul style="list-style-type: none"> <li>? There will be a balance of remote and in-office work</li> <li>? 10-20 hours per week</li> <li>? This may be a paid or a for-credit position.</li> </ul> <p>Perks:</p> <ul style="list-style-type: none"> <li>? You'll have access to 11 of the top digital marketing certifications in the industry.</li> <li>? Access to fun events like local concerts, sporting events, and fun experiences</li> <li>? Brewers, Madison Forward, Mallards, Luke Brian, etc</li> <li>? Work with a group of fun and professional people</li> </ul> <p>Expectations</p> <ul style="list-style-type: none"> <li>? 10-15 hours per week</li> <li>? First two weeks in the office, but can work remotely as the summer progresses</li> <li>? Submit the schedule you plan to work to me with at least one week in advance</li> <li>? Schedule a 30 minute weekly meeting with me</li> <li>? Review what you learned</li> <li>? Talk about what you struggled with and what you really enjoyed</li> <li>? Discuss the plan for the next week</li> <li>? Review and content that was created</li> </ul> <p>Task</p> <ul style="list-style-type: none"> <li>- Create a LinkedIn Post summarizing the key points in one of the Wicked</li> </ul>	2	Intern Marketrin Director

**WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM**

**EEO PUBLIC FILE REPORT**

**August 1, 2022 - July 31, 2023**

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			<p>Smart Podcasts. Please include copy, image, and hashtags. Email it to me in a Google Doc by June 16th at noon.</p> <p>Some tools that may be of use:  <a href="http://www.canva.com">www.canva.com</a> (an easy tool to create images).  <a href="https://act-on.com/blog/5-killer-tips-for-creating-linkedin-posts-that-hook-readers/">https://act-on.com/blog/5-killer-tips-for-creating-linkedin-posts-that-hook-readers/</a></p> <p>Internship Learning Plan</p> <p>? Goals</p> <p>? To build your knowledge and become an expert in one of the core disciplines of digital marketing (Social Media, Content Marketing, Email Marketing, or Analytics and Data)</p> <p>? Apply that knowledge and share ideas to improve Mid-West Family's position in the market</p> <p>? Weekly Work</p> <p>? Project Based Learning -</p> <p>! Complete a minimum of one module per week</p> <p>? Take what you learned and apply it to a project of your choice and use Mid-West Family Madison</p> <p>? Present the idea to me</p> <p>? Tasks needed to be completed</p> <p>! Create 3 or more social media posts per week (image and content)</p> <p>? Place content in a Google Drive in organized folders</p> <p>! Create 2 long form pieces of content per month (blogs, videos, ebooks, etc)</p> <p>? Ideas:</p> <p>? Repurpose the Wicked Smart Webinar into a long form piece of content</p> <p>? Take a blog and turn it into a different deliverable (video, infographic, etc)</p> <p>? Use similar organization as above</p>		

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			<p>! Post blogs to our website. ? Bonus Projects ! Improve the SEO of our blog posts by learning about the Yoast plugin and improving the keywords on the blog posts ! Review our past newsletters and suggest improvements to improve open rates or click through rates</p>		
2	Ongoing Event	Establishment of training programs for station personnel	<p>Mid-West Family Sales University (2/7-2/9/23 &amp; 5/9-5/11/23)</p> <p>This program is designed for "sellers" and "non-sellers" to be taught the sales process in an effort to improve skills both in the sales department and throughout the company to have a better feel of our way of conducting the client relationship. The skills learned at Sales University help all who attend gain more knowledge to improve their position in the company.</p> <p>This training takes place 2 times per year.</p>	7	Director of Strategy Sales Development Account Executive Brand Strategist
3	4/11/2023	Participation in events or programs sponsored by educational institutions	<p>WBA members GMs, station managers, and EEO contacts,</p> <p>Be a broadcast professional who will meet with students from across Wisconsin on an online platform to talk about all aspects of the business to learn about career opportunities.</p> <p>The online event will be held Tuesday, April 11 at 7 p.m.</p>	1	Director of Strategy
4	4/13/2023	Participation in events sponsored by organizations representing the community	WBA EEO Seminar: A Review of the FCC's EEO Requirements for Broadcasters	1	Business Manager

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5	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>SPORTS BROADCASTING INTERNSHIP</p> <p>INTERNSHIP DESCRIPTION:</p> <p>Mid-West Family Madison (WOZN) is hosting a summer sports broadcasting internship to educate students about the sports broadcast industry.</p> <p>This internship will teach the following tasks within the day to day operations of at sports radio station and network:</p> <ul style="list-style-type: none"> <li>• Running a radio board</li> <li>• Board-oping/Producing radio shows on the stations</li> <li>• Gathering and editing audio</li> <li>• Learning how to host a radio show as well as participate as a co-host</li> <li>• Creating imaging and other pieces to air on the station</li> <li>• Helping in the office off air (ie: transcribing audio, updating information on station materials)</li> </ul>	2	Station Manager Intern
6	6/14/2023	Participation in events or programs sponsored by educational institutions	WBA EEO Session - You're Looking in All the Wrong Places - How to Find Diverse Talent at Every Level	3	President/GM WLMV WLMV
7	7/25/2023	Participation in events or programs sponsored by educational institutions	WBA Student Seminar 2023	1	President/GM