

MAGNUM COMMUNICATIONS INC.  
WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB



**Magnum Communications Inc,**

**WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB**

**Annual EEO Public File Report  
Applicable Covering Period: 8/1/21 - 7/31/22**

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:

**WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB**

The information contained in this report covers the time period beginning 8/1/21-7/31/22 (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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**Job Vacancies (Section 1):**

<b>Full-Time Position Utilized</b>	<b>Date Opened</b>	<b>Total Number Interviewed</b>	<b>Recruitment Source of Hire</b>	<b>Source</b>
Sales Representative	12/21/2022	1	Over the Air	1

Total Number of Positions filled During Applicable Period: 1

Total Number of Persons Interviewed During Applicable Period: 1

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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 Feb. 6, 2022:** 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

<b>Organization</b>	<b>E-mail address</b>
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@cacsw.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@specshoward.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

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UW Whitewater	career@uww.edu
University of Northern Iowa	careercenter@uni.edu
Western Kentucky University Career Services	Dan.onitsuka@wku.edu
Workforce Connections Juneau County	butlers@workforceconctions.org

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**Community Outreach (Section 2):**

Year: 2021-2022 This announcement was broadcast on: WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO – WRDB on Monday through Sunday 10/7/21-10/20/21.

**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](mailto:careers@magnum.media) or you may write to:**

**Magnum Media**

**PO Box 400**

**Portage, WI 53901**

**Magnum.Media is an equal opportunity employer and encourage minorities and females to apply.**

## Outreach Activity Description Form:

### 1. WBA Career Fair

**Year:** 2021-2022      **Name of Activity:** 2021 Winter Job/Career Fair

Chris Tarr represented Magnum Communications stations (WNNO – WBKY – WDDC – WEZY – WDLs– WNFm – WBOO - WRDB) at the WBA Conference Job/Career fair that took place in Madison at the Madison Marriott West hotel on March 5, 2022. Chris 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 any 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 9, 2022

Christopher Tarr  
Magnum Media  
PO Box 400  
Portage, WI 53901

Christopher:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that your station(s) was represented at the Job/Career Fair which was held as part of the WBA's 2022 Student Seminar on Saturday, March 5 from 11 a.m. to 1 p.m. at the Madison Marriott West in Middleton, Wisconsin.

The following stations were represented:

WNNO, WQCC, WBKY, WBOO-TV, WIBD, WXYM, WJRN, KQEG-TV, KQEG, WPDR, WNFm, WAUN, WVTY, WSJY, WRDB, WMBZ, WLXR-AM, WKCH, WFAW, WDLs, WBOG, WDDC, WBOO, WTMB

Job seekers and Student Seminar attendees were on hand. If you'd like a listing of those who attended the Job/Career Fair, along with their contact information, please contact Kyle Geissler at the [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).

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 Student Seminar and one in conjunction with our annual Summer Conference.** 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,



Kyle Geissler  
WBA Director of Operations and Public Affairs

### 2. EEO Seminar

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Sept. 23, 2021  
Reid Magnum  
Magnum Media  
Portage, Wisconsin  
Reid,

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that you attended the **EEO Seminar: Developing Signature Traits of an Inclusive Leader**, which was held as part of the WBA's 2021 Summer Conference on Aug. 25, 2021.

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 an EEO training program four times over a two-year period. The seminar will be held in conjunction with the WBA Summer Conferences and at other times during the year. These sessions are offered to meet this FCC menu option and we believe that a station that routinely sends management personnel to all of these courses, and the attendees share the information they receive at the session with other management personnel who are involved in the hiring process at the station, some EEO credit should be available. However, contact your own legal advisors to confirm that they agree with this interpretation and to determine how much credit is available. 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,  
Kyle Geissler  
WBA Director of Operations and Public Affairs

### 3. WBA Career Fair

**Year: 2021-2022**      **Name of Activity:**    **2022 Summer Job/Career Fair**

Magnum Communications stations (WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB) participated in the WBA Conference Job/Career fair that took place June 22, 2022. Chris Tarr represented Magnum Communications stations (WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB) at the WBA Conference Job/Career fair that took place in La Crosse at the La Crosse Radisson hotel on June 22, 2022. Chris 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 any 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.

MAGNUM COMMUNICATIONS INC.  
WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB

July 11, 2022

Christopher Tarr  
Magnum Media  
PO Box 400  
Portage, WI 53901

Christopher:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that your station(s) was represented at the Job/Career Fair which was held as part of the WBA's 2022 Summer Conference on Wednesday, June 22 from 1:30 p.m. to 2:45 p.m. at the La Crosse Radisson.

The following stations were represented:  
WMBZ, WIBD, WWTY, WRJN, WSJY, WKCH, WFAW, WDDC, WPDR, WNNO,  
WBKY, WDLS, WNFM, WBDL, WRDB, WXYM, WTMB, WBOG, WKBH, WQCC,  
WLXR, WBOO, WEZY, WAUN

Job seekers and Student Seminar attendees were on hand. If you'd like a listing of those who attended the Job/Career Fair, along with their contact information, please contact Kyle Geissler at the [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).

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 Student Seminar and one in conjunction with our annual Summer Conference.** 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,



Kyle Geissler  
WBA Director of Operations and Public Affairs

#### 4. Scholarship Program

**Year: 2021-2022      Name of Activity:      Scholarship Program**

Magnum Media participated in the evaluation of the candidates for the scholarship program. They ranked each entry as to who they thought was the best qualified and then forwarded their selections for the WBA Foundation Education Program. Magnum Communications made a donation to this scholarship program.

\*\*Applications on file at corporate office

#### 5. Job Shadow Program

**Year: 2021-2022      Name of Activity:      Job Shadow Program**



MAGNUM COMMUNICATIONS INC.  
WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO - WRDB

Magnum Communications Stations WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO – WRDB offers high school students the opportunity to job shadow employees in a means of learning day-to-day operations of the station.

We currently have no job shadow students at this time.

**6. Station Tours to Education**

**Year: : 2021-2022    Name of Activity:    Station Tours to Educate**

Magnum Communications Stations WNNO – WBKY – WDDC – WEZY – WDLS – WNFM – WBOO – WRDB hosts several tours of our office and studios each year for interested groups or organizations.

Due to lingering COVID concerns we have not resumed Station Tours.

**7. EEO Unconscious Bias Training**

**8. WSUM hour long guest panel about sports broadcasting**

On February 22, 2022, Reid Magnum was a guest on a panel that talked with the Sports Department of WSUM, the UW-Madison Student Radio Station on Sports Broadcasting.

**NEW JOB VACANCY**

**PART A**

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**I.    General Information**

4. **Job Title:** Sales Representative

5. **Date Position Opened:** 2/7/2022

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3. **Date Position Filled:** \_\_\_\_\_ Position filled \_\_\_\_\_

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 [  ]

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**II. Interviewees**

7. List of people interviewed for this position:

Name	Date	Recruitment Source
Ryell Kelly	5/31/2022	Over-the-Air

8. Total number of people interviewed for this position: \_\_\_\_\_ 1 \_\_\_\_\_

9. Total number of applicants for this job: \_\_\_\_\_ 3 \_\_\_\_\_

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**III. Hiree**

Person ultimately hired for this position:

Name: Ryell Kelly

Recruitment Source: Over-The-Air

**Approval:**

General Manager: Dave Magnum Date:

6/7/2022

**Notes:**

**On-Air Scripts**

Are you looking for a new career that allows you to work some of the time at the office and some from home? Maybe you should join us here at Magnum Media in Advertising Sales and Marketing. Interested? Then email your resume to, Careers at Magnum dot Media. We're an equal opportunity employer. That's Careers at Magnum dot Media.

Are you a self-managed person that appreciates coaching but doesn't like someone hovering over you? Here at Magnum Media, our Co-workers in Advertising Sales and Marketing really like that they get to call a lot of their own shots. If you prefer, you could work some of the time from home. Interested? Then email your resume to, Careers at Magnum dot Media. We're an equal opportunity employer. That's Careers at Magnum dot Media.

It's that time of year when we take stock and make New Years resolutions. Here at Magnum Media, if you joined us in Advertising Sales and Marketing, you'd help local businesses invite our listeners to become their customers. Our group of 24 Radio stations keeps growing – maybe you should grow with us? If you'd like, you could work some of the time from home. Interested? Then mail your resume to, Careers at Magnum dot Media. We're an equal opportunity employer. That's Careers at Magnum dot Media.