

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN



Magnum Communications Inc,

WMBZ-WIBD-WVTY-WRJN

Annual EEO Public File Report
Applicable Covering Period: 8/1/22 - 7/31/23

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
(Note: WRJN-AM was sold May 16, 2023)

The information contained in this report covers the time period beginning 8/1/22-7/31/23 (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 persons 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.

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

Job Vacancies (Section 1):

| Full-Time Position Utilized | Date Opened | Total Number Interviewed | Recruitment Source of Hire | Source |
|------------------------------------|--------------------|---------------------------------|--|--|
| Sales Representative | 8/14/2022 | 3 | Magnum.Media WBA Summer Conference | Corporate Website And Conference |

Total Number of Positions filled During Applicable Period: 2

Total Number of Persons Interviewed During Applicable Period: 3

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

Recruitment Sources:

1. **Magnum Media Website**
2. **WBA Conference**

This email was sent to the following addresses on Nov. 24, 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

| 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 | laue1@atwoodcc.org |
| Goodwill Industries of SE WI | Thomas.gauthier@goodwillsew.com |
| Herzing College | marion@msn.herzing.edu |
| House of Hope | kristinef@hopehousesew.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 |

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

| | |
|-------------------------------------|----------------------------------|
| Workforce Connections Juneau County | butlers@workforceconnections.org |
|-------------------------------------|----------------------------------|

This email was sent to the following addresses on March 6, 2023: 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

Division of Academic Support
Michigan Association of Broadcasters
Minority Affairs
Career Builder
UW Stevens Point
University Northern Iowa
Wisconsin Lutheran College
Viterbo University-Career Planning
UW - Milwaukee
UW Stout
UW Stout
Univ. of MN - Duluth
Child Development Inc
WITC New Richmond
Racine City Workforce Develop.
Women of Color
Carolina School of Broadcasting
UW-Oshkosh
Beloit College
Univ. of Dubuque
Equal Opportunities Commission
Madison Department of Civil Rights
American Legion Auxiliary of Wisconsin
Chippewa Valley Technical College
UW - Eau Claire - Comm.
Aurora University
The Women's Community, Inc.
ARC Community Services, Inc.
CAP Services
Forward Service Corporation
Herzing College
Oshkosh Area Workforce Development Center

EMAIL

acadsupp@uwosh.edu
beeskow@michmab.com
blackb@wwtc.edu
Bruce.Boreson@careerbuilder.com
career@uwsp.edu
careercenter@uni.edu
careerdevelopment@wic.edu
careers@viterbo.edu
careerserv@sba.uwm.edu
careerservices@uwstout.edu
careerservices@uwstout.edu
carserv@d.umn.edu
cdijody@tds.net
cheim@witc.edu
chennin@racineco.com
contact@womenofcolornetwork-wis.org
csbnc@bellsouth.net
davidsor@uwosh.edu
daviesa@beloit.edu
dclarke@dbq.edu
dcr@cityofmadison.com
dcr@cityofmadison.com
deptsec@amlegionauxwi.org
employmentservices@cvtc.edu
gatlinj@uwec.edu
gwcadmission@aurora.edu
<http://womenscommunity.org/contact-us1.html>
info@arccommserve.com
info@capserv.org
info@fsc-corp.org
info@msn.herzing.edu
info@oshkoshwdc.com

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

| | |
|---|---------------------------------|
| Wisconsin Employment & Training Association | info@wetainc.org |
| Wisconsin Women's Network | info@wiwomensnetwork.org |
| Carthage College | jfrederick@carthage.edu |
| Sauk County Job Center | jjohnson@comeherefirst.org |
| Wisconsin AFSCME Headquarters Building | jmcculley@afscmecouncil40.org |
| Eau Claire County Job Center | jobcenter@dwd.state.wi.us |
| La Casa de Esperanza Inc | jobs@lacasadeesperanza.org |
| TV Jobs.com | jobs@tvjobs.com |
| UW-Eau Claire | jobs@uwec.edu |
| UW - River Falls | june.m.schubert@uwrf.edu |
| Curative Workshop | kchong@newcurative.org |
| Northwest Wisconsin CEP Inc. | kdanen@nwcep.org |
| UW - Green Bay Affirmative Action | keberlej@uwgb.edu |
| Benedict Center | kit@benedictcenter.org |
| Sojourner Truth House | ksf@execpc.com |
| Lakeland College Milwaukee Center | kuchecm@lakeland.edu |
| Appleton Post Crescent | lavila@postcrescent.com |
| UW-Madison - Business Career Center | lcollins@bus.wisc.edu |
| Community Action Coalition | libby6@cacscw.org |
| Lakeland College | lindsaylm@lakeland.edu |
| Wisconsin Lions State Offices | lionstat@sbcglobal.net |
| Goodwill Industries | lisa.norman@goodwillsew.com |
| Latinos' Unidos | lusinc@aol.com |
| UW-Madison - Communication Arts | makwinja@wisc.edu |
| YWCA of Racine | memberservices@ywcaofracine.org |
| Job Service | miledor@dwd.state.wi.us |
| Moraine Park Technical College | msabel@morainepark.edu |
| UW-River Falls | nancyj.pace@uwrf.edu |
| Women's Center Inc. | nancys@twcwaukesha.org |
| Office of Multi Cultural Affairs | OMA.staff@uwec.edu |
| Columbia College - Careers | pbrien@colum.edu |
| UW - Green Bay - Careers | peacockl@uwgb.edu |
| Lakeside Curative Services | penas@lakesidecurative.com |
| UW - Stout | placementcoop@uwstout.edu |
| Abbotsford Lions Club | pschiferl@msn.com |
| Wiona Career Services | RBanicki@winona.edu |
| UW Madison, Department of Afro-American Studies | rhschmidt@wisc.edu |
| Fox Valley Tech | ses@fvtc.edu |
| Milwaukee School of Engineering | spencer@msoe.edu |
| UW - Fox Valley - Careers | tdufour@uwc.edu |
| Globe University Career Services | tdye@globeuniversity.edu |
| Cardinal Stritch University | tekipp@stritch.edu |
| NAACP | tewnaacp@yahoo.com |
| UW - Fox Valley - Careers | tfrantz@uwc.edu |
| MATC | thomasj@matc.edu |

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

| | |
|--|-------------------------|
| Wisconsin Private Colleges Career Consortium | tpatzer@wi.rr.com |
| UW-Platteville - Dept. of Comm Tech | troy@uwplatt.edu |
| Minnesota Workforce Center | ui.mn@state.mn.us |
| Fox Valley Technical College | ujoborder@fctc.edu |
| Waupaca Area Job Center | waupacajobs@hotmail.com |
| Dane County Office Building | woldt@oo.dane.wi.us |
| Women's Resource Center | womensres@uwsp.edu |
| Carroll University | wyc@carroll1.cc.edu |
| International College of Broadcasting | zenaicb@aol.com |

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

Community Outreach (Section 2):

Year: 2022-2023 This announcement was broadcast on:

WMBZ-WIBD-WVTY-WRJN - Monday through Sunday
11/29/22-12/31/22, 3/13/23-3/26/23, 6/12/23-6/25/23

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 400

Portage, WI 53901

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

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

Outreach Activity Description Form:

1. EEO Seminar

June 30, 2023

Reid Magnum
Magnum Media
PO Box 400
Portage, WI 53901

Dear Reid:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WLXR, WNFM, WMBZ, WBOG, WBOO, WVTY, WSJY, WQCC, WKCH, WFAW, WEZY, WAUN, WBKY, WPDR, WNNO, WDLS, WDDC, WTMB, WRDB, WIBD was represented by Reid and Chelsey Magnum at the **EEO Session: You're Looking in All the Wrong Places: How to Find Diverse Talent at Every Level** which was held on June 14 at the WBA Summer Conference in Elkhart Lake, 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. 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,



Kyle Geissler
WBA Vice President

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

2. WBA Career Fair

March 9, 2023

Christopher Tarr
Magnum Broadcasting
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 2023 Student Seminar on Saturday, Feb. 25 from 11 a.m. to 1 p.m. at the Madison Marriott West in Middleton, Wisconsin.

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

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

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 Vice President

3. Scholarship Program

Year: 2022-2023 Name of Activity: Scholarship Program

Magnum Communications made a donation to the WBA Foundation Education Program.

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

NEW JOB VACANCY

PART A

I. General Information

4. **Job Title:** Sales Representative

5. **Date Position Opened:** 8/14/2022

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN

3. **Date Position Filled:** 6/12/2023

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 [☐]

II. Interviewees

7. List of people interviewed for this position:

| Name | Date | Recruitment Source |
|--------------|-----------|-----------------------|
| Scott Memmel | 5/26/2023 | Magnum.Media Website |
| Zach Fohr | 6/22/2023 | WBA Summer Conference |
| Confidential | 5/13/2023 | Magnum.Media Website |

8. Total number of people interviewed for this position: 3

9. Total number of applicants for this job: 3

III. Hiree

Persons ultimately hired for this position:

Name: Scott Memmel and Zach Fohr

Recruitment Source: Magnum.Media Website & WBA Summer Conference

Approval:

General Manager: Dave Magnum Date: _____

5/26/23 & 6/22/23, respectively

Magnum.Media Website 4/24/23-7/30/23

MAGNUM COMMUNICATIONS INC.
WMBZ-WIBD-WVTY-WRJN



Sales Representative Job Opening - Click [HERE!](#)

advertise email us at:
advertising@Magnum.Media

[Click On Selected Station](#)

To apply to join us, email:
Careers@Magnum.Media