



Magnum Communications Inc,

WMBZ, WIBD, WVTY, WRJN

**Annual EEO Public File Report
Applicable Covering Period: 8/1/20 - 7/31/21**

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 8/1/20-7/31/21 (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.

Job Vacancies (Section 1):

Full-Time Position Utilized	Date Opened	Total Number Interviewed	Recruitment Source of Hire	Source

Total Number of Positions filled During Applicable Period: 0

Total Number of Persons Interviewed During Applicable Period: 0

Community Outreach (Section 2):

Year: 2020-2021 This announcement was broadcast periodically on:

WMBZ, WIBD, WVTY, WRJN on Monday through Sunday up to 3 times a day.

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 email careers@magnum.media or you may write to:

**Magnum.Media
PO Box 400
Portage, WI 53901**

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

WMBZ, WIBD, WVTY,WRJN

Community Outreach (Section 2):

This email was sent to the following Minority Groups:

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@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	Abagail_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
Workforce Connections Juneau County	butlers@workforceconctions.org

Community Outreach (Section 2):

Guest Lecture / Q&A Questions at University of Minnesota

Reid Magnum

Radio Industry

Introduction: Hello again, everyone, and welcome to our guest lecture related to the radio industry! In this video, I am fortunate to be speaking with Reid Magnum, a former colleague of mine at WSUM 91.7 FM Madison. Reid is the general manager for Magnum Media's 23 radio stations and three TV stations across southern Wisconsin. He is also the voice of Badgers women's hockey, and was also recently named to the "30 and Under Superstars" by Radio Ink. We are lucky to have Reid provide us his insights and experiences, which will help inform the topics covered this week.

Thank you for being here, Reid!

Questions:

1. Can you start by telling us a bit about your experience, including what positions you've held and how you got into radio?
2. What are some of the main differences between college/community radio and commercial radio? How does sports radio fit in?
3. What have been some of the most rewarding parts of working in the radio industry?
4. What have been some of the more challenging parts of working in the radio industry?
5. In your opinion, what does the future look like for your industry? Are you optimistic, pessimistic?
6. What advice would you give students looking to enter the radio industry?
7. Is there anything I haven't asked that you want to touch on?

Community Outreach (Section 2):

Community Outreach Program:

Virtual Job Fair March 1, 2021



Magnum Media

P.O. Box 400

Portage, WI

RE: Wisconsin Broadcasters Virtual Job Fair Participation, March 1, 2021

March 8, 2021

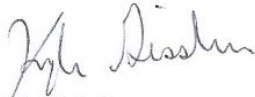
Dear Reid Magnum,

Thank you for participating in the Wisconsin's Broadcasters Virtual Job Fair the week of March 1, 2021. Your hiring agent of record was Reid Magnum and the stations that participated were: WMBZ, WIBD, WVTY, WRJN, WSJY, WKCH, WFAW, WDDC, WNNO, WBKY, WDLS, WPDR, WTMB, WXYM, WBOG, WQCC, WKBH, WKBH-HD2, WLXR, WAUN, WNFm, WBDL, WRDB, KQEG-TV.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,



Kyle Geissler
Director of Operations and Public Affairs
Wisconsin Broadcasters Association
608-255-2600
800-236-1922
@WIBroadcasters

Community Outreach (Section 2):

Community Outreach Program:

Virtual Job Fair June 7, 2021



Magnum Media
PO Box 400
Portage, WI 53901

RE: Wisconsin Broadcasters Virtual Job Fair Participation, June 7, 2021

June 14, 2021

Dear Reid Magnum,

Thank you for participating in the Wisconsin's Broadcasters Virtual Job Fair the week of June 7, 2021. Your hiring agent of record was Reid Magnum, and the stations that participated were: WMBZ, WIBD, WVTY, WRJN, WSJY, WKCH, WFAW, WDDC, WPDR, WNNO, WBKY, WDLS, WNFM, WBDL, WRDB, WXYM, WTMB, WBOG, KQEG, WKBH, WQCC, WLXR, WKBH-HD2, WBOO, WEZY, WAUN, WKBH-HD3.

Education (Section 2):

Wisconsin Broadcasters Association

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



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MICHELLE VETTERKIND, CAE

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ANDREW DWYER
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KEITH VALKOUN
WISN-TV, Milwaukee

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Office - NAB Board
KEITH KOSER
WISN Radio Group, Rice Lake

FF

JOYD
WISN-TV/PEP Coordinator

KEITH GEISSLER

April 7, 2021

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 WMBZ, WAUN, WBKY, WPDR, WNNO, WDLS, WDDC, WXYM, WTMB, WRDB, WNFM, WIBD, WBOG, WBDL, WVTY, WSJY, WRJN, WQCC, WLXR, WKCH, WFAW was represented by Reid Magnum and Chris Tarr at the **EEO Seminar: Staying on Top of Your Broadcast FCC EEO Obligations** which was held as a webinar on March 24.

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 Director of Operations and Public Affairs

Outreach Activity Description Form:

Limited activity was virtual due to COVID
