

WEKZ
WBGR-FM
WQLF
WFRL
WFPS
WWHG
WBEL
WGEZ

AUGUST 1, 2021 THROUGH JULY 31, 2022

WEKZ/WBGR-FM/WQLF/WFRL/WFPS/WWHG/WBEL/WGEZ

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WEKZ and WBGR-FM, both licensed in Monroe, Wisconsin, WQLF licensed in Lena, Illinois, WFRL and WFPS, licensed in Freeport, Illinois, WWHG licensed in Evansville, Wisconsin, WBEL licensed in South Beloit, Illinois, and WGEZ licensed in Beloit, Wisconsin and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites. The information contained in this Report covers the time period beginning August 1, 2021 through July 31, 2022 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the 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;
5. A list and brief description of the initiatives pursuant to Section 73.2080(c)(2) of the FCC rules.

2022 EEO PUBLIC FILE REPORT

A. Employment Unit Covered

SCOTT THOMPSON, D/B/A BIG RADIO

| | |
|---------|------------------------|
| WEKZ | Monroe, Wisconsin |
| WBGR-FM | Monroe, Wisconsin |
| WQLF | Lena, Illinois |
| WFPS | Freeport, Illinois |
| WFRL | Freeport, Illinois |
| WWHG | Evansville, Wisconsin |
| WBEL | South Beloit, Illinois |
| WGEZ | Beloit, Wisconsin |

B. Reporting Period

August 1, 2021 to July 31, 2022

C. Full-time Vacancies Filled During Reporting Period

1. Job Title: Account Executive (1 vacancy)
Date Filled: December 3, 2021

D. Recruitment/Referral Sources Used to Seek Candidate

1. Big Radio Website: www.bigradio.fm
2. In-House Posting
3. Radio Ads on WBGR-FM, WFPS, WQLF
4. Monroe Optimist Club

E. Number of Interviewees Referred by Recruitment Source

1. Big Radio Website: 2
2. In-House Posting: 0
3. Radio Ads: 2 (vacancy filled through this source)
4. Monroe Optimist Club: 0

EEO OUTREACH INITIATIVES FOR BIG RADIO

INTERNSHIPS:

Big Radio provides an internship program designed to provide exposure to career opportunities in the broadcast field. During the reporting period, the station(s) hosted interns from Lena Schools. The responsibilities included, but were not limited to, helping coordinate events, copywriting, production, sales, and assisting with the set-up and execution of live broadcasts at off-site locations.

SCHOLARSHIP PROGRAM:

Big Radio is an active participant in the Wisconsin Broadcaster's Association Scholarship Program. An initial evaluation of the candidate is made for the evaluation committee, based on the student's GPA, post high school employment and extracurricular activities, awards, honors, experience, and response to an essay question. The station promotes the availability of the scholarship program over the air and directs interested candidates to mail, fax or e-mail the station for an application.

RADIO STATION TOURS:

The radio stations remain active in the community as a place where groups may tour and learn about and discuss broadcast career opportunities, and the growing technology in the radio industry. During the reporting period, Big Radio hosted Green County Dairy Queens, Monroe Boy Scouts, Argyle Students, and members of the public.

JOB SHADOWING:

During the reporting period, a student from New Glarus shadowed a team of sports broadcasters as they put games on the air. He observed the on-air broadcasts and assisted with equipment set-up and take-down.

CAREER DAY:

Big Radio is an active participant in Career Day activities in schools throughout the region. During the reporting period, employees of Big Radio took part in Career Days at Argyle and Milton schools.

EEO OUTREACH INITIATIVES FOR BIG RADIO:

Training exists to management level personnel as to methods of ensuring EEO and preventing discrimination. In accordance with the Wisconsin Broadcaster's Association Assistance Action Plan for EEO Compliance, Big Radio was represented by part owner, Ben Thompson, at the "EEO Seminar: Developing Signature Traits of an Inclusive Leader", which was held as part of the WBA's summer conference on August 21, 2021. Also, Big Radio was represented by general manager, Kent McConnell, at the "EEO Seminar: Understanding and Mitigating Unconscious Bias in Our Everyday Lives" webinar held on May 19, 2022.