

MAGNUM COMMUNICATIONS INC.
WLXR-WTMB-WBOG-WCFW



Magnum Communications Inc,

WLXR-WTMB-WBOG-WCFW

**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:

WLXR-WTMB-WBOG-WCFW

(Note: WXYM-FM call letters were changed to WLXR-FM May 14, 2023 & WCFW-FM 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.

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Job Vacancies (Section 1):

Full-Time Position Utilized	Date Opened	Total Number Interviewed	Recruitment Source of Hire	Source
Sales Representative	8/14/2022	2	Station Personnel	3

Total Number of Positions filled During Applicable Period: 1

Total Number of Persons Interviewed During Applicable Period: 2

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Recruitment Sources:

1. **Radio Announcements**
2. **Wisconsin Broadcasters Association Website/Newsletter**
3. **Magnum Media Website**

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	laue@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@uwla.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

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Western Kentucky University Career Services	Dan.onitsuka@wku.edu
Workforce Connections Juneau County	butlers@workforceconctions.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

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
davidson@uwosh.edu
davies@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@arccommerv.com
info@capserv.org
info@fsc-corp.org
info@msn.herzing.edu

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Oshkosh Area Workforce Development Center	info@oshkoshwdc.com
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

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MATC	thomasj@matc.edu
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

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Community Outreach (Section 2):

Year: 2022-2023 This announcement was broadcast on:

**WKBH-WQCC-WLXR - 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.

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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

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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,
WWTY, 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.

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4. Guest Lecture

April 5, 2023, Scott Volenec spoke to Michael Hauptert's Economics of the Arts class at UW-La Crosse about the radio industry.

NEW JOB VACANCY

PART A

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I. General Information

4. **Job Title:** Sales Representative
5. **Date Position Opened:** 8/14/2022
3. **Date Position Filled:** 5/1/2023
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 [x] No []
-

II. Interviewees

7. List of people interviewed for this position:

Name	Date	Recruitment Source
Susan Schwartz-Volenec	3/6/2023	Station Personnel
Confidential	10/14/2022	Over the Air

8. Total number of people interviewed for this position: 2
9. Total number of applicants for this job: 2
-

III. Hiree

Person ultimately hired for this position:

Name: Susan Schwartz-Volenec

Recruitment Source: Station Personnel

Approval:

General Manager: Dave Magnum Date: 3/6/2023

On-Air Scripts 8/14/22-10/30/22

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

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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.

WBA Website 4/24/23-4/30/23

Sales Representative

[Back to Jobs Available](#)



By Reid Magnum 4/24/2023 Radio - Sales



You would be working with local businesses to get our Radio listeners invited to become their customers. Radio Stations include: 102.7 WKBH, KICKS 106.3, Mix 96.1, Classic Rock 94.5 TMB, Magic 97.9, ALT 107.1, BOG Country 101.3 and 1490 The Eagle. This position also includes the opportunity to sell digital advertising.

Mostly Monday through Friday 8a-5p. Much flexibility and freedom setting your own schedule. Your work-from-home preferences open to discussion. If you are curious by nature, an idea person, outgoing, take pride assisting others and having them follow your lead, plus possess the organizational skills necessary to succeed as an outside Sales Representative, please apply. Great Co-workers, fun, respectful atmosphere. EOE



Additional Info

Station/Company Name : Magnum Media

Contact Name : Reid Magnum

Contact Email : careers@magnum.media

Location : La Crosse

Expiration Date : 4/30/2023

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

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Job description

You would be working with local businesses to get our Radio listeners invited to become their customers. Radio Stations include: Kicks 106.3, 102.7 WKBH, Mix 96.1, ALT 107.1, Magic 97.9, 94.5 TMB, 1490 The Eagle and BOG Country 101.3. Could also represent our other Magnum Media Stations. This position also includes the opportunity to sell digital advertising.

Mostly Monday through Friday 8a-5p. Much flexibility and freedom setting your own schedule. Your work-from-home preferences open to discussion. If you are curious by nature, an idea person, outgoing, take pride assisting others and having them follow your lead, plus possess the organizational skills necessary to succeed as an outside Sales Representative, please apply. Great Co-workers, fun, respectful atmosphere. EOE

Job Type: Full-time