

EEO Public File Report

Group: Heartland Communications
Stations: WATW-AM, WJH-FM, WBSZ-FM, WNXR-FM, WCQM-FM, WFPF-AM, WKBF-FM, WFER-AM, WRIO-FM, WERL-AM, WCYE-FM, WNWX-FM

A station may accumulate the relevant information for the date range specified (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

A. Job Vacancies Filled Between 2021-08-01 and 2022-07-31

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

C. Total Number of Persons Interviewed For All Full-Time Vacancies Filled Between 2021-08-01 and 2022-07-31 (this will be a row number)

0

D. Total Number of Interviews For All Full-Time Vacancies Filled Between 2021-08-01 and 2022-07-31 (Per Recruitment/Referral Sources)

Referral Source	Contact Person	Address	Tel #	Number of Interviews Referred?
E. Outreach Activities				
07/31/2022	Supplemental Recruitment Activity - ASH	Description of Activity		
<p>WATW/WBSZ/WJH/WNXR has between five and ten full-time employees and Ashland, Wisconsin has a population of 8,209 people and is defined in the FCC's EEO rules as a small market. Therefore, we have selected the two activities below to fulfill our EEO Supplemental Recruitment Activities. 1. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. WATW/WBSZ/WJH/WNXR participates in Heartland Communication Group training programs as follows: Monday Morning Meeting & Each Monday we hold a meeting with our sales staff. The agenda includes training materials to assist and educate our sales team and develop their sales skills. Wednesday Meeting & Every Wednesday at 3:30 pm we hold a sales team meeting to review sale processes, packages and review training material from magazine articles, RAB training material, Webinars, and other training material target to develop our sales staff. Once a month The General Manager, Program Director, and the CEO of the Heartland Communication Group meets to review activities including training procure and review the development of all staff members. Any new educational information is passed on to the staff via a monthly team meeting that is mandatory for all personnel. 2. Listing each upper-level job opening in a job bank or media newsletter that reaches a substantial number of women and minorities. WATW/WBSZ/WJH/WNXR participates in Heartland Communication Group Job Vacancy program. Every Sales, production, Engineering, and management posting is forwarded to all stations for internal posting and to our EEO coordinator who submits it to well over 200 institutions who post job vacancies. The list contains colleges, various agencies, i.e.: American Broadcasting School, Bad River Band of Lake Superior Tribe of Chippewa Indians, Center Against Sexual and Domestic Abuse, Inc. & CASDA, Center For Asian American Media, Fond Du Lac Tribal And Community College, Department of Social Services, Goodwill Industries of Duluth, to mention just a few. We believe these efforts are working to help us attract qualified women and minorities. As a matter of fact, 75% of our most recent positions have been filled by women and/or minorities. Page Two At the top of every Heartland Communications Group new employee & Application for Employment & Heartland clearly indicates its non-discrimination employment policy: & It is the policy of this company not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin, or age. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission (FCC). If you believe your equal employment rights have been violated, you may contact the FCC in Washington, DC 20554 or other appropriate state or local agency. & Heartland Communication Group also does not discriminate on the basis of race or ethnicity in its advertising sales agreements, and every such agreement includes a nondiscrimination clause. Sincerely, John Warren General Manager WATW & 1-400 AM & 101.3 FM / WBSZ & 93.3 FM / WJH & 96.7 FM / WNXR & 107.3 FM 2320 Ellis Avenue Ashland, WI 54806</p>				

07/31/2022

Supplemental Recruitment
Activity - HR

EEO Public File Report

WRJOWERL/WCYE/WNWX has between five and ten full-time employees and Eagle River, Wisconsin has a population of 6474 people and is defined in the FCC's EEO rules as a small market. Therefore, we have selected the two activities below to fulfill our EEO Supplemental Recruitment Activities. 1. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. WRJOWERL/WCYE/WNWX participates in Heartland Communication Group training programs as follows: Monday Morning Meeting. Each Monday we hold a meeting with our sales staff. The agenda includes training materials to assist and educate our sales team and develop their sales skills. Wednesday Meeting. Every Wednesday at 3:30 pm we hold a sales team meeting to review sale processes, packages and review training material from magazine articles, RAB training material, Webinars, and other training material target to develop our sales staff. Once a month The General Manager, Program Director, and the CEO of the Heartland Communication Group meet to review activities including training procure and review the development of all staff members. Any new educational information is passed on to the staff via a monthly team meeting that is mandatory for all personnel. 2. Listing each upper-level job opening in a job bank or media newsletter that reaches a substantial number of women and minorities. WRJOWERL/WCYE/WNWX participates in Heartland Communication Group Job Vacancy program. Every Sales, production, Engineering, and management posting is forwarded to all stations for internal posting and to our EEO coordinator who submits it to well over 200 institutions who post job vacancies. The list contains colleges, various agencies, ie.: American Broadcasting School, Bad River Band of Lake Superior Tribe of Chippewa Indians, Center Against Sexual and Domestic Abuse, Inc. CASDA, Center For Asian American Media, Fond Du Lac Tribal And Community College, Department of Social Services, Goodwill Industries of Duluth, to mention just a few. We believe these efforts are working to help us attract qualified women and minorities. As a matter of fact, 75% of our most recent positions have been filled by women and/or minorities. Page Two At the top of every Heartland Communications Group new employee Application for Employment, Heartland clearly indicates its non-discrimination employment policy. It is the policy of this company not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin, or age. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission (FCC). If you believe your equal employment rights have been violated, you may contact the FCC in Washington, DC 20554 or other appropriate state or local agency. Heartland Communication Group also does not discriminate on the basis of race or ethnicity in its advertising sales agreements, and every such agreement includes a nondiscrimination clause. Sincerely, James Courseville
President/General Manager WRJO 94.5 FM / WERL 95.0 AM & 101.7 FM / WCYE - 93.7 FM / WNWX - 96.5 FM 909 N. Railroad Street P.O. Box 309 Eagle River, WI 54521