

# **SEEHAFER BROADCASTING CORP. MANITOWOC (WOMT/ WQTC/ WEMP/ WLTU/ WLKN/ WCUB)**

Annual EEO Public File Report

Prepared by: Jim Medley

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 station(s):

## **SEEHAFER BROADCASTING, MANITOWOC, WI**

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 the Report covers the time period beginning **August 1, 2018 and including July 31, 2020.**

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 hire 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 undertaken pursuant to Section 73.2080(c) (2) of the FCC rules. Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the letters listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix.

\*For purposes of the Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

**Appendix 1:**  
**Annual EEO Public File Report Form**  
**Covering the Period from August 1, 2018 to July 31, 2020**  
**Station(s) Comprising Station Employment Unit:**

**WOMT/ WQTC/ WEMP/ WLTU/ WLKN/ WCUB**

**Vacancy Information**

*(1) Assistant Traffic Director/ Office Manager (10/1/18)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy F, I, J*

*Total Number of Interviewees 3*

*Source of Hired Person. I*

**Vacancy Information**

*(1) Sales Assistant (04/01/2019)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy F, I, J*

*Total Number of Interviewees 5*

*Source of Hired Person. I*

**Appendix 2:**

**Annual EEO Public File Report Form**

**Covering the Period from August 1, 2018 to July 31, 2020**

**Station(s) Comprising Station Employment Unit:**

**WOMT/ WQTC/ WEMP/ WLTU/ WLKN/ WCUB**

Section 2: Recruitment Source Information

**A. Wisconsin Broadcasters Association**

44 E Mifflin St

Madison WI 53703

<http://www.wi-broadcasters.org/careers/post-available/>

608-255-2600

**B. Wisconsin Job Center - Manitowoc**

3733 Dewey St

Manitowoc, WI 54220

<http://www.manitowocjobcenter.org/>

920-683-2888

**C. University of Wisconsin – Manitowoc**

705 Viebahn St

Manitowoc WI 54220

<http://manitowoc.uwc.edu/>

920-683-4600

**D. Lakeshore Technical College - Manitowoc**

3733 Dewey St.

Manitowoc, WI 54220

<http://gotoltc.edu/career-placement/employer/index.html>

920.683.2846

**E. Lakeshore Technical College - Cleveland**

1290 North Ave

Cleveland, WI 53015-1412

<http://www.gotoltc.edu/>

920-693-1000

**F. On-Air Seehafer Broadcasting**

WOMT-AM, WCUB-AM, WEMP-FM, WLKN-FM, WLTU-FM, WQTC-FM

3730 Mangin St

Manitowoc WI 54221

<http://www.seehaferbroadcasting.com/>

920-682-0351

**G. Manitowoc Chamber of Commerce**

1515 Memorial Dr

Manitowoc, WI 54220

<http://chambermanitowoccounty.org/>

920-684-5575

**H. Indeed.com**

**I. Personal Reference**

**J. All Seehafer Broadcasting websites.**

**Appendix 3:**  
**Annual EEO Public File Report Form**  
**Covering the Period from August 1, 2018 to July 31, 2020**  
**Station(s) Comprising Station Employment Unit:**

**WOMT/ WQTC/ WEMP/ WLTU/ WLKN/ WCUB**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Seehafer Broadcasting

1. Aired a flight of announcements for the “WBA Foundation Scholarship” promotion. This program offered scholarships to candidates looking for a carrier in media. 54-announcements aired on each station (324 total) from 9/16/18 – 10/12/18.
2. Throughout the year, Seehafer Broadcasting will have different groups come through to tour our stations. These tour groups include Boy Scout Troops and high school students, the Chamber of Commerce as well as a local facility for disabled adults (Arise). The tours include introductions to the staff and descriptions of their jobs, history of the stations, how the radio business works, and the benefits of working at a radio station. During this reporting period; 5-tours were conducted.
3. 06/12/2019, at the WBA’s Summer Conference, Michelle Lillibridge and Seehafer Broadcasting participated in the Job/Career Fair. Michelle represented the six stations. Many job seekers were in attendance, and they had information for them regarding the six stations; they also answered any questions that possible applicants had.
4. 06/12/2019, at the 2019 WBA Summer conference, Michelle Lillibridge attended the EEO annual meeting about how to ensure Equal Employment Opportunities and how to prevent unlawful Discrimination. This was an in-depth seminar which included proper EEO compliance and hiring requirements.
5. 06/12/2019, at the WBA’s 2019 summer Conference, Michelle Lillibridge attended an EEO seminar titled keeping up with EEO at the FCC.
6. 11/15/18 – 03/2/19; Seehafer radio stations Interned Jordan for High School credit in Sports Broadcasting. During this instruction period, Jordan learned the many facets of Sport Radio Broadcasting. Jordon’s goal is to go to college for and get a degree in radio broadcasting.
7. 01/30/2019, Seehafer Broadcasting participated in the Job/Career Fair at the WBA’s 2019 Winter Conference. Michelle Lillibridge represented the six stations. Many job seekers were in attendance, and they had information for them regarding the six stations; they also answered any questions that possible applicants had.

8. 07/23/2019, Seehafer News welcomed Matt, a former Roncalli High Graduate and current student at UW Eau Claire to Job shadow for a day. Matt is studying journalism and is exploring a carrier in radio broadcasting.

9. 10/11/19 – 02/17/2020; Seehafer radio stations Interned Jordan for High School credit in Sports Broadcasting. During this instruction period, Jordan learned the many facets of Sport Radio Broadcasting. Jordon's goal is to go to college for and get a degree in radio broadcasting.

10. 01/30/2019, Seehafer Broadcasting participated in the Job/Career Fair at the WBA's 2019 Winter Conference. Michelle Lillibridge represented the six stations. Many job seekers were in attendance, and they had information for them regarding the six stations; they also answered any questions that possible applicants had.

11. Aired announcements for the Wisconsin Broadcasters Virtual Job Fair. A total is 120, 60-second announcements over 6-stations aired from 7/20 – 7/23 promoting the [broadcastersvirtualjobfair.com](http://broadcastersvirtualjobfair.com) this was an event set up to help recruit during the COVID19 Pandemic.