

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

Annual EEO Public File Report

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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 period beginning **August 1, 2020 and ending July 31, 2021.**

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, 2020 to July 31, 2021**  
**Station(s) Comprising Station Employment Unit:**

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

**Vacancy Information**

*(1) Social & Digital Media Director (filled 8/10/20)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy E, F, H, I*

*Total Number of Interviewees 5*

*Source of Hired Person. E (on-air ad)*

**Vacancy Information**

*(1) Reception/ Traffic Assistant (filled 8/31/20)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy F, H, I, E*

*Total Number of Interviewees 14*

*Source of Hired Person. G (Indeed.com)*

**Vacancy Information**

*Account Executive ( filled 4/15/20)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy F, H, I, E*

*Total Number of Interviewees 2*

*Source of Hired Person. H (former employee)*

**Appendix 2:**

**Annual EEO Public File Report Form**

**Covering the Period from August 1, 2020 to July 31, 2021**

**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 Green Bay – Manitowoc**

705 Viebahn St

Manitowoc WI 54220

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

920-683-4600

**D. Lakeshore Technical College - Cleveland**

1290 North Ave

Cleveland, WI 53015-1412

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

920-693-1000

**E. 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

**F. Manitowoc Chamber of Commerce**

1515 Memorial Dr

Manitowoc, WI 54220

<http://chambermanitowoccounty.org/>

920-684-5575

**G. Indeed.com**

**H. Personal Reference**

**I. All Seehafer Broadcasting websites.**

**Appendix 3:**  
**Annual EEO Public File Report Form**  
**Covering the Period from August 1, 2020 to July 31, 2021**  
**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. 03/12/21, Assisted a high school student from Manitowoc Lincoln in a class assignment about carriers in broadcasting. The student (M.M.) asked questions about the broadcast industry and different carriers then, submitted a video interview for class credit.
2. Throughout the year, Seehafer Broadcasting will have different groups come through to tour our stations. the Manitowoc Chamber of Commerce. 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, only 1-tour was conducted resulting from the COVID-19 Pandemic,
3. 05/06/2021, attended a webinar titled “The FCC rules and how to survive them”. This instructional session was conducted by FCC Attorney Gregg P. Skall and Lisa Fields from Broadcast 1 Source.
6. 11/15/20 – 03/15/21; Seehafer radio stations Interned J.L. for UW Wisconsin-Green Bay credit in Sports Broadcasting. During this instruction period, J.L. continued to learn the many facets of Sport Radio Broadcasting.
7. The week of 6/7/21, Seehafer Broadcasting participated in a Virtual Job/Career Fair hosted by the Wisconsin Broadcasters association. This “Virtual Job Fair” was an outreach effort in response to the Covid-19 Pandemic.
8. 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.