

# **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 period beginning **August 1, 2022 and ending July 31, 2023.**

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 or via Zoom.

**Appendix 1:**  
**Annual EEO Public File Report Form**  
**Covering the Period from August 1, 2022 to July 31, 2023**  
**Station(s) Comprising Station Employment Unit:**

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

**Vacancy Information**

*No Full-time positions filled during the reporting period.*

**Appendix 2:**

**Annual EEO Public File Report Form**

**Covering the Period from August 1, 2022 to July 31, 2023**

**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. University of Green Bay – Manitowoc**

705 Viebahn St

Manitowoc WI 54220

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

920-683-4600

**C. Lakeshore Technical College - Cleveland**

1290 North Ave

Cleveland, WI 53015-1412

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

920-693-1000

**D. 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

**E. Manitowoc Chamber of Commerce**

1515 Memorial Dr

Manitowoc, WI 54220

<http://chambermanitowoccounty.org/>

920-684-5575

**F. Indeed.com**

**G. Personal Reference**

**H. All Seehafer Broadcasting websites.**

**I. AllAccess.com**

**J. Ziprecruiter.com**

**K. Simplyhired.com**

**Appendix 3:**  
**Annual EEO Public File Report Form**  
**Covering the Period from August 1, 2022 to July 31, 2023**  
**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. 11/23/22, Seehafer Broadcasting completed an **“Assistance Action Plan for EEO Compliance”** by participating in the Wisconsin Broadcasting Foundation Scholarship program. This 5 point plan was completed over a 2-year period and certified by the Wisconsin Broadcasters association.
2. 10/04/22 gave an extensive tour of facilities to 4- Manitowoc Lutheran High School Senior Students interested in Broadcasting/ Audio editing. explained how the stations work and audio editing. Encouraged all students to explore broadcasting as a carrier.
3. Seehafer Broadcasting participated in the Ascend Services **“Fall Community Job Fair”** on October 6, 2022. Where the community was invited to apply for any opening in the Seehafer Broadcasting company.
6. 01/05/23, hosted V.F., a student at UW-Eau Claire for a one-day job shadow. She is considering majoring in Journalism. Personnel from the news department showed her the day-to-day functions of a radio news department. Writing stories, and even gave her the opportunity to voice a newscast. V.F. became an intern at the stations in June of 2023 working during the summer collage break.
7. 01/10/2023, Ryan Brahm was a speaker during **Carrier Expo 2023 at Lakeshore Technical College**. This event was from 9am to 2:15pm and included High School students from McKenley High, Mishicot, Reedsville, Roncalli, Two Rivers, Manitowoc Lincoln, Manitowoc Lutheran and Valders High School. . That is over 900 students in one day. Ryan highlighted the day-to-day activities in News Broadcasting. Encouraging students interested to work on reading and writing skills.
8. 02/16/2023, Z.K., a Sophomore from the High school, took a tour and job shadowed the news department to gain knowledge about the field of Journalism. Z.K. will be joining the **CESA 6 Youth Apprenticeship program** in June of 2023 and will be an intern at the stations.
9. 02/25/2023, Emily Freitag was the station’s representative at the **WBA 2023 Student Seminar** from 11am to 1pm at the Madison Marriott West in Middleton, Wisconsin. Job seekers and students were in attendance along with their contact information.

10. 03/13/23, High School Junior Z.Z. started as an Intern for the News Department. Through the **CESA 6 Youth Apprenticeship Program**. Z.Z. will be working as a reporter at the stations learning every facet of the carrier while earning High School class credit.

11. 04/13/2023, Brenda Schultz attended the **EEO Seminar: A review of the FCC's EEO Requirements for Broadcasters** webinar. A program for station management that will teach how to ensure Equal Employment Opportunity and prevent unlawful discrimination.

12. 05/11/2023, Seehafer Broadcasting **co-hosted a job fair with Ascend Services** at the Wisconsin Maritime Museum from 11a – 4p. almost 30 area businesses participated in reaching out to find employees. Jim Medley hosted the Seehafer Broadcasting booth seeking candidates for 2-fulltime positions.

13. 06/30/2023, Business Manager, Brenda Schultz, attended the EEO session **“You’re looking in all the wrong places: how to find diverse talent at every level.”** Offered by the Wisconsin Broadcasters association during the June 14, 2023 Summer conference in Elkhart Lake Wisconsin.

14. S.F., a student at UW Milwaukee, joined the news team as a intern learning news writing and production of stories. This term was June – August 2023.

15. 07/03/23 A.F., a High School Junior started as an Intern for the News Department. Through the **CESA 6 Youth Apprenticeship Program**. A.F. will be working as a reporter at the stations learning every facet of the carrier while earning High School class credit. A.F. is interested in pursuing a carrier in Journalism.