

August 1, 2018 to July 31, 2019
Outreach Initiatives
State of Wisconsin – Educational Communications Board
Station Employment Unit WERN (WECB Headquarters)

I. First Initiative: *Participation in scholarship programs*

WECB is an active participant in, and supporter of, the Wisconsin Broadcasters Association (WBA) Foundation Broadcast Scholarship programs, including *Student Award for Excellence*, and *Student Leadership Award*.

II. Second Initiative: *Participation in internships and job training programs*

WECB is a steadfast and strong supporter of WBA internship and educational programs. WECB's involvement in these programs includes; WBA's *Young Professionals Committee*, annual *Student Seminar*, the *Engineering Fellowship Grant*, as well as the *WBA Job Bank*. Moreover, WECB staff members also provide assistance to WBA through the provision of presentations focusing on the technical details and current standards related to the field at the *January Student Seminar program*. This important seminar provides high school and college students with training opportunities devoted to key issues in the field of broadcasting, and this program actively works to increase diversity in the field through awarding scholarships each year to deserving attendees.

III. Third Initiative: *Providing Advanced EEO training opportunities for senior WECB Management*

- On July 9th, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled “*Updates on the Americans with Disabilities Act, (ADA)*” presented as part of the on-going educational training offerings presented by the *Wisconsin Bureau of Equity and Inclusion* held at the WI Department of Administration, (DOA) located in Madison, WI.
- On June 12th, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled “*Keeping Up with EEO At The FCC*” presented as part of the WBA 2019 Summer Conference held at the Osthoff Resort in Elkhart Lake, WI.
- On May 14th, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended quarterly “*EEO/AA Professionals Meeting*” presented by the Wisconsin Department of Administration, Division of Personnel Management and the *Bureau of Equity and Inclusion* held at the Hill Farms State Office Building, located in Madison, WI.
- On April 29th, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended the “*EEO/AA Roles and Responsibilities Seminar*” presented as part of the on-going educational

training offerings presented by the *Wisconsin Bureau of Equity and Inclusion* held at the WI Department of Administration, (DOA) located in Madison, WI.

- On March 12th, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended a seminar entitled “*Assistive Technology in the Work Place*” presented as part of the on-going educational training offerings presented by the *Wisconsin Bureau of Equity and Inclusion* held at the WI Department of Administration, (DOA) located in Madison, WI.
- On February 2nd, 2019, Pete Dally, WECB Deputy Director and Agency EEO Officer, attended a seminar and training entitled “*Addressing Institutional Racism: promoting Anti-Discrimination in the Workplace*” presented as part of the on-going educational training offerings presented by the *Wisconsin Bureau of Equity and Inclusion* held at the WI Department of Administration, (DOA) located in Madison, WI.

IV. Fourth Initiative: *listing of each upper level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities*

- WECB’s Radio Membership Coordinator (Operations Program Associate) position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Web Designer/Developer & Content Manager – WPT (IS Technical Services Senior) position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Executive Director position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Regional Technical Manager – South (Media Supervisor Adv.) position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Deputy Director position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Financial Specialist position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Media Telecommunications Technician position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Financial Specialist position was posted at locations indicated on the attached Recruitment Source Report
- WECB’s Director of Engineering and Operations position was posted at locations indicated on the attached Recruitment Source Report

V. Fifth Initiative: *Participation in job fairs and related employment, information, and outreach events by station personnel who have substantial responsibility in the making of hiring decisions*

- On June 12, 2019, Pete Dally, WECB Deputy Director, participated in a job fair sponsored by WBA as part of the WBA 2019 Summer Conference held at the Osthoff Resort in Elkhart Lake, WI. ***

EEO Public File Report
WERN (FM) (ECB Headquarters)
August 1, 2018 to July 31, 2019
Full-Time Positions Filled

Position	Open	Filled	Recruitment Source
Radio Membership Coordinator (Operations Program Associate)	8/1/2018	10/01/18	Indeed.com
Recruitment Resource	Contact		Interviews
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs		3
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account		1
Assn of Fundr Prof. Madison chapter	Betsy Nelson	Wisconsin Public Media (608) 262-5221	
Community Resource Groups mailing list	Betsy Nelson	Wisconsin Public Media (608) 262-5221	
ECB.org	Marta Bechtol	ECB (608) 264-9733 3319 W. Beltline Highway, Madison WI 53713	
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706	
LinkedIn	Marta Bechtol	ECB (608) 264-9733 3319 W. Beltline Highway, Madison WI 53713	
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson Marta Bechtol	Wisconsin Public Media (608) 262-5221 ECB (608) 264-9733	1
Public Radio Assn of Development Officers	Betsy Nelson	Wisconsin Public Media (608) 262-5221	

Position		Open	Filled	Recruitment Source	
Web Designer/Developer & Content Manager – WPT (IS Technical Services Senior)		9/14/2019	12/09/2018	Wisc.Jobs	
Recruitment Resource	Contact			Interviews	
Wisc.Jobs	Lisa Dally, HR Program Officer WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs			9	
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			2	
Centro Hispano of Dane County	Norma Gallegos Valles, CHDC, Workforce Manger 608-442-4016				
GreaterPublic.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208				
LinkedIn	Marta Bechtol	ECB	(608) 264-9733 3319 W. Beltline Highway, Madison WI 53713		
ECB.org	Marta Bechtol	ECB	(608) 264-9733 3319 W. Beltline Highway, Madison WI 53713		
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221 821 University Ave., Madison WI 53706		
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
	Marta Bechtol	ECB	(608) 264-9733		
Dolt, UW/Women in IT UW-Madison	Sandee Seiberlich, Enterprise Project Manager, Dolt Center, sandee.seiberlich@wisc.edu https://it.wisc.edu/				
University of Wisconsin-Madison School of Education & MERIT/Women in IT UW-Madison	Brenda Spychalla, Co-CIO/Co-Director, brenda.spychalla@wisc.edu Tech Partners University of Wisconsin-Madison https://it.wisc.edu/it-community/committees-groups/tech-partners/				

Position		Open	Filled	Recruitment Source	
Corporate Development Representative		9/27/18	1/07/2019	WPT.org	
Recruitment Resource	Contact			Interviews	
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs			1	
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account				
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login				
WI Tech Connect	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://www.wisconsintechconnect.com/Employers				
Jobs for WI Grads	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.jobs4wigrads.com/				
Centro Hispano of Dane County	Norma Gallegos Valles, CHDC, Workforce Manger 608-442-4016				
OurLivesMadison.com	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Out Professional and Executive Network	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Assn of Fundr Prof. Madison chapter	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Community Resource Groups mailing list	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
GreaterPublic.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208				
ECB.org	Marta Bechtol	ECB 3319 W. Beltline Highway, Madison WI 53713	(608) 264-9733		
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media 821 University Ave., Madison WI 53706	(608) 262-5221	10	
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson Marta Bechtol	Wisconsin Public Media ECB	(608) 262-5221 (608) 264-9733		

Position	Open	Filled	Recruitment Source
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ECB Executive Director		8/10/18	10/16/18	Wisc.Jobs
Recruitment Resource	Contact			Interviews
Wisc.Jobs	Lisa Dally, HR Program Officer WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs			1
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			
OurLivesMadison.com	Betsy Nelson	Wisconsin Public Media	(608) 262-5221	
Community Resource Groups mailing list	Betsy Nelson	Wisconsin Public Media	(608) 262-5221	
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208			
ECB.org	Marta Bechtol	ECB	(608) 264-9733 3319 W. Beltline Highway, Madison WI 53713	
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221 821 University Ave., Madison WI 53706	
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson	Wisconsin Public Media	(608) 262-5221	
	Marta Bechtol	ECB	(608) 264-9733	

Position	Open	Filled	Recruitment Source	
Regional Technical Manager – South (Media Supervisor Adv.)	11/08/18	02/03/19	ECB.org	
Recruitment Resource	Contact			Interviews
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs			6
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login			
WI Tech Connect	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://www.wisconsintechconnect.com/Employers			
Jobs for WI Grads	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.jobs4wigrads.com/			

Military Pipeline	Brock Flowers HR Specialist Senior WI Dept. of Administration (608) 267-1005 https://usmilitarypipeline.com/	
ECB.org	Marta Bechtol ECB (608) 264-9733 3319 W. Beltline Highway, Madison WI 53713	1
WPT.org and WPR.org	Betsy Nelson Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706	
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson Wisconsin Public Media (608) 262-5221 Marta Bechtol ECB (608) 264-9733	

Position	Open	Filled	Recruitment Source
ECB Deputy Director	11/15/18	2/03/19	Wisc.Jobs
Recruitment Resource	Contact	Interviews	
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs	3	
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account		
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login		
Military Pipeline	Brock Flowers HR Specialist Senior WI Dept. of Administration (608) 267-1005 https://usmilitarypipeline.com/		
ECB.org	Marta Bechtol ECB (608) 264-9733 3319 W. Beltline Highway, Madison WI 53713		
WPT.org and WPR.org	Betsy Nelson Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706		
Personal contacts by ECB/WPR/WPT staff	Betsy Nelson Wisconsin Public Media (608) 262-5221 Marta Bechtol ECB (608) 264-9733	2	

Position	Open	Filled	Recruitment Source
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Financial Specialist		3/20/19	5/10/19	Wisc.Jobs
Recruitment Resource	Contact			Interviews
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs			8
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login			
WI Tech Connect	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://www.wisconsintechconnect.com/Employers			
Jobs for WI Grads	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.jobs4wigrads.com/			
WIPCC Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.waicu.org/working-students/student-jobs-internships/wipccc-waicu-career-counselors/employers			
Military Pipeline	Brock Flowers HR Specialist Senior WI Dept. of Administration (608) 267-1005 https://usmilitarypipeline.com/			
Centro Hispano of Dane County	Norma Gallegos Valles, CHDC, Workforce Manger 608-442-4016			
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208			
ECB.org	Pete Dally	ECB, Deputy Director	(608) 264- 9673	
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221	

Position	Open	Filled	Recruitment Source
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Media Telecommunications Technician		4/10/19	5/22/19	Wisc.Jobs
Recruitment Resource	Contact	Interviews		
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs	7		
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login	1		
WI Tech Connect	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://www.wisconsintechconnect.com/Employers			
Jobs for WI Grads	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.jobs4wigrads.com/			
WIPCC Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.waicu.org/working-students/student-jobs-internships/wipccc-waicu-career-counselors/employers			
Military Pipeline	Brock Flowers HR Specialist Senior WI Dept. of Administration (608) 267-1005 https://usmilitarypipeline.com/			
Centro Hispano of Dane County	Norma Gallegos Valles, CHDC, Workforce Manger 608-442-4016			
DWD Office of Veteran Employment Services	David Walters, Veteran Employment Representative (608) 242-4906			
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208			
ECB.org	Pete Dally ECB, Deputy Director (608) 264-9673			
Soldier for Life	LTC Robin Johnson, Employment Program Director U.S. Army Soldier for Life, robin.a.johnson10.mil@mail.mil https://soldierforlife.army.mil/Employment/employer-resources			
Veterans Employment and Training Services	Eric Asmussen, Regional Veteran's Employment Coordinator, VETS (312) 353-6489			
WPT.org and WPR.org	Betsy Nelson Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706			

Position		Open	Filled	Recruitment Source	
Director of Engineering and Operations		5/22/19	7/29/19	Personal Contact	
Recruitment Resource	Contact			Interviews	
Wisc.Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 101 E. Wilson St. Madison, WI 53703 https://www.linkedin.com/company/state-of-wisconsin/ https://www.facebook.com/getwiscjobs/ https://twitter.com/wiscjobs				
Indeed.com	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://secure.indeed.com/account			1	
Handshake	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://app.joinhandshake.com/login				
WI Tech Connect	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 https://www.wisconsintechconnect.com/Employers				
Jobs for WI Grads	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.jobs4wigrads.com/				
WIPCC Jobs	Brock Flowers, HR Specialist- Senior WI Dept. of Administration (608) 267-1005 http://www.waicu.org/working-students/student-jobs-internships/wipccc-waicu-career-counselors/employers				
Military Pipeline	Brock Flowers HR Specialist Senior WI Dept. of Administration (608) 267-1005 https://usmilitarypipeline.com/				
Centro Hispano of Dane County	Norma Gallegos Valles, CHDC, Workforce Manger 608-442-4016				
OurLivesMadison.com	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Out Professional and Executive Network	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Community Resource Groups mailing list	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Hmong Assn job board Southern Wisconsin	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
GreaterPublic.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221		
Urban League of Greater Madison	Michelle Heitzinger, Executive Assistant, ULGM (608) 729-1208				

ECB.org	Pete Dally	ECB, Deputy Director	(608) 264-9673	
WPT.org and WPR.org	Betsy Nelson	Wisconsin Public Media	(608) 262-5221	
Personal contacts by ECB/WPR/WPT staff	Marta Bechtol	ECB	(608) 264-9733	3
Current.org	Marta Bechtol	ECB https://jobs.current.org/employer	(608) 264-9733	1
Society of Broadcast Engineers	Pete Dally	ECB https://www.sbe.org/sections/jl_submit.php	(608) 264-9673	2
Wisconsin Broadcasters Association	Kyle Geissler	WBA https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/	(608) 255-2600	