

**EEO Public File Report 8/1/17**

**Prepared by: Terry Steward, General Manager**

**WWIB/WOGO**

WWIB(FM) is a religious station with a strong Christian family-oriented format. We require all of our employees to believe in Christian values, which are important to both our programming and our image and relations with the community. Therefore, we are exempt from some of the FCC’s specific equal employment opportunity recruitment requirements, but we may not discriminate based on race, color, national origin, or gender. However, we do make an effort to disseminate information about job opportunities and attempt to assist people who meet our Christian qualifications in finding employment. Examples of activities during the last year are:

1. **Engineer Training Program:** WWIB/WOGO’s engineer attended the Society of Broadcaster’s Clinic in Madison, WI on October 18 & 19, 2016
2. **Sales Training Webinar:** WWIB/WOGO Sales Manager and sales people received training Dec. 19, 2016 with host Wisconsin Broadcaster’s Association re: “How Radio Listening has Changed with New Technologies” and Jan. 10, 2017 with host WBA re: “Maximizing Your Sales Time and Time management”
3. **Sales Training:** WWIB/WOGO sales personnel training 12/5-13/2016: <http://sales-math.com>; <http://localbroadcastsales.com>; <https://www.jillkonrath.com>; <https://dicktaylorblog.com> (topics, respectively: sales math; local radio sales; becoming a trusted advisor; using literature in sales)

WOGO(AM) has a talk/news/sports format but operates on an automated/satellite basis without a separate staff. Our Christian values requirement applies to all employees of both stations.

The following is a list of **vacancies for full-time jobs during the reporting period 8/2/16-8/1/17.**

<b><u>Job Title</u></b>	<b><u>Date Open</u></b>	<b><u>Date Filled</u></b>	<b><u>Recruitment Source</u></b>
Account Executive	10-14-16	12-5-16	WWIB Radio

During the recruitment period August 2, 2016 to August 1, 2017 the following recruitment sources were contacted with a job posting(s) with the following responses:

<b>Wisconsin Broadcasters Association</b>	0 referrals
Mandy Ludy <a href="mailto:mludy@wi-broadcasters.org">mludy@wi-broadcasters.org</a>	11/28/16-12/31/16
44 E. Mifflin St., Ste 900, Madison, WI 53703	
<b>Wisconsin Jobs for Wisconsin Grads</b>	0 referrals
<a href="http://www.myconsortium.com">www.myconsortium.com</a>	11/28/16 – 1/31/17

[wijobs4wigrads@uwgb.edu](mailto:wijobs4wigrads@uwgb.edu)

**Wisconsin Technical College** 0 referrals  
[www.wisconsintechconnect.com](http://www.wisconsintechconnect.com) 11/28/16-1/31/17

**Job Center of WI/Dept. Workforce Development** 0 Referrals  
<https://jobcenterofwisocnsin.com> 11/28/16-1/31/17

**WWIB Website** 2 referrals  
[www.wwib.com](http://www.wwib.com) 10/17/16-12/31/16

**WWIB Radio 103.7 FM** 1 referral  
[www.wwib@wwib.com](http://www.wwib@wwib.com) 10/17/16-12/31/16

2396 Hallie Rd, Ste 1, Chippewa Falls, WI 54729 (715.723.1037)  
a) 93.7 FM LaCrosse translator b) 93.5 FM Marshfield translator c) 94.3 FM Wausau translator

**WOGO website** 0 referrals  
[www.wogo.com](http://www.wogo.com) 10/17/16-12/31/16

**WOGO Radio 680 AM** 0 referrals  
[www.wogo@wogo.com](http://www.wogo@wogo.com) 10/17/16-12/31/16

103.1 FM translator  
2396 Hallie Rd, ste 1, Chippewa Falls, WI 54729 (715.723.1037)

**HisAir.net** 0 referrals  
[www.hisair.net](http://www.hisair.net) 11/28/16-12/31/16

**Update newsletter** 0 referrals  
Western Wisconsin's Inspirational Broadcaster Inc. 11/1/16-11/30/16