

**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, 2016 and including July 31, 2017.

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, 2016 to July 31, 2017  
Station(s) Comprising Station Employment Unit:**

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

**Vacancy Information**

*(1) Sales Executives Radio Advertising (8/2016)*

*Full-Time Positions Filled 1*

*Means of Announcing Job Vacancy A, B,*

*Total Number of Interviewees 3*

*Source of Hired Person. A*

**Vacancy Information**

*(1) Part-Time News reader 8/26-9/6*

*part-Time Positions Filled 1 (Filled 9/6/2016)*

*Means of Announcing Job Vacancy A, B, F, H, I*

*Total Number of Interviewees 3*

*Source of Hired Person. I*

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

**Vacancy Information**

*(1) Sales Executives Radio Advertising 01/2017-04/2017*

*Full-Time Positions Filled – 1*

Means of Announcing Job Vacancy **A, B, F, H, I**

Total Number of Interviewees 28

Source of Hired Person. I

**Appendix 2:**

**Annual EEO Public File Report Form**

**Covering the Period from August 1, 2013 to July 31, 2014**

**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**

**Appendix 3:**

**Annual EEO Public File Report Form**

**Covering the Period from August 1, 2016 to July 31, 2017**

**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. We ran ads on all stations for the Wisconsin Broadcasters Association offering several scholarships. On November 14, 2016, we completed scholarship judging survey of 5 students for the EEO Scholarship a
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, Jaycees as well as a local facility for disabled adults. 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. 01/25/2017, at the WBA's 2017 Winter Conference, Ruby Gutierrez attended a EEO seminar; Avoiding Discrimination in Employee Terminations. During this seminar, Ruby learned about how to ensure Equal Employment Opportunities and how to prevent unlawful Discrimination.

4. On 01/25/2017, Seehafer Broadcasting participated in the Job/Career Fair at the WBA's 2017 Winter Conference. Terry Stevenson and Ruby Gutierrez 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.

5. On 04/04/17, at the Sheboygan job fair, Terry Stevenson attended and interviewed 12 applicants for a sales position with Seehafer Broadcasting.

6. We have an active job shadow program for high school students. Students have the opportunity to come and observed each of the departments here at the station including the on air staff, sales reps, and administrative. These shadow opportunities are set up through the guidance counselors at each individual school. Manitowoc Roncalli sent 1 student that attended weekly from 7/2016 through 5/2017. (Elizabeth Tulachka)

7. We ran ads on all 6 stations for the Wisconsin Broadcasters Association inviting listeners to the free WBA carrier fair on June 14, 2017 in Sheboygan. 52 Ads were aired on each station promoting the job fair.

8. On 06/14/2017, Seehafer broadcasting participated in the Job/ Career Fair at the WBA's 2016 Summer Conference. Ruby Gutierrez represented the ten Seehafer stations. Many job seekers were in attendance, and Ruby had information for them regarding the stations; he also answered any questions that possible applicants had.

9. on 06/14/2017, Seehafer Broadcasting participated in the EEO Seminar at the WBA summer conference. Brenda Shultz represented 10-Seehafer stations by attending the seminar titled; "What's new with EEO at the FCC". This educated Brenda on how to ensure equal employment opportunity and how to prevent discrimination.