

Sparta-Tomah Broadcasting Co., Inc.
EEO Public File Report
New Hire Summary
August 1, 2020 to July 31, 2021
WCOW-FM, WFBZ-FM, WKLJ-AM

Sparta-Tomah Broadcasting Co. is an equal opportunity employer dedicated to providing broad outreach regarding job vacancies and to ensuring equal opportunity in employment and non-discrimination in all of its policies and practices, including the area of employment. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

The purpose of this EEO Public Report (“Report”) is to comply with the Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of Sparta-Tomah Broadcasting Corporation, the Station Employment Unit (SEU) comprised of the following radio stations:

WCOW-FM	Sparta, WI
WKLJ-AM	Sparta, WI
WFBZ-FM	Trempealeau, WI

This report is required to be placed in the public inspection files of these stations and posted on their websites.

The information contained in this Report covers the period beginning August 1, 2020 up to and including 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 Stations comprising the SEU during the applicable period.
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitle to notification pursuant to Section 73.2090(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.(c)(2) of the FCC rules regarding supplemental recruitment activity.

For purposes of this Report, a vacancy is deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person is deemed “interviewed” whether he or she is interviewed in person, over the telephone or by email.

Appendix I	Vacancy Information
Appendix II	Recruitment Source Information
Appendix III	Supplemental (Non-vacancy specific) Recruitment Activities Undertaken

Appendix 1
EEO Public File Report for Stations
August 1, 2020 to July 31, 2021
Sparta-Tomah Broadcasting Co., Inc.
WCOW-FM, WKLJ-AM, WFBZ-FM

Positions Filled	Recruitment sources	Recruitment Source of Hiree	Number of Interviewees from all sources
1	#1	#1 4/1/2021	1

Appendix II
EEO Public File Report for Stations
August 1, 2020 to July 31, 2021
Sparta-Tomah Broadcasting Co., Inc.
WCOW-FM, WKLJ-AM, WFBZ-FM

Recruitment Source Information

Recruitment Source Used	Number of Interviews During This Period	Full Time Positions Filled from This Source
Employee Referral	3	1
La Crosse Tribune Classified Ad Dept. 401 Third Street North La Crosse, WI 54601 (608) 782-9710	0	0
allaccess.com	0	0
Radio 1 Broadcast School Joe C. Deschler 308 Place LaCrosse, WI 54603 (800) 889-2221	0	0
WCOW on-air	0	0
	0	0

Appendix III
EEO Public File Report for Stations
August 1, 2020 to July 31, 2021
Sparta-Tomah Broadcasting Co., Inc.
WCOW-FM, WKLJ-AM, WFBZ-FM

Station personnel was prevented from participating at In-Person Career Fairs due to cancellation of all in-person COVID-19.

In June of 2021 station personnel provided a job shadow opportunity to a University of Madison college student. The student was afforded the opportunity to sit in studio with on-air staff, spend time in the production studio to see how commercials are recorded and to talk to the program director and ask questions about broadcast careers and skills needed to perform the careers. The job shadow ended with the student live in studio for a Sunday morning show.

College student interns assisted with play-by-play broadcasts for high school football and basketball games.