

Sparta-Tomah Broadcasting Co., Inc.
EEO Public File Report
New Hire Summary
August 1, 2023 to July 31, 2024
WCOW-FM, WFBZ-FM, WKLJ-AM

Sparta-Tomah Broadcasting Co. Inc., 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 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, 2023, up to and including July 31, 2024. 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 entitled 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.

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| 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, 2023 to July 31, 2024
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Positions Filled	Recruitment sources	Recruitment Source of Hiree	Number of Interviewees from all sources
3	#1, #4	#1 Hire Date 10/11/2023 (Sales) #1 Hire Date 3/1/2024 (Sales) #4 Hire Date 6/3/2024 (Sales)	1

Appendix II
EEO Public File Report for Stations
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Recruitment Source Information

Recruitment Source Used	Number of Interviews During This Period	Full Time Positions Filled from This Source
#1 Employee Referral	2	2
#2 La Crosse Tribune Classified Ad Dept. 401 Third Street North La Crosse, WI 54601 (608) 782-9710	0	0
#3 ZipRecruiter	0	0
#4 Internal Candidate	1	1
#5 Radio 1 Broadcast School Joe C. Deschler 308 Place LaCrosse, WI 54603 (800) 889-2221	0	0
#6 WCOW on-air	0	0
#7 Station Website	0	0

Appendix III
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Sparta-Tomah Broadcasting Co., Inc. (WCOW-FM, WKLJ-AM, WFBZ-FM) participated in the Career, Job and Education Fair 2024 that was sponsored by Sparta Chamber of Commerce, Wisconsin Department of Workforce Development, and the Sparta Area School District. This event allowed us to educate those students both inside and outside of our community on the broadcast industry. This allows both students and the public to connect with the community and to explore career options by partnering with businesses in our community.

The station continues to stay connected with both middle and high school events such as SHS Reality Store, this event gives the junior class the opportunity to learn life skills such as researching job options, setting up a bank account, preparing taxes and more. At the middle school level, we were part of the Spelling Bee. This gives our on-air staff a way to connect with the younger students in the community. They are always interested in what takes place at the radio station, especially on-air. In 2024, the station hosted the Tomah Middle School spelling bee, which gave the on-air staff the opportunity to connect with students outside of the Sparta area.

College student from the University of Wisconsin – La Crosse intern by assisting with play-by-play broadcasts for high school football, basketball, and baseball games. Along with co-hosting The Sports Lead on Friday afternoon.

Sparta-Tomah Broadcasting Co., Inc. (WCOW-FM, WKLJ-AM, WFBZ-FM) continue to be involved in the communities around the area. Our involvement includes, concert events, Dairy Breakfasts, County Fairs, and high school sports.