

WWHG FM  
WBEL AM  
WGEZ AM  
AUGUST 1, 2015 THROUGH JULY 31, 2016

WWHG FM/WBEL AM  
WGEZ AM

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 stations: WWHG FM licensed in Evansville, Wisconsin, WBEL AM licensed in South Beloit, Illinois, and WGEZ-AM licensed in Beloit, Wisconsin, 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 this Report covers the time period beginning August 1, 2015 through July 31, 2016 (the “Applicable Period”).

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 hiree 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 pursuant to Section 73.2080(c)(2) of the FCC rules.

## 2015 EEO PUBLIC FILE REPORT

### A. Employment Unit Covered

SCOTT THOMPSON, D/B/A BIG RADIO

WWHG-FM	Evansville, Wisconsin
WBEL-AM	South Beloit, Illinois
WGEZ-AM	Beloit, Wisconsin

### B. Reporting Period

August 1, 2015 to July 31, 2016

### C. Full-time Vacancies Filled During Reporting Period

Job title: On-Air News Person (1 vacancy)  
Date filled: 9/14/16

Job title: Account Executive (1 vacancy)  
Date filled: 4/11/16

### D. Recruitment/Referral Sources Used to Seek Candidate

#### 1. On-Air News Person Sources:

On-air radio ads EU stations  
622 Public Avenue  
Beloit, WI 53511  
Telephone: 608-365-8867  
Email: ben@bigradio.fm  
Contact: Ben Thompson

Internal Posting  
1 Parker Place Suite 485  
Janesville WI 53545  
Contact: Laurie Clark

The Independent Register Newspaper  
922 W. Exchange Street  
Brodhead, WI 53520  
Telephone: 608-897-2193  
Contact: Shirley Sauer

Stateline News  
149 State Street  
Beloit WI 53511

Big Radio Website: [www.bigradio.fm](http://www.bigradio.fm)

2. Account Executive Sources:

On-air radio ads EU stations  
622 Public Avenue  
Beloit, WI 53511  
Telephone: 608-365-8867  
Email: [ben@bigradio.fm](mailto:ben@bigradio.fm)  
Contact: Ben Thompson

Stateline News  
149 State Street  
Beloit WI 53511

The Independent Register Newspaper  
922 W. Exchange Street  
Brodhead, WI 53520  
Telephone: 608-897-2193  
Contact: Shirley Sauer

Internal Posting  
1 Parker Place Suite 485  
Janesville WI 53545  
Contact: Laurie Clark

Big Radio Website: [www.bigradio.fm](http://www.bigradio.fm)

E. Number of Interviewees Referred by Recruitment Source

1. On-Air News Person Interviewees:

BIG RADIO: 1  
Internal Posting: 0  
Independent Register: 1  
Stateline News: 0  
Big Radio Website: 2 (vacancy filled through this source)

2. Account Executive Interviewees:

BIG RADIO: 1 (vacancy filled through this source)

Internal Posting: 0

Stateline News: 0

Independent Register: 0

Big Radio Website: 1

## **EEO OUTREACH INITIATIVES FOR BIG RADIO**

### **INTERNSHIPS:**

Big Radio provides an internship program designed to provide exposure to career opportunities in the broadcast field. During the reporting period, the station(s) hosted interns from UW-Whitewater. Their responsibilities included, but were not limited to, helping coordinate events, copywriting, conducting research, updating station websites, and assisting with the set-up and execution of live broadcasts at off-site locations.

### **SCHOLARSHIP PROGRAM:**

The station is an active participant in the Wisconsin Broadcaster's Association Scholarship Program. An initial evaluation of the candidate is made for the evaluation committee, based on the student's GPA, post high school employment and extracurricular activities, awards, honors, experience, and response to an essay question. The station promotes the availability of the scholarship program over the air and directs interested candidates to mail, fax or e-mail the station for an application.

### **RADIO STATION TOURS:**

The radio stations remain active in the community as a place where groups may tour and learn about and discuss broadcast career opportunities, and the growing technology in the radio industry. During the reporting period, BIG RADIO hosted Boy Scouts from Beloit and Janesville, Dean Health Clinic, and members of the public.

### **JOB SHADOWING:**

BIG RADIO encourages all schools to participate in a job shadow program. Employees of BIG RADIO serve as hosts and teachers to the job shadow student. BIG RADIO hosted a member of the public employed at another business.

## **EEO OUTREACH INITIATIVES FOR BIG RADIO:**

Training exists to management level personnel as to methods of ensuring EEO and preventing discrimination. In accordance with the Wisconsin Broadcaster's Association Assistance Action Plan for EEO Compliance, Big Radio was represented by general manager, Kent McConnell, at the "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" seminar held as part of the WBA's winter conference on January 27, 2016.

BIG RADIO was represented by Kent McConnell as part of the EEO Seminar: "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship". This session was held via a webinar on June 15, 2016.