

**Sparta-Tomah Broadcasting Co., Inc.**  
**EEO Public File Report**  
**New Hire Summary**  
**August 1, 2019 to July 31, 2020**  
**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, 2019 up to and including July 31, 2020. 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.

|                     |   |
|---------------------|---|
| <b>Appendix I</b>   | Vacancy Information   |
| <b>Appendix II</b>  | Recruitment Source Information  |
| <b>Appendix III</b> | Supplemental (Non-vacancy specific) Recruitment Activities Undertaken |

**Appendix 1**  
**EEO Public File Report for Stations**  
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| <b>Positions Filled</b>    | <b>Recruitment sources</b> | <b>Recruitment Source of Hiree<br/>Date Position Filled</b> | <b>Number of Interviewees<br/>from all sources</b> |
|----------------------------|----------------------------|---|--|
| On-Air<br>Personality - PM | #3                         | #3<br>2/10/2020   | 1  |

|                 |    |                |   |
|-----------------|----|----------------|---|
| General Manager | 0* | 0<br>8/19/2019 | 1 |
|-----------------|----|----------------|---|

\*This vacancy was filled under exigent circumstances following the sudden and unexpected death of the general manager and the ensuing exigent need to quickly fill the position to maintain staffing and station operation stability following the tragedy. The position was filled by a qualified individual familiar with station operations and who held the confidence of the licensee's directors and shareholders.

**Appendix II  
EEO Public File Report for Stations  
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**Recruitment Source Information**

| <b>Recruitment Source Used</b>   | <b>Number of Interviews During This Period</b> | <b>Full Time Positions Filled from This Source</b> |
|--|--|--|
| 1. Employee Referral   | 0  | 0  |
| 2. La Crosse Tribune<br>Classified Ad Dept.<br>401 Third Street North<br>La Crosse, WI 54601<br>(608) 782-9710 | 0  | 0  |
| 3. allaccess.com   | 1  | 1  |
| 4. Radio 1 Broadcast School<br>Joe C. Deschler<br>308 Place<br>La Crosse, WI 54603<br>(800) 889-2221           | 0  | 0  |
| 5. WCOW on-air   | 0  | 0  |
|  | 0  | 0  |

**Appendix III  
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Station personnel participated in the following Career Fairs in and around out broadcast service area. These events provided students the opportunity to learn and ask questions about career opportunities in the field of broadcasting.

1. February 19, 2019, Sparta High School Career Fair, Sparta, WI
2. April 8, 2019, Cashton High/Middle School, Cashton, WI.
3. September 26, 2019, Meadowview Middle School - Sparta Area School District, Sparta, WI.
4. October 4, 2019, Career Expo 30 area high schools – La Crosse Center, La Crosse, WI

On April 4, 2019 station personnel provided a job shadow opportunity to a home-schooled student. This 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 talk to the news director and ask questions about broadcast careers and skills needed to perform in those careers.