

**Sparta-Tomah Broadcasting Co., Inc.**  
**EEO Public File Report**  
**New Hire Summary**  
**August 1, 2022 to July 31, 2023**  
**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, 2022, up to and including July 31, 2023. 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.

<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**  
**August 1, 2022 to July 31, 2023**  
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Positions Filled	Recruitment sources	Recruitment Source of Hiree	Number of Interviewees from all sources
1	Ty Horstman	#1 Hire Date 8/22/2022 (Production / On-Air Personality)	1

**Appendix II**  
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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	1	1
#2 La Crosse Tribune Classified Ad Dept. 401 Third Street North La Crosse, WI 54601 (608) 782-9710	0	0
#3 allaccess.com	0	0
#4 Internal Candidate	0	0
#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 Western Technical College Career Expo that took place at the La Crosse Center in La Crosse, WI. There were 82 colleges and universities included in this event. Students from area high schools were in attendance. An on-air staff member was a career presenter for the career breakout sessions. As a presenter, you are given the opportunity to talk about the broadcast industry and the available positions within that industry. At the end of the sessions there was Q&A for the students and presenter. This allows students to explore career options as they plan their next step in life. They may also learn about a career they haven't even thought about. A great connection for students.

Sparta-Tomah Broadcasting Co., Inc. (WCOW-FM, WKLJ-AM, WFBZ-FM) participated in the Career, Job and Education Fair 2023 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.

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

WFBZ, WCOW, and WKLJ was represented by Suzanne Hoffman at the EEO Seminar: A Review of the FCC's EEO Requirements for Broadcasters which was held as a webinar on April 13, 2023.