

Sparta-Tomah Broadcasting Co., Inc.
EEO Public File Report
New Hire Summary
August 1, 2024 to July 31, 2025
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, 2024, up to and including July 31, 2025. 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.

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
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Positions Filled	Recruitment sources	Recruitment Source of Hiree	Number of Interviewees from all sources
1	#9	#1 Hire Date 6/9/2025 (News Director)	2

Appendix II
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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	0	0
#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	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
#8 Sparta Chamber of Commerce	0	0
#9 Candidate	2	1

Appendix III
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Sparta-Tomah Broadcasting Co., Inc (WCOW-FM, WFBZ-FM, WKLJ-AM) participated in the Career Expo hosted by Western Technical College at the La Crosse Center in La Crosse, WI. More than 1,650 high school students from the area signed up to attend this event. This event gives the students an opportunity to learn about careers, skills and education needed as they prepare for high school graduation and beyond. We had a member of our sales team as a career presenter for the career breakout session. He also presented as a member of our play-by-play team for high school sports. As a presenter, you are given the opportunity to talk about both the broadcast industry and the other components that make up a broadcast team. This allows students to become aware of what the varied jobs are like within a radio station.

In 2025, 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.

A high school student from an area high school did a job shadow this the Morning Show hosts. This student had an opportunity to experience a day in the life of being an on-air personality. This included learning about the equipment, automation, programming and what makes up the content of the show.

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 local fundraising events.

WCOW-FM, WKLJ-AM, WFBZ-FM was represented by Suzanne Hoffman at the EEO Session: Are you on top of all your FCC EEO Obligations which was held on September 11, 2024 at the Madison Marriott West in Middleton, WI.