

EEO ANNUAL PUBLIC FILE REPORT BACKUP DATA
Employment Unit: NRG Media, LLC - WAUSAU, WI
WBCV-FM, WGLX-FM, WHTQ-FM, WYTE-FM
August 1, 2021 - July 31, 2022

I. VACANCY LIST

See Section II. The "Master Recruitment Source List" ("MRSL") for Recruitment Source Data

Full Time Job Vacancies Filled by this Employment Unit:				Total Number of Interviews for this position by referral source, including hire
	Job Title & Hire Date	Recruitment Source Referring Hire	Recruitment Sources Used to Advertise Position	
1	Account Executive Date of Hire: 6.6.22	19	1-19	1. WBCV: 1 7. Portage County Business Council: 1 9. Indeed: 2 19. On-Air Unspecified Ad: 1 20. Non-employee Referral: 1
2	General Sales Manager Date of Hire: 11.15.21	10	1-19	10. Linked-In: 2
3	Account Executive Date of Hire: 10.18.21	21	1-19	3. WHTQ: 1 7. Portage County Business Council: 1 9. Indeed: 1 21. Employee Referral: 1
4	Chief Engineer Date of Hire: 8.2.21	21	1-19	9. Indeed: 1 17. SBE: 2 21. Employee Referral: 2
			TOTAL INTERVIEWS THIS REPORTING PERIOD	17

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

Recruitment Sources Detail:				# Interviewees Referred	Did source request notification?
1	WBCV - 107.9 FM	Bigcheese1079.com	2301 Plover Road, Plover WI 54457	1	N
2	WGLX - 103.3 FM	WGLX.COM	2301 Plover Road, Plover WI 54457		N
3	WHTQ - 96.7 FM	Hot967fm.com	2301 Plover Road, Plover WI 54457	1	N
4	WYTE - 106.5 FM	Y1065.com	2301 Plover Road, Plover WI 54457		N
5	Current Employee	Current Employee			N
6	WI Broadcasters Assoc	WI-Broadcasters.org	44 E. Mifflin St, Ste 900, Madison, WI 53703		N
7	Portage Co. Bus Council	Portagecountybiz.com	5501 Vern Holmes Drive, Stevens Point, WI 54482	2	N
8	NRG Media	nrgmedia.com	2875 Mt Vernon Rd SE, Cedar Rapids, IA 52403		N
9	Indeed	Indeed.com		4	N
10	Linked In	LinkedIn.com	LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085	2	N
11	National Assoc of Broadcasters	NAB.org			N
12	All Access - Online	allaccess.com			N
13	Radio Ink	radioink.com			N
14	Wausau Chamber	wausauchamber.com	200 Washington St #120, Wausau, WI 54403		N
15	MACCI	marshfieldchamber.com	700 S Central Ave, Marshfield, WI 54449		N
16	HOW	wisconsinrapidschamber.com	1120 Lincoln Street, Wisconsin Rapids, WI 54494		N
17	Society of Broadcast Engineers	SBE.org	9102 North Meridian Street #150, Indianapolis, IN 46260	2	N
18	University of WI Job Board	joinhandshake.com			N
19	on-air unspecified			1	N
20	Non-employee referral			1	N
21	Employee referral			3	N
TOTAL INTERVIEWS THIS REPORTING PERIOD				17	

III. RECRUITMENT INITIATIVES

Recruitment Outreach Initiatives:					
	Date	Type of Recruitment Initiative	Brief Description of Activity	Participant Title	Points
1	9/8/2021	Co-Sponsorship of a Job Fair	NRG Media was the media sponsor for the 2021 Portage County Business Council Job Fair in Stevens Point, WI. The GSM & Sr. AE hosted a booth informing potential candidates about careers available at NRG Media. As the media sponsor of this job fair NRG Media aired ads inviting people to attend.	General Sales Manager Sr. Account Executive	1.00
2	4/29/2022	Participation in events or programs sponsored by educational institutions	Marshfield Area Career Expo was attended by PD Kori McKay, who spoke with students from Mid-State Tech and UW-Stevens Point about careers in the broadcast industry.	Program Director/Morning Show Host/Digital Content Provider	0.25
3	5/4/2022	Participation in events or programs sponsored by educational institutions	Boys & Girls Club of Portage County Summer Job Fair & Career Showcase. PD Kori McKay discussed careers in broadcast with local teens.	Program Director/Morning Show Host	0.25
4	4/20/2022	Co-Sponsorship of a Job Fair	NRG Media was the media sponsor for the April 2022 Job & Resources Fair at MSTC in Wisconsin Rapids, WI. The GSM & Sr. AE hosted a booth informing potential candidates about careers available at NRG Media. As the media sponsor of this job fair NRG Media aired ads inviting people to attend.	General Sales Manager Sr. Account Executive	1.00
5	8/25/2021	Provision of training to Management	GM attended the WBA "Developing Signature Traits of an Inclusive Leader" seminar during the 2021 Summer Conference	General Manager	0.25
6	3/5/2022	Participation in a Job Fair	General Manager hosted a booth at the WBA's Job/Career Fair during the 2022 Student Seminar	General Manager	0.25
7	3/5/2022	Community Events	NRG Media was a sponsor of the WBA's 2022 Student Seminar. Program Director participated in the seminar's "Speed Networking" program.	Program Director/Morning Show Host	0.25
8	5/19/2022	Provision of training to Management	GSM & Business Manager participated in a webinar presented by the WBA "Understanding and Mitigating Unconscious Bias in our Everyday Lives".	General Sales Manager Business Manager	0.25
9	6/22/2022	Provision of training to Management	GM & GSM attended the WBA "Practical Steps to Diversify Your Station" during the 2022 Summer Conference.	General Manager General Sales Manager	0.25
10	6/22/2022	Participation in a Job Fair	GM & GSM hosted a booth at the WBA's Job/Career Fair during the 2022 Summer Conference.	General Manager General Sales Manager	0.25
11	7/10/2022	Provision of training to Management	GM for attended the Zoom Webinar "FCC EEO Rules" sponsored by various state broadcasting agencies and provided by Elizabeth Spainhour and Patrick Cross of the Brooks Pierce Law Firm.	General Manager	1.00
TOTAL					5.00