

**August 1, 2020 to July 31, 2021**  
**Outreach Initiatives**  
**State of Wisconsin – Educational Communications Board**  
**Station Employment Unit WERN (WECB Headquarters)**

**I. First Initiative: *Participation in scholarship programs***

WECB is an active participant in, and supporter of, the Wisconsin Broadcasters Association (WBA) Foundation Broadcast Scholarship programs, including *Student Award for Excellence*, and *Student Leadership Award*.

**II. Second Initiative: *Providing Advanced EEO training opportunities for senior WECB Management***

WECB Executive Director, Marta Bechtol; Finance Director, Aimee Wright; and Director of Engineering, Adam Hargrove participated in a 3-part series entitled “Diversity, Equity, Inclusion & You” designed for executive leadership and presented by the Wisconsin Department of Administration.

- April 20, 2021: Part 1 - Definitions, Science and Practices
- May 18, 2021: Part 2 - Culture, Identity, and Power
- June 15, 2021: Part 3 – Racism and Racial Equality

**III. Third Initiative: *listing of each upper level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities***

The following positions were posted at the locations indicated on the attached Recruitment Source Report:

- **Media Telecommunications Technician (2)**
- **Northwest Regional Technical Manager**
- **Deputy Director**
- **Manager of Education Communications**

**IV. Fourth Initiative: *Participation in job fairs and related employment, information, and outreach events by station personnel who have substantial responsibility in the making of hiring decisions***

- March 1 – 5, 2021: Marta Bechtol, WECB Executive Director, participated in a virtual job fair sponsored by the Wisconsin Broadcasters Association
- June 6 – 11, 2021: Marta Bechtol, WECB Executive Director, participated in a virtual job fair sponsored by the Wisconsin Broadcasters Association

# EEO Public File Recruitment Source Report

**WERN (FM) (ECB Headquarters)**

**August 1, 2020 to July 31, 2021**

**Full-Time Positions Filled**

Position	Date open	Date filled	Recruitment Source
<b>Media Telecommunications Tech</b>	<b>8/21/2020</b>	<b>11/9/2020</b>	<b>Personal contact</b>
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Indeed.com	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>	1	
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>		
LinkedIn	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Purple Briefcase	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Local Tech Colleges	Jenny McGillian (MATC) Director of Student Employment		
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>		
Society of Broadcast Engineers	Scott Jones, <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>		
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906		
Veterans' Employment and Training Services	Eric Asmussen <a href="mailto:Asmussen.Eric.K@dol.gov">Asmussen.Eric.K@dol.gov</a> (312) 353-6489		
MyPBS Member Workplace	Marta Bechtol, <a href="mailto:marta.bechtoll@ecb.org">marta.bechtoll@ecb.org</a> (608) 264-9733 MyPBS.org		
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608)890-2135		
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221		
Personal contacts by ECB/WPR/PBSW staff		2	

Position	Date open	Date filled	Recruitment Source
<b>Media Telecommunications Tech</b>	<b>10/08/2020</b>	<b>11/23/2020</b>	<b>Wisc.Jobs</b>
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	6	

Indeed.com	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>	
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>	
LinkedIn	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	
Facebook	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	
Purple Briefcase	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	
Local Tech Colleges	Jenny McGillian (MATC) Director of Student Employment	
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>	
Society of Broadcast Engineers	Scott Jones, <a href="mailto:kjones@sbe.org">kjones@sbe.org</a> <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>	
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906	
Veterans' Employment and Training Services	Eric Asmussen <a href="mailto:Asmussen.Eric.K@dol.gov">Asmussen.Eric.K@dol.gov</a> (312) 353-6489	
MyPBS Member Workplace	Marta Bechtol <a href="mailto:marta.bechtol@ecb.org">marta.bechtol@ecb.org</a> (608) 264-9733 MyPBS.org	
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608) 890-2135	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff		

Position	Date open	Date filled	Recruitment Source
<b>Northwest Regional Technical Manager</b>	<b>8/20/2020</b>	<b>10/12/2020</b>	<b>Personal contact (Internal)</b>
Recruitment Resource	Contact	Interviewed	
Wisc.Jobs	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	1	
Indeed.com	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>		
Handshake	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792 <a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>		
LinkedIn	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Facebook	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		
Twitter	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792		

Purple Briefcase	Dylan Smith, HR Specialist WI Dept. of Administration (608) 266-9792	
Local Tech Colleges	Jenny McGillian (MATC) Director of Student Employment	
Wisconsin Broadcasters Association	Kyle Geissler, WBA (608) 255-2600 <a href="https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/">https://www.wi-broadcasters.org/members-only/job-bank/post-jobs-available/</a>	
Society of Broadcast Engineers	Scott Jones, kjones@sbe.org <a href="https://www.sbe.org/sections/jl_submit.php">https://www.sbe.org/sections/jl_submit.php</a>	
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906	
Veterans' Employment and Training Services	Eric Asmussen <a href="mailto:Asmussen.Eric.K@dol.gov">Asmussen.Eric.K@dol.gov</a> (312) 353-6489	
MyPBS Member Workplace	Marta Bechtol <a href="mailto:marta.bechtol@ecb.org">marta.bechtol@ecb.org</a> (608) 264-9733 MyPBS.org	
ECB.org	John Vieth, Webmaster <a href="mailto:john.vieth@pbswisconsin.org">john.vieth@pbswisconsin.org</a> (608) 890-2135	
WPR.org and PBSWisconsin.org	Erin Cook, Wisconsin Public Media <a href="mailto:erin.cook@wisc.edu">erin.cook@wisc.edu</a> (608) 262-5221	
Personal contacts by ECB/WPR/PBSW staff		2

Position	Open	Filled	Recruitment Source
<b>Deputy Director</b>	<b>3/5/2021</b>	<b>6/11/2021</b>	<b>Personal contact (WPR)</b>
Recruitment Resource	Contact		Interviews
Wisc.Jobs	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 101 E. Wilson St. Madison, WI 53703 <a href="https://www.linkedin.com/company/state-of-wisconsin/">https://www.linkedin.com/company/state-of-wisconsin/</a> <a href="https://www.facebook.com/getwiscjobs/">https://www.facebook.com/getwiscjobs/</a> <a href="https://twitter.com/wiscjobs">https://twitter.com/wiscjobs</a>		14
Indeed.com	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>		2
UW Badger Bridge	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://badgerbridge.com/">https://badgerbridge.com/</a>		
BlackJobs.com	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://blackjobs.com">Blackjobs.com</a>		
HispanicJobs.com	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://hispanicjobs.com">Hispanicjobs.com</a>		
Military Pipeline	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://usmilitarypipeline.com/">https://usmilitarypipeline.com/</a>		
Current Newspaper	<a href="https://jobs.current.org/">https://jobs.current.org/</a>		(202) 885-6412
Corporation for Public Broadcasting Jobline	<a href="https://www.cpb.org/jobline">https://www.cpb.org/jobline</a>		1

Wisconsin Broadcasters Association (WBA)	Kyle Geissler <a href="mailto:kgeissler@wi-broadcasters.org">kgeissler@wi-broadcasters.org</a>	
DWD Office of Veterans Employment Services	David Walters <a href="mailto:david.walters@dwd.wisconsin.gov">david.walters@dwd.wisconsin.gov</a> (608) 242-4906	
Veterans' Employment and Training Services	Betty Hart <a href="mailto:Hart.Betty.M@dol.gov">Hart.Betty.M@dol.gov</a>	
Centro Hispano of Dane County	Norma Gallegos Valles <a href="mailto:norma@micentro.org">norma@micentro.org</a> (608) 442-4016	
Urban League of Greater Madison	Michelle Heitzinger <a href="mailto:mheitzinger@ulgm.org">mheitzinger@ulgm.org</a> <a href="https://ulgm.org/employment-programs/for-employers/">https://ulgm.org/employment-programs/for-employers/</a>	
Hmong Association of Southern Wisconsin	<a href="mailto:webmaster@hmongmadison.com">webmaster@hmongmadison.com</a>	
Madison Network of Black Professionals	<a href="mailto:info@madisonblackprofesionals.com">info@madisonblackprofesionals.com</a>	
Our Lives Madison.com	Emily Mills <a href="mailto:emills@ourlivesmadison.com">emills@ourlivesmadison.com</a>	
Out Professional & Executive Network	<a href="mailto:info@openmadison.org">info@openmadison.org</a>	
Job Center of Wisconsin	<a href="https://jobcenterofwisconsin.com">https://jobcenterofwisconsin.com</a>	
LinkedIn (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792	
Facebook (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792	
Twitter (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792	
MyPBS	Marta Bechtol (user account) Job Announcement	
ECB.org	John Vieth <a href="mailto:john.vieth@wpt.org">john.vieth@wpt.org</a>	
PBSWisconsin.org and WPR.org	Erin Cook Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706	
Personal contacts by ECB/WPR/WPT staff		2

Position	Open	Filled	Recruitment Source
<b>Manager of Education Communications</b>	4/30/2021	8/1/2021	Wisc.Jobs
Recruitment Resource	Contact	Interviews	
Wisc.Jobs	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 101 E. Wilson St. Madison, WI 53703	3	
Indeed.com	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://secure.indeed.com/account">https://secure.indeed.com/account</a>	6	
UW Badger Bridge	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792 <a href="https://badgerbridge.com/">https://badgerbridge.com/</a>		
LinkedIn (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792		

Facebook (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792	
Twitter (DOA)	Dylan Smith, HR Specialist- Senior WI Dept. of Administration (608) 266-9792	
Personal contacts by ECB/WPR/WPT staff	Angie Rosas Wisconsin Public Media (608) 262-5221 Marta Bechtol ECB (608) 264-9733	1
PBSWisconsin.org And WPR.org	Erin Cook Wisconsin Public Media (608) 262-5221 821 University Ave., Madison WI 53706	1