

2015 ANNUAL EEO PUBLIC FILE REPORT

White Pine Community Broadcasting, Inc.

Station(s): WXPR, WXPW
Community(ies) of License: Rhinelander, Wausau
Reporting Period: August 1, 2014 – July 31, 2015
No. of Full-time Employees: 5 – 10 X / More than 10 _____
Small Market Exemption: Yes

During the Reporting Period, a total of 2 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** (in a two year period) by station personnel who have substantial responsibility in making hiring decisions.*

5-12-2015 Pete Rondello and Jessie Dick exhibited at the Nicolet College Career Expo, completed audio recordings used at WXPR, and discussed broadcasting careers with students from area schools. Some audio content was broadcast.

6-17-2015 Jessie Dick and Pete Rondello attended and exhibited at the Wisconsin Broadcasters Assoc. Job Fair at the Kalahari Resort in WI Dells. Information for two open positions was shared and three persons submitted applications. Promoted in advance for 28 days on WXPR.

*Participation in at least 4 **events** (in a two year period) sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

1-12-15 Pete Rondello presented a multi-media program to Rhinelander Rotary Club.

2-25-15 Pete Rondello presented to Rhinelander Kiwanis Club.

3-11-2015 Pete Rondello presented to the Lakeland Rotary Breakfast Club in Minocqua.

12-18-2014 Natalie Jablonski and Jessie Dick presented a program to Leadership Oneida County.

*Sponsored at least 2 events (in a two year period) in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

2-26-15, 3-9-15, and 4-22-15 Natalie Jablonski visited Lac Du Flambeau public school and conducted a journalism education project with students, including story writing, recording, and follow-up. Some content was broadcast.

3-20-15 Natalie Jablonski and Pete Rondello hosted Rhinelander High School Students for a career day event, and taught basic audio recording. Student voices were used on air.

11-17-14 WXPR welcomed the American Association of University Women Northwoods Branch to WXPR to tour studios and learn about WXPR and opportunities in broadcasting.

3-30 thru 4-10-15 WXPR hosted Headwaters Inc. clients at the WXPR studios for tour, demonstration, and jobs in broadcasting. Clients shadowed staff and performed basic journalism and broadcast tasks. Content was broadcast.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1-19-15	Station Manager	wxpr.org - station web site
4-13-15	Development Director	Northwoods River News - newspaper

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Corporation for Public Broadcasting Jobline	5
Northwoods River News	2
Current for People in Public Media	2
WXPR.org (station web site)	1
Hodag Buyer's Guide	1
Facebook	1

RECRUITING SOURCES USED

Job Title of Position: Station Manager Date of Hire: 1-19-2015

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 9 th St. NW Washington DC 20004	Entered on line	202-879-9600 cpb.org/jobline
Wis. Broadcasters Assoc. Magazine / Web	N	44 E. Mifflin St. Suite 900 – Madison, WI 53703	Mandi Endicott	(608) 729 – 1482 mendicott@wi-broadcasters.org
Current for People in Public Media Newspaper / Web	N	6930 Carroll Ave. Suite 350 – Takoma Park, MD 20912	Tyler Falk	(301) 270-7240 tyler@current.org
NFCB	N	P.O. Box 16 Crawford, CO 81415	Sally Kane	(970) 279 – 3411 skane@nfc.org
Star Journal Newspaper	N	24 W. Rives St. Rhineland, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmlocal.com
Lakeland Times Newspaper	N	P.O. Box 790 Minocqua, WI 54548	Heather Holmes	(715) 356 – 5236 production@lakelandtimes.com
Wausau Daily Herald	N	800 Scott Street, Wausau WI 54401	Laurie Bolle	(715) 842 - 2101 classifieds.wausaudailyherald.com
Vilas Co. News Review	N	P.O. Box 1929, Eagle River, WI 54521	Classified Ad Dept.	(715) 479 - 4421 erpub@nnext.net

Antigo Daily Journal	N	612 Superior St. Antigo, WI 54409	Fred Berner	(715) 623 – 4191 ADJ@dwave.net
Lac Du Flambeau Band of Lake Superior Chippewa Indians	N	P.O. Box 67 Lac Du Flambeau WI 54538	Human Resources Dept.	(715) 588 – 3303 info@ldftribe.com
Mole Lake Sokaogan Tribal Office	N	3051 Sand Lake Road Crandon, WI 54520	Human Resources Director	(715) 478 – 7663 Sokaoganchippewa.com
Forest Lake Potawatomi Tribal Office	N	5416 Everybodys Road Crandon, WI 54520	Human Resources Dept.	(715) 478 – 7200 fcpotawatomi.com/ca reers

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title Position: Development Director Date of Hire: 4-13-2015

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 9th St. NW Washington DC 20004	Entered on line	202-879-9600 cpb.org/jobline
Wis. Broadcasters Assoc. Magazine / Web	N	44 E. Mifflin St. Suite 900 – Madison, WI 53703	Mandi Endicott	(608) 729 – 1482 mendicott@wi- broadcasters.org
Current for People in Public Media Newspaper / Web	N	6930 Carroll Ave. Suite 350 – Takoma Park, MD 20912	Tyler Falk	(301) 270-7240 tyler@current.org
NFCB	N	P.O. Box 16 Crawford, CO 81415	Sally Kane	(970) 279 – 3411 skane@nfc.org
Star Journal Newspaper	N	24 W. Rives St. Rhineland, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmlocal.com
Lakeland Times Newspaper	N	P.O. Box 790 Minocqua, WI 54548	Heather Holmes	(715) 356 – 5236 production@lakelandtimes.com
Northwoods River News	N	232 South Courtney Street, Rhineland WI 54501	Jay Anderle	(715) 356 - 5236 production@lakelandtimes.com
FYI Northwoods Newspaper	N	P.O. Box 578, Boulder Junction, WI 54512	Eric Johnson	(715) 385 - 0394 eric@fyinorthwoods.com

Lac Du Flambeau Band of Lake Superior Chippewa Indians	N	P.O. Box 67 Lac Du Flambeau WI 54538	Human Resources Dept.	(715) 588 – 3303 info@ldftribe.com
Mole Lake Sokaogan Tribal Office	N	3051 Sand Lake Road Crandon, WI 54520	Human Resources Director	(715) 478 – 7663 Sokaoganchippewa.com
Forest Lake Potawatomi Tribal Office	N	5416 Everybodys Road Crandon, WI 54520	Human Resources Dept.	(715) 478 – 7200 fcpotawatomi.com/careers
wxpr.org	N	28 North Stevens Street, Rhinelander WI 54501	Jessie Dick	(715) 362 - 6000
Greater Public Jobline	N	401 North 3rd Street, Suite 370 Minneapolis, MN 55401	Entered on line	(888) 454 - 2314
Facebook	N	1601 S. California Ave. Palo Alto CA 94304	Entered on line	(650) 543 - 4300
Wisconsin Job Center	N	51-A North Brown Street, Rhinelander, WI 54501	Entered on line	(715) 365 – 1500 Wisconsinjobcenter.org
Hodag Buyers Guide	N	24 W. Rives St. Rhinelander, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmclocal.com
Monster.com	N	133 Boston Post Road Weston, MA 02493	Entered on line	(978) 461 – 8000 Monster.com
Indeed.com	N	7501 N. Capital of Texas Hwy Building B Austin, TX 78731	Entered on line	(203) 564 – 2418 Indeed.com

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