

2016 ANNUAL EEO PUBLIC FILE REPORT

White Pine Community Broadcasting, Inc.

Station(s): WXHR, WXPW
Community(ies) of License: Rhinelander, Wausau
Reporting Period: August 1, 2015 – July 31, 2016
No. of Full-time Employees: 5 – 10 X / More than 10 _____
Small Market Exemption: Yes

During the Reporting Period, a total of 3 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.

4-04-16 Pete Rondello and Jessie Dick exhibited at the Minocqua Job Fair, Lakeland High School, conducted by the Minocqua Chamber of Commerce; completed audio recordings used at WXHR, and discussed broadcasting careers with students from area schools, and adults who attended. Some audio content was broadcast.

5-10-16 Pete Rondello, Jessie Dick and Miranda VanderLeest exhibited at the Rhinelander Area Job Fair, hosted at the Rouman Cinema, and sponsored by Nicolet Area Technical College. Audio recordings were made at the fair and broadcast careers and internship opportunities were discussed with attendees. Some audio content was broadcast. A feature story was broadcast after the event.

6-22-2016 Pete Rondello attended and exhibited at the Wisconsin Broadcasters Assoc. Job Fair at the Radisson Hotel in LaCrosse, WI. Information for internships available at the station was shared, along with general career information relating to WXHR / WXPW. 2 persons submitted applications. Promoted in advance for 28 days on WXHR / WXPW.

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.

10-27-15 Pete Rondello presented during a multi-media program to Rhinelander Partners in Education, and RHS Mock Business Day at the CAVOC center.

1-07-16 Pete Rondello presented to Howard Young Health Care and Howard Young Foundation.

3-01-2016 Pete Rondello and Jessie Dick were selected participants in "Mad Money" hosted by Rhinelander Partners in Education, which teaches career choices, conducts interviews, and provides information on broadcast careers to graduating students.

4-22-16 Ken Krall provided information and broadcast portions of the Sustainability Fair, hosted at the Newbold Community Center. Station employment information and internship materials were made available.

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.

10-22-15 WXPR / WXPW sponsored a facilities tour and career discussion with Headwaters Inc. clients, students, and advisors. Audio messages were recorded and some were broadcast.

2-05-16 Pete Rondello and WXPR / WXPW volunteers hosted a community open house at the main studios. Tours were given; career information shared and internship opportunities discussed. Participant voices were used on air.

4-28-16 WXPR welcomed Sarah Stieve, RHS educator, and her class of 15 Journalism students to WXPR to tour studios and learn about WXPR and opportunities in broadcasting. Audio was recorded and broadcast. One student was selected as a WXPR journalism intern.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8-19-15	Community Features Editor	Hodag Buyers Guide newspaper
8-03-15	Operations Director	Wisconsin Broadcasters Assoc.
5-17-16	Operations Director	Personal Referral (former employee)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 17

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Corporation for Public Broadcasting Jobline	5
Personal Referrals	2
Wis. Broadcasters Job Fair	3
Hodag Buyers Guide	2
wxpr.org/employment	2
Wis. Broadcasters Jobline Magazine	1
Lakeland Times newspaper	1
Unknown / undisclosed	1

RECRUITING SOURCES USED

Job Title of Position: Operations Director Date of Hire: 8-03-2015

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	N	6930 Carroll Ave. Suite 350 – Takoma Park, MD	Tyler Falk	(301) 270-7240 tyler@current.org

Newspaper / Web		20912		
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@mmcllocal.com
Lakeland Times Newspaper	N	P.O. Box 790 Minocqua, WI 54548	Heather Holmes	(715) 356 – 5236 production@lakelandtimes.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 County Potawatomi Tribal Office	N	5416 Everybodys Road Crandon, WI 54520	Human Resources Dept.	(715) 478 – 7200 fcpotawatomi.com/careers
Greater Public Jobline	N	401 North 3rd Street, Suite 370 Minneapolis, MN 55401	Entered on line	(888) 454 – 2314 https://greaterpublic.org/jobline/
Indeed.com	N	7501 N. Capital of Texas Hwy Building B Austin, TX 78731	Entered on line	(203) 564 – 2418 Indeed.com
Facebook	N	Facebook HQ, Menlo Park, CA	Entered on line	(650) 543-4800 Facebook.com
Job Service of Wisconsin	N	51-A North Brown Street, Rhineland, WI 54501	Entered on line	(715) 365 – 1500 Wisconsinjobcenter.org
Hodag Buyers Guide	N	24 West Rives Street Rhineland, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmcllocal.com
Monster.com	N	133 Boston Post Road Weston, MA 02493	Entered on line	(978) 461 – 8000 Monster.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
wxpr.org/employment	N	28 North Stevens St., Rhineland, WI 54501	Jessie Dick	(715) 362 – 6000 jessie@wxpr.org

* 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: Community Features Editor Date of Hire: 8-19-2015

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@nfcfb.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, Rhineland WI 54501	Jessie Dick	(715) 362 - 6000
Greater Public Jobline	N	401 North 3rd Street, Suite 370	Entered on line	(888) 454 - 2314

		Minneapolis, MN 55401		
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, Rhineland, WI 54501	Entered on line	(715) 365 – 1500 Wisconsinjobcenter.org
Hodag Buyers Guide	N	24 W. Rives St. Rhineland, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmlocal.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
Wis. Broadcasters Association Job Fair	N	44 E. Mifflin St. Suite 900 – Madison, WI 53703	Linda Baun	(608) 729 – 1482 lbaun@wi-broadcasters.org

* 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: Operations Director Date of Hire: 5-17-2016

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
NFCB	N	P.O. Box 16 Crawford, CO 81415	Sally Kane	(970) 279 – 3411 skane@nfc.org
Lakeland Times Newspaper	N	P.O. Box 790 Minocqua, WI 54548	Heather Holmes	(715) 356 – 5236 production@lakelandtimes.com
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Forest Lake Potawatomi Tribal Office	N	5416 Everybodys Road Crandon, WI 54520	Human Resources Dept.	(715) 478 – 7200 fcpotawatomi.com/ca reers
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
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Hodag Buyers Guide	N	24 W. Rives St. Rhinelander, WI 54501	Classified Ad Dept.	(715) 369 – 3331 hodagads@mmclocal.com
Handshake -Michigan Tech -Lawrence University -Milwaukee School of Engineering	N	Garrett Lord, Scott Ringwelski, Ben Christensen Handshake San Francisco, CA	Entered on line	Joinhandshake.com
Wisconsin Tech Connect	N	Consortium of Wis. technical colleges	Entered on line	Wisconsintechconnect.com