

## 2012 ANNUAL EEO PUBLIC FILE REPORT

### White Pine Community Broadcasting, Inc.

Station(s): WXPB, WXPW  
Community(ies) of License: Rhinelander, Wausau  
  
Reporting Period: August 1, 2011 – July 31, 2012  
  
No. of Full-time Employees: 5 – 10 X / More than 10 \_\_\_\_\_  
Small Market Exemption: Yes

During the Reporting Period, a total of 1 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):

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

4-25-12 Downtown Rhinelander, Inc. Tour  
4-25-12 High School Student Tour  
5-15-12 Rotary Tour  
6-28-12 Member Tour  
7-10-12 Community Contractors Tour  
7-11-12 Public Open House

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Station Manager position posted in print and online job listings at Corporation for Public Broadcasting; Current; and WXPB.org.

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#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1-30-12	Station Manager	Current For People in Public Media

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### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:   5  

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Corporation for Public Broadcasting	1
Current	1
Northwoods River News	1
Wausau Daily Herald	1
WXPR.org	1

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### RECRUITING SOURCES USED

Job Title of Position: Station Manager

Date of Hire: 1-30-12

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Corporation for Public Broadcasting	N	401 Ninth St., NW Washington, DC 20004-2191	Online submission	202-879-2190 <a href="http://www.cpb.org/jobsline">www.cpb.org/jobsline</a>
Current	N	6930 Carroll Ave. Suite 350 Takoma Park, MD 20912	Kathleen Unwin	877-745-8776 x1 <a href="mailto:unwin@current.org">unwin@current.org</a>
Hodag Buyers Guide	N	24 W. Rives St. Rhineland, WI 54501	Marie in advertising	715-369-3331 <a href="mailto:hodagbg@jcpgroup.com">hodagbg@jcpgroup.com</a>
Lakeland Times	N	500 Chippewa St. Minocqua, WI 54548	Dinette in advertising	715-356-5236 <a href="mailto:thelakelandtimes@gmail.com">thelakelandtimes@gmail.com</a>
Milwaukee Journal Sentinel and JSOnline.com	Y	PO Box 371 Milwaukee, WI 53201	Jill Z. in advertising	414-224-2121 <a href="mailto:jobs@journal sentinel.com">jobs@journal sentinel.com</a>
Northwoods River News	N	232 S. Courtney St. Rhineland, WI 54501	Jan Juedes	715-365-6397 <a href="mailto:classifieds@rivernews online.com">classifieds@rivernews online.com</a>
Wausau Daily Herald	N	Gannett Wisconsin Media 435 E. Walnut Green Bay, WI 54301	Susan Slade	920-435-4411 <a href="mailto:slade@gannett.com">slade@gannett.com</a>

Word of Mouth	Y	28 N. Stevens St. Rhineland, WI 54501	Staff	715-362-6000
WXPR.org	Y	28 N. Stevens St. Rhineland, WI 54501	Board of Directors	715-362-6000 <a href="mailto:wxpr@wxpr.org">wxpr@wxpr.org</a>

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