

ANNUAL EEO PUBLIC FILE REPORT

HEARTLAND COMM. LICENSE, LLC

Station Employment Unit: WRJO/WERL/WCYE/WNWX

Date Range of Annual Report: August 1, 2023 to August 1, 2024

No. of Full-time Employees: 9

During the Reporting Period, a total of **one (1)** full time position was 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):

TYPE OF INITIATIVE	DESCRIPTION OF ACTIVITY
Heartland Personnel Training	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Monday Morning Meeting- Each Monday we hold a meeting with our sales staff. The agenda includes training materials to assist and educate our sales team and develop their sales skills. Every Wednesday we hold a sales team meeting to review sale processes and packages and reviewing training material from magazine articles, RAB training material, Wisconsin Broadcasters Association training materials, webinars, and other training material targeted to develop our sales staff. Once a month, the General Manager, Director of Programming and CEO meet to review activities including training procedure and review the development of all staff members. Any new educational information is passed on to the staff via a monthly team meeting that is mandatory for all personnel.
Heartland Outreach and Newsletter	Listing each upper-level job opening in a job bank, or media newsletter that reaches a substantial number of women and

	<p>minorities. Every sale, production, engineering and management is forwarded to all stations for internal posting and to our EEO Coordinator who submits it to over 200 institutions who post jobs. This lists contains, colleges, various agencies, i.e., American Broadcasting School, Bad River Band of Lake Tribe of Chippewa Indians and Goodwill Industries to name a few. To further reach the community Heartland is a member of the Eagle River and Ashland Chambers of Commerce.</p>
	<p>Up North Community Expo was attended March 4, 2024.</p>

LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source referring person hired.

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
07/15/2024	Sales Executive	On air ads run – direct contact through ad

