



Do You Need EEO Credit?

Here's How You Can Use The WBA Foundation Scholarship Program To Help You!

As per the WBA's Assistance Action Plan For EEO Compliance, the following is one of the ways your WBA can help you earn non-job vacancy specific menu option initiative credits: The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis (the application process is open from the beginning of September to October 15). To obtain one full "Menu Option Initiative" credit per two year period, each SEU should:

- 1) once every two years - donate to the Foundation (earmarked for scholarships) a minimum of \$100 for radio SEUs with 1 or 2 stations, a minimum of \$200 for radio SEUs with three or more stations, and a minimum of \$300 for TV SEUs
- 2) for each year of the 2-year period - promote the availability of the scholarship program over the SEUs stations and direct interested candidates to mail, fax or e-mail the station requests for an application (a :30 second script has been sent to all member stations)
- 3) for each year of the 2-year period - provide blank application forms upon request (application forms have been sent to all member stations)
- 4) for each year of the 2-year period - be available to answer questions about the program
- 5) for each year of the 2-year period - make an initial evaluation of the candidate(s) for the evaluation committee. The WBA will send each SEU copies of the applications asking for input based on the student's GPA, post high school employment & extracurricular activities, awards & honors, broadcasting experience and commitment, and his/her response to an essay question, before they are sent on to the Education Committee and the WBA Foundation Board for judging.

So that we can target the evaluation mailing (#5) to just those SEUs who plan on using this option for EEO credit, please fax (608) 256-3986 (ATTN: Linda Baun) or e-mail lbaun@wi-broadcasters.org by October 15, 2010 as we need to know in advance who plans on participating.