

EEO PUBLIC FILE REPORT

August 1, 2013 – July 31, 2014¹

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

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¹ This Report provides recruitment data collected through July 31, 2014.

WXXM (FM), WIBA (AM), WIBA-FM, WTSO (AM), WZEE (FM), WMAD (FM)
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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
1	All About Country 311 E. Center Avenue Lake Bluff, IL 60044 Phone: n/a Url: http://www.allaboutcountry.com Email: webmaster@allaboutcountry.com Fax: n/a John *Only positions for Country Radio Stations	Y	
2	All Access.com 28955 Pacific Coast Hwy Suite 210-5 Malibu, California 90265 Phone: n/a Url: http://www.allaccess.com Fax: Manual Posting n/a	N	
3	Alverno College 3401 South 39 th Street Milwaukee, WI 53215 Phone: 414-382-6010 Url: http://www.myinterfase.com/alverno/employer Fax: 414-382-6443 Sandy Pikulik	Y	
4	American Ethnic Coordinating Office 105 Garfield Avenue Eau Claire, WI 54701 Phone: 715-836-3367 Url: n/a Email: websteek@uwec.edu Fax: 715-836-3499 Jesse Dixon	N	

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
5	Beloit College/Field & Career Services 700 College Street Beloit, WI 53511 Phone: 608-363-2647 Email: facs@beloit.edu Fax: n/a Luke Janiak-Fenton	N	
6	Cardinal Stritch University College of Business & Management 6801 North Yates Road Milwaukee, WI 53201 Phone: 414-410-4157 Url: http://www.stritch.edu Email: careeropps@stritch.edu Fax: n/a Pegs Givhan	Y	
7	Career Fairs (all SEU stations)	N	1
8	Carroll College 100 North East Avenue Waukesha, WI 53186 Phone: 262-524-7175 Url: http://www.carrollu.edu Email: dweber@carrollu.edu Deb Weber	Y	
9	Chippewa Valley Technical College 620 West Clairemont Avenue Eau Claire, WI 54701 Phone: 715-833-6255 Url: http://www.cvtc.edu Email: employment_services@cvtc.edu Fax: 715-833-6470 Kristine Jackson	N	
10	City of Madison Affirmative Action Department 215 Martin Luther King Jr. Boulevard Madison Municipal Building Suite 130 Madison, WI 53713 Phone: 608-267-8786 Url: http://www.cityofmadison.com/dcr/aa.cfm Email: soyler@cityofmadison.com Fax: 608-267-1142 Stephanie Oyler	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
11	Clear Channel Careers Website (Career Channel) 200 E. Basse Road San Antonio, TX 78209 Phone: 414-545-8900 Url: www.clearcareers.com Email: n/a Fax: manual posting Melody Wiedmeyer	N	1
12	Edgewood College Job Center 1000 Edgewood College Circle Madison, WI 53711 Phone: 608-663-2281 Url: http://www.careerservices.edgewood.edu Email: n/a Fax: manual posting K. DeWit	Y	
13	Employee Referral	N	5
14	Equity & Diversity Resource Center 179A Bascom Hall 500 Lincoln Drive Madison, WI 53706 Phone: 608-263-2378 Url: http://www.oed.wisc.edu Email: blanser@vc.wisc.edu Fax: 608-263-5562 Barbara Lanser	N	
15	Goodwill Industries 6055 North 91 st Street Milwaukee, WI 53225 Phone: 414-353-6400 Url: http://www.goodwillsew.com Email: lisa.norman@goodwillsew.com Fax: 414-358-4298 Lisa Norman	N	
16	Herzog College 5218 East Terrace Drive Madison, WI 53718 Phone: 608-249-6611 Url: http://www.herzing.edu/madison Email: info@msn.herzing.edu Fax: 608-249-8593 Career Services	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
17	Illinois Center for Broadcasting 455 Eisenhower Lane South, Suite 200 Lombard, IL 60148 Phone: 630-916-1700 Email: placement.lombard@beonair.com Fax: 630-916-1764 Dave Cogozzo	Y	
18	Intern Program (all SEU stations)	N	
19	Internal Transfer/Promotion	N	
20	Internal Posting	N	2
21	La Casa de Esperanza Inc. 410 Arcadian Avenue Waukesha, WI 53103 Phone: 262-547-0887 Url: Email: ben@lacasadeesperanza.org Fax: 262-547-0735 Veronica Davis Quiroz	N	
22	Lawrence University PO Box 599 Appleton, WI 54912 Phone: 920-832-7368 Url: https://www.myinterfase.com/lawrence/employer Email: n/a Fax: manual posting Kelly Bereza	N	
23	Madison Area Technical College 3550 Anderson Street Madison, WI 53704 Phone: 608-246-8100 Url: http://matcmadison.edu/mate/studentresources/sdc/j Email: n/a Fax: Manual posting Career Services	N	
24	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Phone: 608-663-2000 Url: http://www.mediainstitute.edu/employers Email: n/a Fax: 608-442-0141 Laura L. Mael	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
25	<p>Marquette University 1217 West Wisconsin Avenue Milwaukee, WI 53233 Phone: 414-288-7026 Url: http://www.myinterfase.com/marquette/employee Email: n/a Fax: manual posting Kristin Finn</p>	N	
26	<p>Media Recruiter Centennial, CO 80016 Phone: 303-400-5150 Url: http://www.media recruiter.com Email: art@mediarecruiter.com Fax: n/a Art Scott</p>	N	
27	<p>Milwaukee Area Technical College 700 West State Street Milwaukee, WI 53233 Phone: 414-297-53233 Url: http://www.matc.edu Email: jobshop@matc.edu Fax: n/a Jenny Thomas</p>	Y	
28	<p>Milwaukee School of Engineering 1025 North Broadway Milwaukee, WI 53202 Phone: 414-277-4517 Url: http://www.msOE.edu Email: spencer@msOE.edu Fax: 414-277-7122 Mary Spencer</p>	N	
29	<p>Monster.com 5 Clock Tower Place, Suite 500 Maynard, MA 01754 Phone: 402-472-3522 Url: http://www.monster.com Email: n/a Fax: 402-472-8675 Brendan McCauley</p>	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
30	Mount Mary College Advising and Career Development Center 2900 North Menomonee River Parkway Milwaukee, WI 53213 Phone: 414-256-1243 Url: http://www.mtmary.edu Email: adcardev@mtmary.edu Fax: n/a Vivian Mickelson	Y	
31	NAACP – Madison Branch 3 South Pinkney #50 Madison, WI 53703 Phone: 608-256-1942 Url: http://www.naacpmadison.org Email: naacpmadison@hotmail.com Darnetta	N	
32	National Association of Hispanic Journalists 1193 National Press Building Washington, DC 20045-2100 Phone: n/a Url: http://www.nahj.org Email: jobbank@nahj.org Fax: n/a Career Services	N	
33	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Phone: 301-405-0248 Url: www.najb.org Email: n/a Fax: 301-314-1714 Ryan Williams	N	
34	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, DC 20005 Phone: n/a Email: info@nljja.org Fax: 202-588-1818 Career Services	N	
35	Non-Employee Referral	N	2
36	On-Air Radio Ads (all SEU stations)	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
37	Radio & Records 2049 Century Park East Los Angeles, CA 90067 Phone: 310-553-4330 Url: http://www.radioandrecords.com Email: n/a Fax: 831-796-4181 Lisa Deary	N	
38	Radio 1 Broadcast School 700 3 rd Street North LL& LaCrosse, WI 54601 Phone: 800-889-2221 Email: director@radio1school.com Fax: n/a Joe Deschler	N	
39	Radio Online 3500 Tripp Avenue Amarillo, TX 79121 Phone: n/a Url: http://www.radio-online.com Email: n/a Fax: manual posting Career Services	N	
40	Radio Station Website Posting (all SEU stations)	N	
41	UNIDOS Against Domestic Violence 835 W. Badger Road Madison, WI 53713 Phone: 608-442-4015 Url: www.cityofmadison.com/mcc12/cl.html Email: veronical@unidosagainstdv.org Fax: 608-255-2975 Veronica Lazo	N	
42	University of Madison – Education 1025 Educational Sciences Building 1025 West Johnson Street Madison, WI 53706 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
43	University of Madison – School of Business 975 University Avenue Madison, WI 53706 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	
44	University of Wisconsin Eau Claire 105 Garfield Avenue PO Box 4004 Eau Claire, WI 54702-4004 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	
45	University of Wisconsin Green Bay Student Services 1600 2420 Nicolet Drive Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	
46	University of Wisconsin La Crosse 1725 State Street Cartwright Center Room 54 La Crosse, WI 54601 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	

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47	University of Wisconsin Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, WI 53201 Phone: 414-229-4486 Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Ada Walker	Y	
48	University of Wisconsin Milwaukee American Indian Student Services Holton Hall Milwaukee, WI 53202 Phone: 414-229-5880 Url: http://www.aiss.uwm.edu Email: joylogan@uwm.edu Fax: 414-229-5930 Joy Logan	Y	
49	University of Wisconsin Oshkosh 800 Algoma Boulevard Oshkosh, WI 54901 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Jodi Carlson	Y	
50	University of Wisconsin Parkside 900 Wood Road PO Box 2000 Kenosha, WI 53141-2000 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	

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51	University of Wisconsin Platteville 1 University Plaza Ullsvik Hall Room 0200 Phone: 608-342-1183 Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Diana Trendt	Y	
52	University of Wisconsin River Falls 410 South Third Street River Falls, WI 54022-5001 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	
53	University of Wisconsin Stevens Point 134 Old Main Building Stevens Point, WI 54481 Phone: 715-346-3226 Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Lorry Walters	Y	
54	University of Wisconsin Superior YU Suite 230 Bekknap and Catlin PO Box 2000 Superior, WI 54880 Phone: n/a Url: http://www.myconsortium.com/wisconsin/employer Email: n/a Fax: manual posting Career Services	Y	
55	Wisconsin Broadcasters Association 44 East Mifflin Street #900 Madison, WI 53703 Phone: 800-236-1922 Url: http://www.wi-broadcasters.org Email: mendicott@wi-broadcasters.org Fax: 608-256-3986 Mandy Endicott	Y	

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56	<p>Wisconsin Job Center 2701 South Chase Avenue Milwaukee, WI 53204 Phone: 888-258-9966 Url: http://www.wisconsinjobcenter.org Email: n/a Fax: manual posting n/a</p>	Y	
57	<p>Wisconsin Technical Colleges (Blackhawk, Cheppewa Valley, Fox Valley, Gateway, Lakeshore, Madison Area, Mid-State, Milwaukee Area, Moraine Park, Nicolet Area, Northcentral, Northeast Wisconsin, Southwest Wisconsin, Waukesha County, Western and Wisconsin Indianhead Technical Colleges included in this posting) 4622 University Ave. Madison, WI 53705 Phone: 608-266-1207 Url: http://www.wisconsinconnect.com Email: jobplacement@nicoletcollege.edu Fax: 608-266-1690 Vicki Severson</p>	N	
58	JobsinSports.com	N	
59	Indeed.com	N	3
60	Other Source	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			15

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Training programs for station personnel	Throughout the reporting period, our sales management team conducted weekly sales training. All radio sales personnel are required to attend sessions. Training is conducted on a group level once per week and covers an understanding of radio and our stations, radio competition, strengths and weaknesses of the competition and other topics such as cold calling, proposal writing, creative writing and use of company resources to enhance job performance. As part of this program, all sales personnel also attend weekly one-on-one meetings with their General Sales Manager to discuss performance and strategies.
2	Internship Program/Programming	During this reporting period, our SEU hosted interns in our Programming Department. The interns assisted our programming department with our morning shows, including screening callers, conducting research, audio production, attendance at public appearances and website maintenance. Ripon College (1) – Promotions University of WI Madison (1) – Programming
3	Participation in job fair	In accordance with the WBA'S Assistance Action Plan for EEO Compliance, WXXM-FM, WIBA-FM, WIBA-AM, WZEE-FM, WMAD-FM and WTSO-AM were represented at the Job/Career Fair which was held as part of the WBA's 2014 Winter Conference on Wednesday, January 22, 2014 from 8:30am – 10:00am at the Concourse Hotel, Madison, WI. A General Sales Manager and Market Manager accepted resumes and spoke with potential job candidates.
4	Participation in job fair	In accordance with the WBA'S Assistance Action Plan for EEO Compliance, WXXM-FM, WIBA-FM, WIBA-AM, WZEE-FM, WMAD-FM and WTSO-AM were at the Job/Career Fair which was held as part of the WBA's 2014 Summer Conference on Wednesday, June 18, 2014 from 2:00pm – 4:00pm at the Blue Harbor Resort in Sheboygan, WI. The Market Manager accepted resumes and spoke with potential job candidates.

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