

WKEQ-FM, WLLK-FM, WSEK-FM, WSFC-AM, WSFE-AM
EEO PUBLIC FILE REPORT
April 1, 2012 - March 31, 2013

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.		

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
<p>AS NOTED IN SECTION I, NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.</p>			

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	10/3/2012	Establishment of training programs for station personnel	KBA training seminar: "What Listeners are Doing When They're not listening to you". Breakdown of how Broadcast radio compares to new media competition with segments on Streaming, mobile, tablets, and social media.	3	AE AE AE	1.00
2	10/3/2012	Establishment of training programs for station personnel	KBA training seminar: "What Listeners are Doing When They're not listening to you". Breakdown of how Broadcast radio compares to new media competition with segments on Streaming, mobile, tablets, and social media.	2	MM / DOS Prom Dir	1.00
3	10/3/2012	Establishment of training programs for station personnel	KBA training seminar: "Getting More Than your Fair Share". A seminar focused on Negotiating. Covering topics such as: criteria for successful negotiations, Negotiating styles, Strategies to increase power in negotiations, making concessions, preparing for a negotiation, and more.	3	AE AE AE	1.00
4	10/3/2012	Establishment of training programs for station personnel	KBA training seminar: "Getting More Than your Fair Share". A seminar focused on Negotiating. Covering topics such as: criteria for successful negotiations, Negotiating styles, Strategies to increase power in negotiations, making concessions, preparing for a negotiation, and more.	2	MM / DOS Prom Dir	1.00
5	10/4/2012	Establishment of training programs for station personnel	KBA training seminar: "Yield Management". A seminar focused on Yield Management and how to increase revenue through yield mgt without increasing ratings or spot inventory.	3	AE AE AE	1.00
6	10/4/2012	Establishment of training programs for station personnel	KBA training seminar: "Yield Management". A seminar focused on Yield Management and how to increase revenue through yield mgt without increasing ratings or spot inventory.	1	MM / DOS	1.00
7	10/4/2012	Establishment of training programs for station personnel	KBA Seminar: "Legal and Regulatory panel". This seminar focuses on the legal aspects of, among other topics, Low power FM's and FM translators, Copyright materials, Political, royalties, Streaming, and social media.	3	AE AE AE	1.00

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8	10/4/2012	Establishment of training programs for station personnel	KBA Seminar: "Legal and Regulatory panel". This seminar focuses on the legal aspects of, among other topics, Low power FM's and FM translators, Political, Public File, Copyright materials, royalties, Streaming, and social media.	3	MM / DOS Director of Engineering Promotions Director	1.00
TOTAL POINTS OVER REPORTING PERIOD:						8.00