

**WKEQ-FM, WLLK-FM, WSEK-FM, WSFC-AM, WSFE-AM**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2013 - March 31, 2014**

**I. VACANCY LIST**

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

| <b>Job Title</b>  | <b>Recruitment Sources ("RS")<br/>Used to Fill Vacancy</b> | <b>RS Referring<br/>Hiree</b> |
|---|--|-------------------------------|
| <p>NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.</p> |  |                               |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

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

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**III. RECRUITMENT INITIATIVES**

|  | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b>   | <b>Brief Description Of Activity</b>  | <b>No. of Stations Participants</b> | <b>Participant Title</b>        | <b>Points</b> |
|--|-------------|--|---|-------------------------------------|---------------------------------|---------------|
| 1  | 10/2/2013   | Establishment of training programs for station personnel | KBA Training Seminar: "Best Practices for Building New Revenue With Social Media". This seminar focused on how to use Social Media to build brands, generate customer loyalty, and generate revenue.  | 3                                   | Promotions Director<br>AE<br>AE | 1.00          |
| 2  | 10/2/2013   | Establishment of training programs for station personnel | KBA Seminar: "Money Follows Excellence". A seminar focusing on developing a strategic workplace culture, attracting and retaining high performing employees.  | 3                                   | Promotions director<br>AE<br>AE | 1.00          |
| 3  | 10/2/2013   | Establishment of training programs for station personnel | KBA Seminar: "Best Practices for Building Viewer/Listener Loyalty". This session focuses on how to embed the station brand within the programming content where it will be most effective. A key component of a successful radio station given the wide array of choices that a listener can choose from. | 3                                   | Promotions Director<br>AE<br>AE | 1.00          |
| 4  | 10/2/2013   | Establishment of training programs for station personnel | KBA Seminar: "Legal and Regulatory Panel" This seminar focuses on Legal and regulatory requirements for broadcasters and changes in store for 2014.   | 3                                   | Promotions Director<br>AE<br>AE | 1.00          |
| <b>TOTAL POINTS OVER REPORTING PERIOD:</b> |             |  |   |                                     |                                 | <b>4.00</b>   |