

**WATQ(FM), WBIZ(AM), WBIZ-FM,
WMEQ(AM), WMEQ-FM & WQRB(FM)
EEO PUBLIC FILE REPORT
August 1, 2017 – July 31, 2018¹**

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MRS�**”) for recruitment source data.

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Air Talent	2, 6-13, 16	8

¹ This Report was modified in August 2019 to address reporting issues.

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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
1	<i>Eau Claire Leader Telegram Newspaper</i> 701 South Farwell Eau Claire, WI 54701 Brian Sandy 715-833-9200	No	0
2	Wisconsin Broadcasters Association (WBA) 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	No	0
3	Station Websites (all SEU stations)	No	0
4	On-Air Announcements (all SEU stations)	No	0
5	Chippewa Valley Business Expo and Job Fair (refer to Section III) Eau Claire Area Chamber of Commerce 3625 Gateway Drive Eau Claire, WI 54701 Bob McCoy	No	0
6	<i>Express Employment Professionals</i> 3311 Golf Road Eau Claire, WI 54701 Alana Stroinski	Yes	0
7	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	No	0
8	iHeartMedia.com Careers 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	No	3
9	University of Wisconsin - Eau Claire 105 Garfield Avenue Eau Claire, WI 54701 Jeanne Skoug	Yes	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	University of Wisconsin - Stout-Menomonie Placement Services 103 Admin. Building 712 South Broadway Menomonie, WI 54751	Yes	0
11	Chippewa Valley Technical College Placement Services 620 West Clairemont Avenue Eau Claire, WI 54701	Yes	0
12	Walk-In/Self-Referral	No	1
13	Employee Referral	No	2
14	Chippewa Valley Technical College Job Fair 620 West Clairemont Avenue Eau Claire, WI 54701 Bruce Barker	No	0
15	Wisconsin Broadcasters Association Newsletter 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind	No	0
16	<u>www.mediagignow.com</u> 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			7

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participate in Job Fair	On August 3, 2017, iHeartMedia Eau Claire participated in a job fair sponsored by the Eau Claire Chamber of Commerce and held at the Chippewa Valley Airport in Eau Claire, Wisconsin. Station participants included our General Manager and Sales Manager plus three of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
2.	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On August 26, 2017, iHeartMedia co-sponsored and participated in an Xtreme Career makeover at the University of Wisconsin-Eau Claire Campus. Team members from iHeartMedia, Manpower, Adecco, Doherty Staffing and Straight Forward met with students to discuss careers and answer questions regarding related courses.
3.	Participate in Job Fair	On October 17, 2017, iHeartMedia Eau Claire participated in the Chippewa Valley Business Expo and Job Fair sponsored by the Eau Claire Chamber of Commerce and held at the Eau Claire Indoor Sports Center in Eau Claire, Wisconsin. Station participants included our General Manager and Sales Manager, four Sales Representatives and other on-air personnel, who informed job fair attendees about available positions, collected resumes, and conducted on-site interviews with applicants.
4.	Participate in Job Fair	On October 25, 2017, iHeartMedia Eau Claire participated in a job fair sponsored by the Chippewa Valley Technical College in Eau Claire, Wisconsin. Station participants included our Market President and Sales Manager as well as three of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
5.	Participate in Job Fair	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional President attended the Job Fair as part of the Winter Conference of the Wisconsin Broadcasters Association on January 31, 2018 at the Madison Concourse Hotel in Madison, Wisconsin.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6.	Internship Program	iHeartMedia Eau Claire offers students interested in broadcasting careers the opportunity to gain hands-on experience through unpaid internships for academic credit. During Fall of 2017 and Spring of 2018, we hosted a total of two interns. One intern from Chippewa Valley Technical College worked in our sales department, and one intern from the University of Wisconsin-Eau Claire worked as on- air and promotional intern. A sales internship consists of observing sales personnel preparing sales related materials for client promotions and accompanying sales personnel on client calls as part of the education process. An on-air and promotional intern observes and assists with live on-air promotions, live broadcasts and studio air time.
7.	Participate in Job Fair	On May 22, 2018, iHeartMedia Eau Claire hosted a Career Day/Job Fair as part of the Women's Expo at the Davies Center at UW-Eau Claire. Station participants included our Sales Manager, and two Account Executives, who accepted applications and discussed job openings with individuals interested in broadcast careers.
8.	Mentoring Program	In order to assist in their professional development, iHeartMedia Eau Claire hosts a year-long mentoring programming for new sales recruits and other employees looking to expand their skill sets and advance their careers in the broadcast industry. The program requires a Senior Account Executive or Sales Manager to accompany mentees on sales calls and provide critiques of their performance. In addition, mentees are put through specific training to improve their skills including video and role-to-role playing, presentation speaking, proposal graphics, case studies and on-going bi-monthly digital education. During this reporting period, an On-Air Talent was put through this specific extra-curricular training to enhance his skills and abilities in an ever-changing media world.
9.	Participate in Job/Career Fair & Provision Training to Management	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional Market President attended the WBA Job/Career Fair and EEO Seminar as part of the WBA Summer Conference on June 20, 2018 at the Hilton Milwaukee City Center in Milwaukee, Wisconsin.