

WRNW(FM), WRIT-FM, WOKY(AM), WMIL-FM, WISN(AM) & WKKV(FM)

EEO PUBLIC FILE REPORT

August 1, 2011 - July 31, 2012¹

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
Advertising Sales	1, 3-6, 8-13, 15-17, 19-20, 22, 25, 32-34, 36, 35, 40, 43-45, 52, 57, 59-65	32
Advertising Sales	1, 3-6, 8-13, 15-17, 19-20, 22, 25, 32-34, 36, 35, 40, 43-45, 52, 57, 59-65	32
Advertising Sales	1, 3-6, 8-13, 15-17, 19-20, 22, 25, 32-34, 36, 35, 40, 43-45, 52, 57, 59-65	3
Director of Marketing and Promotion	1-4, 6-8, 10-12, 13, 15-18, 20-30, 33-34, 37-51, 53-58, 60, 62-63, 65	13
Sales Assistant	1-4, 6, 8, 10-12, 13, 15-18, 20, 22, 24-25, 33-34, 39-51, 53-58, 60, 62-63, 65-66	66

¹ This Report includes recruitment activity from August 1, 2011 through July 21, 2012.

WRNW(FM), WRIT-FM, WOKY(AM), WMIL-FM, WISN(AM) & WKKV(FM)**EEO PUBLIC FILE REPORT****August 1, 2011 - July 31, 2012****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	Adonai Employment 912 N. Hawley Road Milwaukee, Wisconsin 53216 Phone : 414-455-4724 Url : http://www.adonai-employment.org Email : tom.gauthier@adonai-employment.org Fax : 1-414-755-6061 Tom Gauthier	Y	0
2	All Access.com 28955 Pacific Coast Hwy Suite 210-5 Malibu, California 90265 Phone : Url : http://www.allaccess.com Email : Fax : Manual posting n/a n/a	N	1
3	Alverno College 3401 South 39th Street Milwaukee, Wisconsin 53215 Phone : 414-382-6010 Url : http://www.myinterfase.com/alverno/employer Email : alvernocareerlab@yahoo.com Fax : 1-414-382-6443 Sandy Pikulik	Y	1
4	American Indian Chamber of Commerce 10809 West Lincoln Avenue Milwaukee, Wisconsin 53227 Phone : 414-604-2044 Url : http://www.aiccw.org Email : craiga@aiccw.org Fax : 1--- Craig Anderson	Y	0
5	Beloit College/Field & Career Services 700 College Street Beloit, Wisconsin 53511 Phone : 608-363-2647 Email : facs@beloit.edu Fax : Luke Janiak-Fenton	N	0

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6	Bryant Stratton College 310 W. Wisconsin Avenue Suite 500 Milwaukee, Wisconsin 53203 Phone : 414-276-5200 Url : http://www.bryantstratton.edu Email : mnmowery@bryantstratton.edu Fax : 1--- Kenyetta Hyler	Y	0
7	Bureau of Indian Affairs 4149 Hightower Blvd Ste 380 Oklahoma City, Oklahoma 73108 Phone : 405-605-6051 Email : Fax : 1-405-605-6057 Joy Martin	N	0
8	Cardinal Stritch University College of Business & Management 6801 N. Yates Road Milwaukee, Wisconsin 53201 Phone : 414-410-4157 Url : http://www.stritch.edu Email : careerops@stritch.edu Fax : 1--- Pegs Givhan	Y	0
9	Career Fairs Wisconsin Phone : 414-545-8900 Email : Fax : Melody Wiedmeyer	N	1
10	Carroll College 100 North East Avenue Waukesha, Wisconsin 53186 Phone : 262-524-7175 Url : http://www.carrollu.edu Email : dweber@carrollu.edu Fax : 1--- Deb Weber	Y	0

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11	Clear Channel Careers Website 200 E. Basse Road San Antonio, Texas 78209 Phone : 414-545-8900 Url : www.clearcareers.com Email : Fax : Manual posting Melody Wiedmeyer	N	4
12	Concordia University of Wisconsin 12800 N. Lake Shore Dr. Mequon, Wisconsin 53024 Phone : 262-243-4340 Url : https://www.myinterfase.com/concordia-wisconsin/home.aspx Email : Fax : Manual posting Krista Hasselquist	Y	0
13	Employee Referral	N	7
14	<i>[Intentionally Omitted]</i>	N/A	N/A
15	Goodwill Industries 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-353-6400 Url : http://www.goodwillsew.com Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0
16	Hispanic Chamber of Commerce 816 West National Avenue Milwaukee, Wisconsin 53204 Phone : 414-643-6963 Url : http://www.hccw.org Email : gbelmontes@wi.rr.com Fax : 1--- George Belmontes	Y	0

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17	Illinois Center for Broadcasting 455 Eisenhower Lane South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Email : placement.lombard@beonair.com Fax : 1-630-916-1764 Dave Cogozzo	Y	0
18	Internal Posting 12100 W. Howard Ave. Greenfield, Wisconsin 53228 Phone : 414-545-8900 Email : Fax : Melody Wiedmeyer	N	2
19	Madison Area Technical College 827 Banker Road Fort Atkinson, Wisconsin 53538 Phone : 920-568-7200 Email : Fax : 1-920-563-7059 A A	N	0
20	Marquette University 1217 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 Phone : 414-288-7026 Url : http://www.myinterfase.com/marquette/employee Email : Fax : Manual posting Kristin Finn	N	0
21	Media Recruiter Centennial, Colorado 80016 Phone : 303-400-5150 Url : http://www.mediarecruiter.com Email : art@mediarecruiter.com Fax : 1--- Art Scott	N	0

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22	Milwaukee Area Technical College 700 West State Street Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Url : http://www.matc.edu Email : jobshop@matc.edu Fax : 1--- Jenny Thomas	Y	0
23	Monster 5 Clock Tower Place Ste 500 Maynard, Massachusetts 1754 Phone : 402-472-3522 Url : http://www.monster.com Email : Fax : 1-402-472-8675 Brendan McCauley	N	0
24	Mount Mary College Advising and Career Development Center 2900 N. Menomonee River Pkwy. Milwaukee, Wisconsin 53213 Phone : 414-256-1243 Url : http://www.mtmary.edu Email : adcardev@mtmary.edu Fax : 1--- Vivian Mickelson	Y	0
25	My Air Check #1-771 Gibsons Way Gibsons, Texas Phone : 604-740-1374 Email : registration@myaircheck.com Fax : 1--- Scott Russell	N	0
26	National Assoc of Hispanic Journalists 1193 National Press Bldg Washington, District of Columbia 20045-2100 Phone : Url : http://www.nahj.org/ Email : jobbank@nahj.org Fax : 1--- Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Phone : 301-405-0248 Url : www.najb.org Email : Fax : 1-301-314-1714 Ryan Williams	N	0
28	National Hispanic Media Coalition 55 S Grand Avenue Pasadena, California Phone : (626) 792-NHMC Email : info@nhmc.org Fax : 1--- Alex Nogales	N	0
29	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Phone : Email : info@nlgja.org Fax : 1-202-588-1818 Career Services	N	0
30	Native American Public Telecommunications Frank Blythe PO Box 23111 Lincoln, Nebraska Phone : Url : http://www.nativetelecom.org/ Email : native@unl.edu Fax : 1--- Frank Blythe	N	0
31	<i>[Intentionally Omitted]</i>	N/A	N/A
32	Non-Employee Referral	N	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	Northwest Milwaukee Job Center - Policy Studies Inc. 6550 N. 76th Street Milwaukee, Wisconsin 53233 Phone : 414-465-5306 Url : http://www.policy-studies.com Email : jevraets@policy-studies.com Fax : 1-414-760-5431 Jason Evraets	Y	0
34	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 216-447-9117 Url : http://www.beonair.com Email : gary@beonair.com Fax : 1--- Gary James	Y	0
35	On-Air Radio Ads (all SEU stations) Greenfield, Wisconsin 53228 Phone : 414-545-8900 Email : Fax : Melody Wiedmeyer	N	13
36	<i>[Intentionally Omitted]</i>	N/A	N/A
37	Radio & Records 2049 Century Park East Los Angeles, California 90067 Phone : 310-553-4330 Url : www.radioandrecords.com Email : elsalopez@clearchannel.com Fax : 1-831-796-4181 Lisa Deary	N	0

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38	Radio 1 Broadcast School 700 3rd Street N. LL7 La Crosse, Wisconsin 54601 Phone : 800-889-2221 Email : director@radio1school.com Fax : 1--- Joe Deschler	N	0
39	Radio Online 3500 Tripp Avenue Amarillo, Texas 79121 Phone : Url : www.radio-online.com Email : Fax : Manual posting Career Services	N	0
40	Radio Station Website Posting (all SEU stations)	N	5
41	Sojourner Family Peace Center PO Box 080319 Milwaukee, Wisconsin 53208 Phone : 414-643-1777 Url : http://www.familypeacecenter.org Email : carols@familypeacecenter.org Fax : 1--- Carol Strzyzewski	Y	0
42	The Freeform Radio Initiative, Inc. Post Office Box 530369 Miami, Florida 33153-0369 Phone : 305 982 7233 Email : announcements@thefreeformradioinitiative.org Fax : 1--- Scott McWilliams	N	0

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43	UMOS - United Migrant Opportunity Services 2701 S. Chase Avenue Milwaukee, Wisconsin 53207 Phone : 414-389-6000 Url : http://www.umos.org Email : claudia.frias@umos.org Fax : 1--- Claudia Frias	Y	0
44	United Cerebral Palsy of SE Wisconsin 7519 W. Oklahoma Avenue Milwaukee, Wisconsin 53219 Phone : 414-329-4500 Url : http://www.ucpsew.org Email : jcram@ucpsew.org Fax : 1-414-329-4510 John Cram	Y	0
45	University of Colorado at Boulder - School of Journalism and Mass Communication 1511 University Avenue 478 UCB Boulder, Colorado Phone : 303-492-0460 Url : http://www.colorado.edu Email : gaeddert@colorado.edu Fax : 1-303-492-0969 Beth Gaeddert	Y	0
46	University of Madison - Education 1025 Educational Sciences Bldg 1025 W. Johnson St. Madison, Wisconsin 53706 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
47	University of Madison - School of Business 975 University Ave. Madison, Wisconsin 53706 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0

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48	University of Wisconsin - Eau Claire 105 Garfield Ave. PO Box 4004 Eau Claire, Wisconsin 54702-4004 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
49	University of Wisconsin - Green Bay 2420 Nicolet Dr. Student Services 1600 Green Bay, Wisconsin 54311 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
50	University of Wisconsin - La Crosse 1725 State St. Cartwright Center, Rm 54 La Crosse, Wisconsin 54601 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
51	University of Wisconsin - Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting Ada Walker	Y	0
52	University of Wisconsin - Milwaukee - American Indian Student Services Holton Hall Milwaukee, Wisconsin 53202 Phone : 414-229-5880 Url : http://www.aiss.uwm.edu Email : joylogan@uwm.edu Fax : 1-414-229-5930 Joy Logan	Y	0

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53	University of Wisconsin - Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting Jodi Carlson	Y	0
54	University of Wisconsin - Parkside 900 Wood Rd. PO Box 2000 Kenosha, Wisconsin 53141-2000 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
55	University of Wisconsin - Platteville 1 University Plaza Ullsvik Hall, Room 0200 Platteville, Wisconsin 53818 Phone : 608-342-1183 Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting Diana Trendt	Y	0
56	University of Wisconsin - River Falls 410 S. Third St. River Falls, Wisconsin 54022-5001 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
57	University of Wisconsin - Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting Lorry Walters	Y	0

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58	University of Wisconsin - Superior YU Suite 230 Beknap and Catlin PO Box 2000 Superior, Wisconsin 54880 Phone : Url : http://www.myconsortium.com/wisconsin/employer Email : Fax : Manual posting n/a n/a	Y	0
59	University of Wisconsin-Platteville Career Center 1 University Plaza Platteville, Wisconsin Phone : 608/342-1033 Url : www.uwplatt.edu Email : careercenter@uwplatt.edu Fax : 1--- Diane Trened	N	0
60	Upper Iowa University 6610 W. Greenfield Avenue Milwaukee, Wisconsin 53214 Phone : 414-475-4136 Url : http://www.uiu.edu Email : whitlockm@uiu.edu Fax : 1--- Marshall Whitlock	Y	0
61	Waukesha County Technical College 201 Oakton Avenue Pewaukee, Wisconsin 53072 Phone : 262-695-7811 Url : http://wctc.edu Email : jkling2@wctc.edu Fax : 1-262-695-7816 Janet Kling	Y	0
62	Wisconsin Broadcasters Association 44 East Mifflin Street #900 Madison, Wisconsin 53703 Phone : 800-236-1922 Url : http://www.wi-broadcasters.org Email : mendicott@wi-broadcasters.org Fax : 1-608-256-3986 Mandy Endicott	Y	0

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63	Wisconsin Job Center 2701 S. Chase Ave. Milwaukee, Wisconsin 53204 Phone : 888-258-9966 Url : http://www.wisconsinjobcenter.org/ Email : Fax : Manual posting n/a n/a	Y	1
64	Wisconsin TechConnect PO Box 518 Rhineland, Wisconsin 54501 Phone : 715.365.4448 Url : wisconsintechconnect.com Email : jobplacement@nicoletcollege.edu Fax : 1-715-365-4542 Lori Vance	N	0
65	WUWM Radio - Public Radio 161 W. Wisconsin Avenue Suite LL 1000 Milwaukee, Wisconsin 53203 Phone : 414-270-1100 Url : http://wuwm.com Email : wuwm@uwm.edu Fax : 1--- Dave Edwards	Y	0
66	SEU Intern Program	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			42

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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	Participation in events/programs sponsored by or on behalf of an educational institution regarding careers in broadcasting	On September 13, 2011, our Promotions Manager spoke to a Script and Continuity class about radio promotions at Marquette University. The Promotion Manager job description was addressed as well as the actual duties performed on a daily, weekly and monthly basis. Other topics of discussion were ratings, PPM, social networks, and on-the-street promotion events and how a promotion worked from beginning to end.
3	Participation in job fair	On September 22, 2011 our SEU participated in the Milwaukee Area Technical College JOBSshop, which is a Fall recruiting event. Station participants included Promotion Managers, who spoke with students looking for employment or internships.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Participation in events/programs sponsored by or on behalf of an educational institution regarding careers in broadcasting	On February 22, 2012, our Promotions Manager spoke to a Career Exploration class at Ozaukee County High School. She spoke about our company as a whole, the departments within our building and her position. The class engaged her in a question and answer session as well.
5	Internship Program/Digital-Online	During this reporting period, our SEU hosted an intern from Mount Mary College's Communications Department in our Digital/Online Department. The intern was focused on graphic design for web components, developing new web pages, shooting and editing videos, and taking and processing photos.
6	Participation in job fair	On June 20, 2012, our SEU participated in a job/career fair held as part of the Wisconsin Broadcaster's Association 2012 Winter Conference at the Radisson, La Crosse, Wisconsin. SEU participants included our Market Manager and an Account Executive.
7	Participation in job fair	On January 25, 2012, our SEU participated in a job/career fair held as part of the Wisconsin Broadcaster's Association 2012 Summer Conference at the Concourse Hotel, Madison, Wisconsin. SEU participants included our Market Manager and a General Sales Manager.
8	Participation in events/programs sponsored by or on behalf of an educational institution regarding careers in broadcasting	On April 17, 2012, our SEU hosted a Slinger High School student who shadowed an on-air talent and our Imaging Director as part of her Employability Class. The student observed an on-air shift and how imaging of the radio station is executed.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
9	Internship Program/Programming	During this reporting period, our SEU hosted four interns in our Programming Department, hailing from North Central College (1), Northern Illinois University (1), Alverno College (1), and University of WI-Milwaukee (1). The interns assisted our programming department with our morning show, including screening callers, conducting research, audio production, attendance at public appearances and website maintenance.
10	Participate in event encouraging dissemination of information regarding broadcast careers	On June 14, 2012, an Account Executive spoke on behalf of the Wisconsin Broadcasters Association Young Professionals committee. The Account Executive asked for support from WBA members, individuals and organizations, to help the Young Professionals recruit members. This new committee aims to collaborate with one another and experienced media/broadcasting professionals in order to achieve the highest standards of professionalism. This committee also plans to reach out to young people and those newly interested in broadcasting, providing networking and education about broadcasting opportunities.