

WKKV-FM, WMIL-FM, WOKY (AM), WRIT-FM, WRNW (FM), WISN (AM)
EEO PUBLIC FILE REPORT
August 1, 2012 – July 31, 2013¹

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
Broadcast Engineer/IT Technician	1-4, 6-7, 9-11, 13-18, 18-19, 21, 23, 28-29, 33-55, 57	10
Advertising Sales	1-4, 6-11, 13-15, 18-19, 21-23, 28-29, 34-55, 57	27
Sales Assistant	1-7, 9-11, 13-15, 18-21, 23-24, 26, 28-29, 32-57	12
Integrated Marketing Manager	1-7, 9-11, 13-18, 20-21, 23, 26, 28-29, 32, 35-57	12
Integrated Marketing Promotions	1-7, 9-12, 13-18, 20-21, 23, 26, 28-29, 32, 35-57	17
Advertising Sales	1-4, 6-11, 13-15, 18-19, 21-23, 28-29, 34-55, 57	12
Advertising Sales	1-4, 6-11, 13-15, 18-19, 21-23, 28-29, 34-55, 57	12
Sales Assistant	1, 3-7, 9-11, 13-15, 18, 20-21, 23-26, 28-29, 32, 35-57	17
Promotions Assistant	1, 3-4, 6-7, 9-11, 13-15, 18, 21, 23, 28-29, 35-55, 57	58
Promotions Assistant	1, 3-4, 6-7, 9-11, 13-15, 18, 21, 23, 28-29, 35-55, 57	58
Account Executive	1-4, 6-11, 13-15, 18-19, 21-23, 28-29, 34-55, 57	10
Promotion Assistant	1, 3-4, 6-7, 9-11, 13-15, 18, 21, 23, 28-29, 35-55, 57	58
Business Manager	1, 3-15, 18, 20-21, 23, 26-29, 32, 34-55, 57	58
Account Executive	1-4, 6-11, 13-15, 18-19, 21-23, 28-29, 34-55, 57	12
Online Information & Content Specialist	1-7, 9-15, 18, 20-21, 23, 26-29, 32, 34-57	12

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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	Adonai Employment 912 N. Hawley Road Milwaukee, WI 53216 Phone: 414-455-4724 Url: http://www.adonai-employment.org Email: tom.gauthier@adonai-employment.org Fax: 414-755-6061 Tom Gauthier	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 Indian Chamber of Commerce 10809 West Lincoln Avenue Milwaukee, WI 53227 Phone: 414-604-2044 Url: http://www.aiccw.org Email: craiga@aiccw.org Fax: n/a Craig Anderson	Y	

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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	Bryant Stratton College 310 West Wisconsin Avenue, Suite 500 Milwaukee, WI 53203 Phone: 414-276-5200 Url: http://www.bryantstratton.edu Email: mnmowery@bryantstratton.edu Kenyetta Hyler	Y	
7	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	
8	Career Fairs (all SEU stations)	N	
9	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	
10	Clear Channel Careers Website 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	12

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
11	Concordia University of Wisconsin 12800 North Lake Shore Drive Mequon, WI 53024 Phone: 262-243-4340 Url: https://www.myinterfase.com/concordia-wisconsin/home.aspx Email: n/a Fax: manual posting Krista Hasselquist	Y	
12	Employee Referral	N	7
13	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	Y	
14	Hispanic Chamber of Commerce 816 West National Avenue Milwaukee, WI 53204 Phone: 414-643-6963 Url: http://www.hccw.org Email: gbelmontes@wi.rr.com Fax: n/a George Belmontes	Y	
15	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	
16	Intern Program (all SEU stations)	N	
17	Internal Transfer/Promotion	N	2
18	Internal Posting	N	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
19	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	N	
20	Media Recruiter Centennial, CO 80016 Phone: 303-400-5150 Url: http://www.media recruiter.com Email: art@mediarecruiter.com Fax: n/a Art Scott	N	
21	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	Y	
22	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	N	1
23	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	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
24	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	
25	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	
26	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, DC 20005 Phone: n/a Email: info@nlgja.org Fax: 202-588-1818 Career Services	N	
27	Non-Employee Referral	N	2
28	Northwest Milwaukee Job Center – Policy Studies Inc. 6550 North 76 th Street Milwaukee, WI 53233 Phone: 414-465-5306 Url: http://www.policy-studies.com Email: jevraets@policy-studies.com Fax: 414-760-5431 Jason Evraets	Y	
29	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, OH 44125 Phone: 216-447-9117 Url: http://www.beonair.com Email: gary@beonair.com Fax: n/a Gary James	Y	
30	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
31	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	
32	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	
33	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	
34	Radio Station Website Posting (all SEU stations)	N	
35	Sojourner Family Peace Center PO Box 080319 Milwaukee, WI 53208 Phone: 414-643-1777 Url: http://www.familypeacecenter.org Email: carols@familypeacecenter.org Fax: n/a Carol Strzyzewski	Y	
36	UMOS – United Migrant Opportunity Services 2701 South Chase Avenue Milwaukee, WI 53207 Phone: 414-389-6000 Url: http://www.umos.org Email: Claudia.frias@umos.org Fax: n/a Claudia Frias	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
37	United Cerebral Palsy of Southeastern Wisconsin 7519 West Oklahoma Avenue Milwaukee, WI 53219 Phone: 414-329-4500 Url: http://www.ucpsew.org Email: jcram@ucpsew.org Fax: 414-329-4510 John Cram	Y	
38	University of Colorado at Boulder School of Journalism and Mass Communication 1511 University Avenue 478 UCB Phone: 303-492-0460 Url: http://www.colorado.edu Email: gaeddert@colorado.edu Fax: 303-492-0969 Beth Gaeddert	Y	
39	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	
40	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	
41	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	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
42	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	
43	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	
44	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	1
45	University of Wisconsin Milwaukee American Indian Student Services Holton Hall Milwaukee, WI 53202 Phone: 414-229-5880 Url: http://www.aiiss.uwm.edu Email: joylogan@uwm.edu Fax: 414-229-5930 Joy Logan	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
46	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	
47	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	
48	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	
49	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	
50	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	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
51	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	
52	Upper Iowa University 6610 West Greenfield Avenue Milwaukee, WI 53214 Phone: 414-475-4136 Url: http://www.uiu.edu Email: whitlockm@uiu.edu Fax: n/a Marshall Whitlock	Y	
53	Waukesha County Technical College 201 Oakton Avenue Pewaukee, WI 53072 Phone: 262-695-7811 Url: http://www.wctc.edu Email: jkling2@wctc.edu Fax: 262-695-7816 Janet Kling	Y	
54	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	
55	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	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
56	<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)</p> <p>4622 University Ave. Madison, WI 53705 Phone: 608-266-1207 Url: http://www.wisconsintechconnect.com Email: jobplacement@nicoletcollege.edu Fax: 608-266-1690 Vicki Severson</p>	N	
57	<p>WUWM Radio – Public Radio 161 W. Wisconsin Avenue Suite LL 1000 Milwaukee, WI 53203 Phone: 414-270-1100 Url: http://www.wuwm.com Email: wuwm@uwm.edu Fax: n/a Dave Edwards</p>	Y	
58	Indeed.com	N	13
59	Unknown Source	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			27

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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, hailing from. The interns assisted our programming department with our morning shows, including screening callers, conducting research, audio production, attendance at public appearances and website maintenance. University of WI Milwaukee (1) – Integrated Marketing Marquette University (3) – Integrated Marketing Carroll University (1) - Programming
3	Participation in job fair	On September 20, 2012, our SEU served as a media co-sponsor for the Milwaukee Area's Annual Diversity Employment Day at the Milwaukee County War Memorial. In addition to running on-air announcements promoting the event, an SEU Program Director participated in the "Diversity Roundtable," a discussion and networking-based meeting amongst employers representing corporations, government agencies, professional organizations and non-profits. Sales Managers manned our SEU's booth, accepted resumes, and spoke with job applicants about employment opportunities.

² This Report provides recruitment data collected through July 31, 2013.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Participation in a school sponsored event	On October 15, 2012, our on-air personality participated a Career Day event at Pewaukee High School, noon – 2:30pm. As a speaker, the on-air personality was assigned a room where he met with up to four different groups of students, and did a 25 minute presentation for Pewaukee High School and their Junior Achievement program. The on-air personality spoke about a career in radio broadcasting and how he prepared for a career in the broadcast field.
5	Participation in job fair	In accordance with the WBA’S Assistance Action Plan for EEO Compliance, WKKV-FM, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM and WISN-AM were represented at the Job/Career Fair which was held as part of the WBA’s 2013 Winter Conference on Wednesday, January 23 rd , 2013 from 8:30am – 10:00am at the Concourse Hotel, Madison, WI. The Director of Sales and Market Manager accepted resumes and spoke with potential job candidates.
6	Participation in a school sponsored event	On February 20, 2013, our on-air personality participated in the Moving New Berlin Forward/School District of New Berlin Career & Job Fair. The goal of the event was to connect students with businesses to help prepare them for future jobs and careers. By speaking with the on-air personality, students’ eyes were opened to potential jobs and careers in the broadcast industry.
7	Participation in a school sponsored event	On February 18, 2013, the Integrated Marketing Manager spoke to a radio programming class at Marquette University in Milwaukee, WI. Topics discussed included the changing broadcast climate, careers in broadcast and students were able to ask and have their questions answered.
8	Participation in a school sponsored event	On February 13, 2013, the Operations Manager spoke to a radio broadcasting class at Marquette University in Milwaukee, WI. Topics discussed included the changing broadcast climate, opportunities in broadcast and the industry in general.
9	Participation of management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	In accordance with the WBA’S Assistance Action Plan for EEO Compliance, WKKV-FM, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM and WISN-AM were represented by the Market Manager at the “Avoiding Discrimination in Employment Terminations” which was held as part of the WBA’s 2013 Winter Conference on Wednesday, January 23, 2013 from 10:45am – 11:45am at the Madison Concourse Hotel, Madison, Wisconsin.
10	Participation in job fair	In accordance with the WBA’S Assistance Action Plan for EEO Compliance, WKKV-FM, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM and WISN-AM were represented at the Job/Career Fair which was held as part

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
		of the WBA's 2013 Summer Conference on Wednesday, June 19 th from 2:00-4:00pm at the Osthoff Resort in Elkhart Lake, WI. A General Sales Manager accepted resumes and spoke with potential job candidates.
11	Participation in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination	In accordance with the WBA'S Assistance Action Plan for EEO Compliance, WKKV-FM, WMIL-FM, WOKY-AM, WRIT-FM, WRNW-FM and WISN-AM were represented by the VP/Market Manager at the "Compliance With the FCC's EEO Nondiscrimination and Outreach Regulations – Part 4" which was held as part of the WBA's 2013 Summer Conference on June 19, 2013 from 4:00-5:00p at the Osthoff Resort, Elkhart Lake, WI.