

WISN, WKKV-FM, WMIL-FM, WOKY, WRIT-FM, WRNW
EEO PUBLIC FILE REPORT
August 1, 2015 - July 31, 2016₁

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
Account Executive	1, 4-9, 11-15, 19-21, 23-45	14
Account Executive	1, 4-9, 11-13, 16, 18-21, 23-25, 27-45	18
Traffic Manager	1, 4-12, 14, 19-21, 23-25, 27-45	10
Account Executive	1, 4-9, 11-12, 19-25, 27-45	22
National Sales Assistant	1-14, 17, 19-21, 23-45	10
OUTSIDE MULTI-CULTURAL ACCOUNT EXECUTIVE	1, 4-12, 19-21, 23-25, 27-45	10
Key Account Coordinator	1, 4-9, 11-12, 15, 19-25, 27-45	22

₁Recruitment Sources University of Milwaukee -- American Indian Student Services & United Cerebral Palsy of SE WI were not used to advertise vacancies during this reporting period due to a change in their entitled status.

₁Recruitment Source Illinois Center for Broadcasting was not notified of certain vacancies during this reporting period due to changed contact information and/or email delivery failure. While this source did not provide the SEU with updated information prior to the applicable job postings, the SEU clarified and/or corrected the contact information.

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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 Url : http://www.allaccess.com n/a n/a Manual Posting	N	0
3	Alverno College 3401 South 39th St. Milwaukee, Wisconsin 53215 Phone : 414-382-6443 Url : http://www.myinterfase.com/alverno/employer Sandy Pikulik Manual Posting	Y	0
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 Craig Anderson	Y	0
5	Beloit College Field & Career Services 700 College St. Beloit, Wisconsin 53511 Phone : 608-363-2647 Email : fac@beloit.edu Luke Janiak-Fenton	N	0
6	Bryant Stratton College 310 W. Wisconsin Avenue Suite 500 Milwaukee, Wisconsin 53203 Phone : 414-276-7239 Url : http://www.bryantstratton.edu Email : nepatterson@bryantstratton.edu Nancy Patterson	Y	0

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7	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 Pegs Givhan	Y	0
8	Carroll College 100 North East Avenue Waukesha, Wisconsin 53186 Phone : 262-524-7175 Url : http://www.myinterfase.com/carroll/employer/home.aspx Deb Weber Manual Posting	Y	0
9	Concordia University of Wisconsin 12800 N. Lake Shore Dr. Mequon, Wisconsin 53024 Phone : 262-243-4340 Url : https://www.myinterfase.com/concordia-wisconsin/ho Krista Hasselquist Manual Posting	Y	0
10	Employee Referral	N	3
11	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
12	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 George Belmontes	Y	0

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13	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.jobs Talent Acquisition Coordinator Manual Posting	N	2
14	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	6
15	Illinois Center for Broadcasting 455 Eisenhower Lane South Suite 200 Lombard, Illinois 60148 Phone : 216-930-4339 Email : cjackson@beonair.com Fax : 1-630-916-1764 Carl Jackson	Y	0
16	Indeed.com - Not Directly Contacted by SEU	N	1
17	Internal Posting	N	1
18	Jobing.com - not directly contacted by SEU	N	1
19	Milwaukee Area Technical College 700 West State Street Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Url : http://www.matc.edu Email : jobshop@matc.edu Jenny Thomas	Y	0
20	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 : 1-414-256-0181 Kathy Reid-Walker	Y	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
21	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Email : info@nlgja.org Fax : 1-202-588-1818 Career Services	N	0
22	Non-Employee Referral	N	2
23	Northwest Milwaukee Job Center - Policy Studies Inc. 6550 N. 76th Street Milwaukee, Wisconsin 53233 Phone : 414-760-5259 Url : http://www.policy-studies.com Email : jevraets@policy-studies.com Fax : 1-414-760-5190 Linda Richardson	Y	0
24	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 216-447-9117 Url : http://www.beonair.com Email : jhardy@beonair.com Janice Hanna-Hardy	Y	0
25	Radio 1 Broadcast School 700 3rd Street N. LL7 La Crosse, Wisconsin 54601 Phone : 800-889-2221 Email : director@radio1school.com Joe Deschler	N	0
26	Radio Station Website (all SEU stations) 12100 W. Howard Ave. Greenfield, Wisconsin 53228 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	1
27	Sojourner Family Peace Center PO Box 080319 Milwaukee, Wisconsin 53208 Phone : 414-643-1777 Url : http://www.familypeacecenter.org Email : carols@familypeacecenter.org Carol Strzyzewski	Y	0

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28	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 Claudia Frias	Y	0
29	University of Colorado Boulder School of Journalism and Mass Communication 1511 University Ave. 478 UCB Boulder, Colorado Phone : 303-492-0460 Url : http://www.colorado.edu Email : gaeddert@colorado.edu Beth Gaeddert	N	0
30	University of Madison - Education 1025 Educational Sciences Bldg 1025 W. Johnson St. Madison, Wisconsin 53706 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
31	University of Madison - School of Business 975 University Ave. Madison, Wisconsin 53706 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
32	University of Wisconsin - Eau Claire 105 Garfield Ave. PO Box 4004 Eau Claire, Wisconsin 54702-4004 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
33	University of Wisconsin - Green Bay 2420 Nicolet Dr. Student Services 1600 Green Bay, Wisconsin 54311 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0

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34	University of Wisconsin - La Crosse 1725 State St. Cartwright Center, Rm 54 La Crosse, Wisconsin 54601 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
35	University of Wisconsin - Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Url : http://www.myconsortium.com/wisconsin/employer Fax : 1-414-229-5347 Ada Walker Manual Posting	Y	0
36	University of Wisconsin - Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Url : http://www.myconsortium.com/wisconsin/employer Jodi Carlson Manual Posting	Y	0
37	University of Wisconsin - Parkside 900 Wood Rd. PO Box 2000 Kenosha, Wisconsin 53141-2000 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
38	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 Fax : 1-608-342-1172 Diana Trendt Manual Posting	Y	0
39	University of Wisconsin - River Falls 410 S. Third St. River Falls, Wisconsin 54022-5001 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0

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40	University of Wisconsin - Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : http://www.myconsortium.com/wisconsin/employer Fax : 1-715-346-3724 Lorry Walters Manual Posting	Y	0
41	University of Wisconsin - Superior YU Suite 230 Bekknap and Catlin PO Box 2000 Superior, Wisconsin 54880 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting	Y	0
42	Upper Iowa University 6610 W. Greenfield Avenue Milwaukee, Wisconsin 53214 Phone : 414-475-4136 Url : http://www.uiu.edu Email : whitlockm@uiu.edu Marshall Whitlock	Y	0
43	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
44	Wisconsin Job Center 2701 S. Chase Ave. Milwaukee, Wisconsin 53204 Phone : 888-258-9966 Url : http://www.wisconsinjobcenter.org/ Fax : 1-888-720-5627 n/a n/a Manual Posting	Y	0

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45	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 Dave Edwards	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			17

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity	No. of Stations Participants	Participant Title
1	8/1/2015	Establishment of 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 weakness 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.	4	Vice President of Sales General Sales Manager General Sales Manager General Sales Manager
2	12/2/2015	Participation in events or programs sponsored by educational institutions	On December 2, 2015, the Digital Development Coordinator from iHeartMedia, Inc. Milwaukee spoke to the ADPR 4300-Digital Media and Social Strategy Class at Marquette University, Milwaukee, Wisconsin. As part of the process, the Digital Development Coordinator sat on a panel with five other professionals to discuss social media and digital media in the business marketplace and how it relates to individual career platforms.	1	Digital Development Coordinator
3	1/7/2016	Participation in events or programs sponsored by educational institutions	On April 22, 2015, an On-Air Personality of WKKV-FM spoke at the Barack Obama School of Career and Technical Education in Milwaukee Education, Milwaukee, WI. Topics discussed included preparing for a job in broadcast media, focus on college studies, and a walk-through of a typical day in broadcast and the advantages and disadvantages of a career in broadcast media.	1	On-Air Personality

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4	1/27/2016	Provision of training to management	In accordance with the WBA's Assistance Action Plan for EEO Compliance, our SEU was represented by the Market President at the EEO Seminar: Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination which was held as part of the WBA's 2016 Winter Conference on Wednesday, January 27, 2016 at the Madison Concourse Hotel in Madison, WI.	1	Market President
5	1/27/2016	Participation in Job Fairs	In accordance with the WBA's Assistance Action Plan for EEO Compliance, our SEU was represented at the Job/Career Fair which was held as part of the WBA's 2016 Winter Conference on Wednesday, January 27, 2016 at the Madison Concourse Hotel in Madison, WI. Two Vice President's of Sales accepted resumes and spoke with potential job candidates.	2	Vice President of Sales Vice President of Sales
6	6/22/2016	Participation in Job Fairs	In accordance with the WBA's Assistance Action Plan for EEO Compliance, our SEU was represented at the Job/Career Fair which was held as part of the WBA's 2016 Summer Conference on Wednesday, June 22, 2016 at the Radisson Hotel, LaCrosse, Wisconsin. The Vice President of Sales accepted resumes and spoke with potential job candidates.	1	Vice President of Sales