

WISM-FM
EEO PUBLIC FILE REPORT
August 1, 2014 – July 31, 2015

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
Board Operator/Part-Time	2-6, 8-13	3
Board Operator/Part-Time	2-6, 8-13	13
Sales Representative	2-6, 8-13	8
Board Operator/Part-Time	2-6, 8-13	9
Digital Content Manager	2-6, 8-13	13

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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</i> Newspaper 701 South Farwell Eau Claire, WI 54701 Tim Abraham 715-833-9200	No	0
2	Wisconsin Broadcasters Association (WBA) 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	Yes	0
3	Station Websites (all SEU stations)	No	2
4	On-Air Announcements (all SEU stations)	No	2
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	1
6	<i>Express Employment Professionals</i> 3311 Golf Road Eau Claire, WI 54701 Alana Stroinski	Yes	0
7	Intentionally Omitted	No	0
8	iHeartMedia.com Careers www.iheartmedia.com	Yes	3
9	University of Wisconsin - Eau Claire 105 Garfield Avenue Eau Claire, WI 54701 Jeanne Skoug	Yes	1
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	1
12	Walk-In/Self-Referral	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Employee Referral	No	2
14	Chippewa Valley Technical College Job Fair 620 West Clairemont Avenue Eau Claire, WI 54701 Bruce Barker 715-833-6200	No	0
15	Wisconsin Broadcasters Association Newsletter 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	Yes	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			12

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fair	On August 7, 2014, 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, Director of Sales, and four of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
2	Participate in Job Fair	On October 21, 2014, 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, Director of Sales, eight Sales Representatives and other on-air personnel, who informed job fair attendees about available positions, collected resumes, and conducted on-site interviews with applicants.
3	Participate in Job Fair	On October 28, 2014, iHeartMedia Eau Claire participated in a job fair sponsored by the Chippewa Valley Technical College in Eau Claire, Wisconsin. Station participants included our Director of Sales and two of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
4	Participate in Job Fair	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional Market Manager attended the EEO Seminar “Avoiding Discrimination in Employment Terminations” on January 21, 2015 at the Madison Concourse Hotel in Madison, Wisconsin.
5	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 2014 and Spring of 2015, 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.

6	Host Event/Program With Educational Institution Relating to Career Opportunities in Broadcasting	On March 26, 2015, iHeartMedia Eau Claire hosted a Career Day at the Chippewa Valley Technical College. Station participants included our Sales Manager, and two Account Executives, who accepted applications and discussed job openings with individuals interested in broadcast careers.
7	Training Program	iHeartMedia Eau Claire sponsors the Dale Carnegie training course to provide sales personnel with unique skills that improve performance and enable them to advance in their careers at Clear Channel. During this reporting period, two of our Account Executives graduated from the Dale Carnegie course.
8	Mentoring Program	In order to assist in their professional development, iHeartMedia Eau Claire hosts a year-long mentoring programming for new sales recruits. The program requires a Senior Account Executive to accompany junior salespeople on sales calls and provide critiques of their performance.
9	EEO Training & Seminar	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional Market Manager attended the EEO Seminar “Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship” on June 17, 2015 at the Kalahari Resort in Wisconsin Dells, Wisconsin.