

WATQ(FM), WBIZ(AM), WBIZ-FM, WMEQ(AM), WMEQ-FM & WQRB(FM)¹
EEO PUBLIC FILE REPORT
August 1, 2015 – July 31, 2016

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
Sales Representative	2-12	12
Sales Representative	2-12	7
Sales Representative	2-12	7

¹ On July 30, 2008, the assignment of WISM-FM, Altoona, WI (Fac. ID No. 1130) (the “Station”) from Clear Channel Broadcasting Licenses, Inc. to the Aloha Station Trust, LLC, as Trustee, was consummated. (See FCC File No. BALH-20070619AIT). Pursuant to the underlying trust agreement, the Station shared employees with Capstar TX LLC’s Eau Claire, Wisconsin station employment unit. On July 1, 2016, the Station was assigned to Mid-West Management, Inc., and the underlying trust agreement was terminated. (See FCC File No. BALH-20160307ACH).

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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	Eau Claire Leader Telegram Newspaper 701 South Farwell Eau Claire, WI 54701 Tim Abraham 715-833-9200	N	0
2	Wisconsin Broadcasters Association (WBA) 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	Y	0
3	Station Websites (<i>one or more SEU stations</i>)	N	0
4	On-Air Announcements (<i>one or more SEU stations</i>)	N	0
5	Job Fairs (<i>see Section III</i>)	N	2
6	Express Employment Professionals 3311 Golf Road Eau Claire, WI 54701 Alana Stroinski	Y	0
7	iHeartMedia.com Careers www.iheartmedia.com	N	4
8	University of Wisconsin - Eau Claire 105 Garfield Avenue Eau Claire, WI 54701 Jeanne Skoug	Y	1
9	University of Wisconsin - Stout-Menomonie Placement Services 103 Admin. Building 712 South Broadway Menomonie, WI 54751	Y	0
10	Chippewa Valley Technical College Placement Services 620 West Clairemont Avenue Eau Claire, WI 54701	Y	0
11	Walk-In/Self-Referral	N	0
12	Word-of-Mouth Referral	N	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by RS Over Reporting Period
13	Chippewa Valley Technical College Job Fair 620 West Clairemont Avenue Eau Claire, WI 54701 Bruce Barker 715-833-6200	N	0
14	Wisconsin Broadcasters Association Newsletter 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			8

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fair	On August 6, 2015, our SEU 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 three of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at our SEU.
2	Participate in Job Fair	On August 28, 2015, our SEU participated in an Xtreme Career makeover at Globe University in Eau Claire. Station participants included our SEU's Operations Manager and our Senior Account Executive, who met with students to discuss careers and answer questions regarding courses that may be useful for a career path in broadcasting. Our SEU also did a live broadcast from the event.
3	Participate in Job Fair	On October 20, 2015, our SEU 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, six Sales Representatives and other on-air personnel, who spoke with job fair attendees about available positions, collected resumes, and conducted on-site interviews with applicants.
4	Participate in Job Fair	On October 27, 2015, our SEU 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 our SEU.
5	Management-level training addressing equal employment opportunity and preventing discrimination	On January 27, 2016, our SEU's Regional Market Manager attended the EEO Seminar "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination," held at the Madison Concourse Hotel in Madison, Wisconsin.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Internship Programs	During the Fall of 2015 and the Spring of 2016, our SEU hosted two student interns, one from Chippewa Valley Technical College and one from the University of Wisconsin-Eau Claire. One intern worked in our sales department, while the other worked as an on-air and promotional intern. Our sales intern observed sales personnel preparing sales related materials for client promotions and accompanied sales personnel on client calls. Our on-air and promotional intern observed and assisted with live on-air promotions, live broadcasts and studio air time.
7	Participate in Job Fair	On April 11, 2016, our SEU participated in a job fair held as part of the Women's Expo at the Plaza Hotel in 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. Our SEU also helped advertise the event.
8	Training designed to help current employees advance in their careers	During the reporting period, one of our SEU's Account Executives completed a Dale Carnegie training course to provide sales personnel with unique leadership skills that improve performance and enable them to advance in their careers at iHeartMedia.
9	Training designed to help current employees advance in their careers	In order to assist in their professional development, during the reporting period, our SEU hosted a mentoring programming for new sales recruits. The program teams Senior Account Executives with Junior Sales Representatives to accompany junior salespeople on sales calls and provide critiques of their performance. As part of the program, mentors provide tips for long-term career success and advancement. The program typically lasts for about two months.
10	Participate in Job Fair	On June 22, 2016, our SEU participated in the WBA Job/Career Fair at the Radisson Hotel & Convention Center in La Crosse, Wisconsin. Station participants included our SEU's Regional Market Manager, who spoke with attendees regarding broadcast employment opportunities at our SEU.