

WIBA, WIBA-FM, WMAD, WTSO, WXXM, WZEE

EEO PUBLIC FILE REPORT

August 1, 2015 - July 31, 2016₁

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Outside Account Executive (B2B Marketing)	1-8, 10, 12-18, 20-21, 23-27, 29-49	18
Chief Engineer	1-8, 10-18, 20-21, 23-27, 29-49	11
Sales Assistant	2-8, 10, 13, 15-16, 18, 20, 25-27, 30-49	47
Outside Account Executive (B2B Marketing)	1-8, 10, 13-16, 18, 20-21, 23-27, 29-46, 48-49	18
Outside Account Executive (B2B Marketing)	2-8, 10-11, 13, 15-16, 19-20, 25-28, 30, 32-46, 48-49	11
Market President	2-8, 10-11, 13, 15-16, 20, 25-27, 30-46, 48-49	11
Sales Assistant	2-8, 10, 13, 15-16, 20, 25-27, 30-31, 33-49	47
Outside Account Executive (B2B Marketing)	2-11, 13, 15-16, 18, 20, 22, 25-28, 30, 32-46, 48-49	22
Outside Account Executive (B2B Marketing)	2-11, 13, 15-16, 18, 20, 22, 25-28, 30, 32-46, 48-49	18
Outside Account Executive (B2B Marketing)	3-8, 10, 13, 15-16, 20, 25-28, 30, 32-46, 48-49	28

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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	All About Country Texas Url : www.allaboutcountry.com John n/a Manual Posting	Y	0
2	All Access.com 28955 Pacific Coast Hwy Suite 210-5 Malibu, California 90265 Phone : 888-888-8888 Url : http://www.allaccess.com Career Services Manual Posting	N	0
3	Alverno College 3401 South 39th St. Milwaukee, Wisconsin 53215 Phone : 414-382-6010 Url : http://www.myinterfase.com/alverno/employer Sandy Pikulik Manual Posting	Y	0
4	Beloit College Field & Career Services 700 College St. Beloit, Wisconsin 53511 Phone : 608-363-2647 Email : facs@beloit.edu Luke Janiak-Fenton	N	0
5	Cardinal Stritch University College of Business & Management 6801 N. Yates Rd. Milwaukee, Wisconsin 53201 Phone : 414-410-4157 Url : http://www.stritch.edu Email : careerops@stritch.edu Pegs Givhan	Y	0
6	Carroll College 100 N. East Ave. Waukesha, Wisconsin 53186 Phone : 262-524-7175 Url : http://www.carrollu.edu Email : dweber@carrollu.edu Deb Weber	Y	0

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7	Chippewa Valley Technical College 620 W. Clairemont Ave. Eau Claire, Wisconsin 54701 Phone : 715-833-6255 Url : http://www.cvtc.edu Email : employment_services@cvtc.edu Kristine Jackson	N	0
8	City of Madison Affirmative Action Department 215 Martin Luther King Jr. Blvd. Madison Municipal Building Suite 130 Madison, Wisconsin 53713 Phone : 608-267-8786 Email : soyler@cityofmadison.com Fax : 1-608-267-1142 Stephanie Oyler	N	0
9	Current Employee	N	1
10	Edgewood College Job Center 1000 Edgewood College Circle Madison, Wisconsin 53711 Phone : 608-663-2281 Url : http://www.myinterfase.com/edgewood K DeWit Manual Posting	Y	0
11	Employee Referral	N	8
12	Equity & Diversity Resource Center 179A Bascom Hall 500 Lincoln Dr. Madison, Wisconsin 53706 Phone : 608-263-2378 Email : blanser@vc.wisc.edu Fax : 1-608-263-5562 Barbara Lanser	N	0
13	Goodwill Industries 6055 N. 91st St. Milwaukee, Wisconsin 53225 Phone : 414-353-6400 Url : http://www.goodwillsew.com Email : lisa.norman@goodwillsew.com Lisa Norman	N	0

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14	Herzog College 5218 E. Terrace Dr. Madison, Wisconsin 53718 Phone : 608-249-6611 Url : http://jobboard.herzog.edu/ Career Services Manual Posting	N	0
15	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	0
16	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	2
17	Illinois Center for Broadcasting 455 Eisenhower Ln. South Suite 200 Lombard, Illinois 60148 Phone : 216-930-4339 Email : cjackson@beonair.com Fax : 1-630-916-1764 Carl Jackson	Y	0
18	Indeed.com - Not Directly Contacted by SEU	N	9
19	Job Board	N	1
20	La Casa de Esperanza Inc. 410 Arcadian Ave. Waukesha, Wisconsin 53103 Phone : 262-547-0735 Email : ben@lacasadeesperanza.org Veronica Davis-Quiroz	N	0

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21	Lawrence University PO Box 599 Appleton, Wisconsin 54912 Phone : 920-832-7368 Url : http://www.myinterfase.com/lawrence/employer Kelly Bereza Manual Posting	N	0
22	Linked In	N	1
23	Madison Area Technical College Job Center 3550 Anderson Street Madison, Wisconsin 53704 Phone : 608-246-8100 Url : http://matcmadison.edu/matc/studentresources/sdc/j Career Services Manual Posting	N	0
24	Madison Media Institute 2702 Agriculture Dr. Madison, Wisconsin 53704 Phone : 800-236-4997 Url : http://www.mediainstitute.edu/employers Bill Mallinson Manual Posting	N	0
25	Media Recruiter Centennial, Colorado 80016 Phone : 303-400-5150 Url : http://www.mediarecruiter.com Email : art@mediarecruiter.com Art Scott	N	0
26	Milwaukee Area Technical College 700 W. State St. Milwaukee, Wisconsin 53233 Phone : 414-297-5323 Url : http://www.matc.edu Email : jobshop@matc.edu Jenny Thomas	Y	0
27	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
28	Non-Employee Referral	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	On-Air Radio Ads on SEU Stations 2651 S. Fish Hatchery Rd. Madison, Wisconsin 53711 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	1
30	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
31	Radio Online 3500 Tripp Avenue Amarillo, Texas 79121 Url : www.radio-online.com Career Services Manual Posting	N	0
32	Radio Station Websites (all SEU stations) 2651 S. Fish Hatchery Rd. Madison, Wisconsin 53711 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	0
33	UNIDOS Against Domestic Violence 835 W. Badger Road Madison, Wisconsin 53713 Phone : 608-442-4015 Url : http://www.cityofmadison.com/mcc12/cl.html Email : veronical@unidosagainstdv.org Fax : 1-608-255-2975 Veronica Lazo	N	0
34	University of Madison - Education 141 Educational Sciences Bldg 1025 W. Johnson St. Madison, Wisconsin 53706 Url : http://www.myconsortium.com/wisconsin/employer Career Center Manual Posting	Y	0

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35	University of Madison - School of Business 975 University Ave. Madison, Wisconsin 53706 Url : http://www.myconsortium.com/wisconsin/employer Career Center Manual Posting	Y	0
36	University of Wisconsin - American Indian Student Services Holton Hall Milwaukee, Wisconsin 53202 Phone : 414-229-5880 Url : http://www.aiss.uwm.edu Email : joylogan@uwm.edu Joy Logan	Y	0
37	University of Wisconsin - Eau Claire 105 Garfield Avenue PO Box 4004 Eau Claire, Wisconsin 54702-4004 Url : http://www.myconsortium.com/wisconsin/employer Career Center Manual Posting	Y	0
38	University of Wisconsin - Green Bay 2420 Nicolet Dr. Student Services 1600 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/employer/ Fax : 1-920-465-2920 Career Services Manual Posting	Y	0
39	University of Wisconsin - La Crosse 1725 State St. Cartwright Center, Room 54 La Crosse, Wisconsin 54601 Url : http://www.myconsortium.com/wisconsin/employer Karmin Van Domelen Manual Posting	Y	0
40	University of Wisconsin - Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, Wisconsin 53201 Url : http://www.myconsortium.com/wisconsin/employer Career Services Manual Posting	Y	0

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41	University of Wisconsin - Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Url : http://www.myconsortium.com/wisconsin/employer/ Jodi Carlson Manual Posting	Y	0
42	University of Wisconsin - Parkside 900 Wood Rd. PO Box 2000 Kenosha, Wisconsin 53141-2000 Url : http://www.myconsortium.com/wisconsin/employer/ Career Center Manual Posting	Y	0
43	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
44	University of Wisconsin - River Falls 410 S. Third St. River Falls, Wisconsin 54022-5001 Url : http://www.myconsortium.com/wisconsin/employer Career Services Manual Posting	Y	0
45	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 : 1-715-346-3725 Career Services Manual Posting	Y	0
46	University of Wisconsin - Superior YU Suite 230 Bekknap and Catlin PO Box 2000 Superior, Wisconsin 54880 Url : http://www.myconsortium.com/wisconsin/employer Career Services Manual Posting	Y	0
47	Unknown (source not adequately identified upon inquiry by SEU)	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
48	Wisconsin Broadcasters Association 44 E. Mifflin Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : http://www.wi-broadcasters.org Email : mendicott@wi-broadcasters.org Fax : 1-608-256-3986 Mandy Endicott	Y	3
49	Wisconsin Job Center 1819 Aberg Ave. Madison, Wisconsin 53704 Phone : 888-258-9966 Url : http://www.wisconsinjobcenter.org Fax : 1-888-258-9966 n/a n/a Manual Posting	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			35

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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 SEU 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 Vice President of Sales to discuss performance and strategies.	2	Senior Vice President of Sales Vice President of Sales
2	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.	2	Vice President of Sales General Sales Manager
3	1/27/2016	Provision of training to management	In accordance with the WBA's Assistance Action Plan for EEO Compliance, WIBA AM, WIBA FM, WTSO AM, WZEE FM, WMAD FM and WXXM FM were 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

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	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