

WIBA, WIBA-FM, WMAD, WTSO, WXXM, WZEE**EEO PUBLIC FILE REPORT****August 1, 2016 - July 31, 2017****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)	3-15, 17, 20-23, 25, 27-42	15
Outside Account Executive (B2B Marketing)	3-15, 17, 20-23, 25, 27-42	15
Outside Account Executive (B2B Marketing)	1, 3-9, 11-16, 20-23, 25-42	15
Sales Assistant	3-9, 11-14, 20-23, 25-42	13
Sales Assistant	3-7, 9, 11-14, 18, 20-21, 23-42	18
Assistant Program Director/CHR afternoon host	2-7, 9, 11-14, 20-23, 25-42	13
Outside Account Executive (B2B Marketing)	3-7, 9-15, 18, 20-23, 25-29, 31-42	10
Outside Account Executive (B2B Marketing)	3-7, 9, 11-14, 19-23, 25-29, 31-42	19

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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	All About Country *Only positions exclusive to country radio station Texas Url : www.allaboutcountry.com John n/a Manual Posting Prong 2 Start Date: 7/19/2011	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 Prong 2 Start Date: 8/1/2015	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 : careeropps@stritch.edu Pegs Givhan	Y	0

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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
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	Edgewood College Job Center 1000 Edgewood College Circle Madison, Wisconsin 53711 Phone : 608-663-2281 Url : https://app.purplebriefcase.com/pb/account/login?s=Edgewood K DeWit	Y	0
10	Employee Referral	N	3
11	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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12	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
13	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	3
14	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 Prong 2 Start Date: 2/8/2011	Y	0
15	Indeed.com - Not Directly Contacted by SEU	N	11
16	Job Board	N	1
17	La Casa de Esperanza Inc. 410 Arcadian Ave. Waukesha, Wisconsin 53103 Phone : 262-547-0735 Email : ben@lacasadeesperanza.org Veronica Davis-Quiroz	N	0
18	Linked In	N	3
19	LinkedIn / Word of Mouth	N	1
20	Media Recruiter Centennial, Colorado 80016 Phone : 303-400-5150 Url : http://www.mediarecruiter.com Email : art@mediarecruiter.com Art Scott	N	0

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21	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
22	Mount Mary College Advising and Career Development Center 2900 N. Menomonee River Pkwy Milwaukee, Wisconsin 53213 Phone : 414-930-3245 Email : julinc@mtmary.edu Fax : 1-414-256-0181 Carol Julin Prong 2 Start Date: 11/7/2016	Y	0
23	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
24	On-Air Radio Ads on SEU Stations 2651 S. Fish Hatchery Rd. Madison, Wisconsin 53711 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	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 Websites (all SEU stations) 2651 S. Fish Hatchery Rd. Madison, Wisconsin 53711 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	0

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27	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
28	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 Prong 2 Start Date: 7/6/2011	Y	0
29	University of Madison - School of Business 975 University Ave. Madison, Wisconsin 53706 Url : http://www.myconsortium.com/wisconsin/employer Career Center Manual Posting Prong 2 Start Date: 7/6/2011	Y	0
30	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
31	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 Prong 2 Start Date: 7/6/2011	Y	0

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32	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 Prong 2 Start Date: 7/6/2011	Y	0
33	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 Prong 2 Start Date: 7/6/2011	Y	0
34	University of Wisconsin - Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, Wisconsin 53201 Url : http://www.myconsortium.com/wisconsin/employer Career Services Manual Posting Prong 2 Start Date: 7/6/2011	Y	0
35	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 Prong 2 Start Date: 7/6/2011	Y	0
36	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

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37	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 Prong 2 Start Date: 7/6/2011	Y	0
38	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 Prong 2 Start Date: 7/6/2011	Y	0
39	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 Prong 2 Start Date: 7/6/2011	Y	0
40	University of Wisconsin - Superior YU Suite 230 Beknap and CATlin PO Box 2000 Superior, Wisconsin 54880 Url : http://www.myconsortium.com/wisconsin/employer Career Services Manual Posting Prong 2 Start Date: 7/6/2011	Y	0

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41	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	0
42	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 Prong 2 Start Date: 7/21/2011	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			22

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/1/2016	Establishment of a mentoring program	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 Vice President of Sales to discuss performance and strategies.	2	Senior Vice President of Sales Vice President of Sales
2	1/25/2017	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: Avoiding Discrimination in Employment Terminations which was held as part of the WBA's 2017 Winter Conference on Wednesday, January 25, 2017 at the Madison Concourse Hotel in Madison, Wisconsin.	1	Market President
3	3/16/2017	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 2017 Winter Conference on Wednesday, January 25, 2017 at the Madison Concourse Hotel in Madison, Wisconsin. The Senior Vice President of Sales accepted resumes and spoke with potential job candidates.	1	Senior Vice President of Sales
4	6/14/2017	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: What's New With EEO at the FCC which was held as part of the WBA's 2017 Summer Conference on Wednesday, June 14, 2017 from 3:30-4:30pm at the Blue Harbor Resort, Sheboygan, Wisconsin.	1	Market President

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5	6/14/2017	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 2017 Summer Conference on Wednesday, June 14, 2017 from 1:30pm-3:15pm at the Blue Harbor Resort in Sheboygan, Wisconsin. The Market President and Digital Sales Coordinator accepted resumes and spoke with potential job candidates.	2	Market President Digital Sales Coordinator