

WISN, WKKV-FM, WMIL-FM, WOKY, WRIT-FM, WRNW
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

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, 12, 14-15, 18, 23, 25-28, 30, 33-48, 50-52	12
Key Account Coordinator	1, 4-9, 14-15, 17-18, 23, 25-28, 30, 33-48, 50-52	17
Digital Sales AE	1, 3-9, 13-15, 18, 22-28, 30, 33-48, 50-52	22
Account Executive	1, 3-9, 12, 14-15, 18, 23-28, 30, 33-34, 36-48, 50-52	12
Account Executive	1, 3-9, 12, 14-15, 18, 23-28, 30, 33-34, 36-48, 50-52	12
On Air	1, 3-9, 12, 14-15, 18, 21, 23-28, 30, 33-34, 36-48, 50-52	12
Sales Support	1, 3-10, 14-18, 23-30, 32-34, 36-48, 50-52	10
Promotions Manager	1-5, 7-9, 14-19, 22-28, 30, 32-34, 36-48, 50-52	17
OUTSIDE ACCOUNT EXECUTIVE	1-5, 7-9, 14-18, 23-24, 26-34, 36-48, 50-52	17
On Air	1-5, 7-9, 11, 14-18, 23-24, 26-28, 30, 32-34, 36-48, 50-52	11
Account Executive	1, 3-5, 7-9, 12, 14-15, 17-19, 23-28, 30, 33-34, 36-52	19
Account Executive	1, 3-5, 7-9, 12, 14-15, 17-19, 23-28, 30, 33-34, 36-52	49
Sales Assistant	1, 3-5, 7-9, 14-20, 23-28, 30, 32-34, 36-48, 50-52	19

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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	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 : https://app.purplebriefcase.com/pb/account/login/ Jessica May Manual Posting Prong 2 Start Date: 3/27/2017	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 : facsb@beloit.edu Luke Janiak-Fenton	N	0

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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 Prong 2 Ended Date: 9/26/2016 Prong 2 Ended Date: 9/26/2016	N	0
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 : careeropps@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	Current Employee	N	1
11	Current Employee - Transfer/Promotion	N	1
12	Employee Referral	N	6
13	Facebook post	N	1

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14	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
15	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
16	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	1
17	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	7
18	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 Prong 2 Start Date: 10/21/2010	Y	0
19	Indeed.com - Not Directly Contacted by SEU	N	7
20	Internal Candidate	N	1
21	Internal Posting	N	1

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22	Linked In	N	2
23	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
24	Milwaukee Institute of Art & Design (MIAD) 273 E. Erie St. Milwaukee, Wisconsin 53202 Phone : 414-847-3274 Url : https://app.purplebriefcase.com/pb/account/login/ Duane Seidensticker Manual Posting Prong 2 Start Date: 8/3/2016	Y	0
25	Mount Mary College Advising and Career Development Center 2900 N. Menomonee River Pkwy. Milwaukee, Wisconsin 53213 Phone : 414-930-3245 Url : https://app.purplebriefcase.com/pb/account/login/ Carol Julin Manual Posting Prong 2 Start Date: 11/7/2016	Y	0
26	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Email : info@nljja.org Fax : 1-202-588-1818 Career Services	N	0
27	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

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28	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
29	On-Air Radio Ads on SEU Stations 12100 W. Howard Ave. Milwaukee, Wisconsin 53228 Melody Wiedmeyer Manual Posting	N	0
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 Website (all SEU stations) 12100 W. Howard Ave. Greenfield, Wisconsin 53228 Phone : 414-545-8900 Melody Wiedmeyer Manual Posting	N	0
33	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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34	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
35	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
36	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 Prong 2 Start Date: 7/6/2011	Y	0
37	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 Prong 2 Start Date: 7/6/2011	Y	0
38	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 Prong 2 Start Date: 7/6/2011	Y	0

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39	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 Prong 2 Start Date: 7/6/2011	Y	0
40	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 Prong 2 Start Date: 7/6/2011	Y	0
41	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 Prong 2 Start Date: 7/6/2011	Y	0
42	University of Wisconsin - Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Url : http://www.myconsortium.com/wisconsin/employer Jodi Carlson Manual Posting Prong 2 Start Date: 7/6/2011	Y	0
43	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 Prong 2 Start Date: 7/6/2011	Y	0

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44	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
45	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 Prong 2 Start Date: 7/6/2011	Y	0
46	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 Prong 2 Start Date: 7/6/2011	Y	0
47	University of Wisconsin - Superior YU Suite 230 Beknap and Catlin PO Box 2000 Superior, Wisconsin 54880 Url : http://www.myconsortium.com/wisconsin/employer n/a n/a Manual Posting Prong 2 Start Date: 7/6/2011	Y	0
48	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

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49	Walk In/Self-Referral	N	1
50	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
51	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 Prong 2 Start Date: 10/21/2010	Y	0
52	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:			29

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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	8/1/2016	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.	4	Senior Vice President of Sales Vice President of Sales 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	1/25/2017	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	3/2/2017	Participation in events or programs sponsored by educational institutions	On March 2, 2017, the Program Director of WRNW-FM and Operations Manager spoke to a broadcasting class at the J. William and Mary Diederich College of Communication at Marquette University, Milwaukee, WI. Topics discussed included corporate and local radio broadcasting industry.	2	Operations Manager Program Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	3/30/2017	Hosting of Job Fair	On Thursday, March 30, 2017 between 2:00pm - 8:00pm, the SEU hosted a Promotion Department Recruitment Open House at the studio location. The event was promoted with on-air promotional announcements and on-line and social media postings. Interested candidates were encouraged to come to the studios and see a presentation, take a tour of the facilities, and speak with department managers.	4	Promotions Manager Promotions Manager Operations Manager Integrated Marketing Manager
6	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
7	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