

WIBA, WIBA-FM, WMAD, WTSO, WXXM, WZEE
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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 |
|--------------------------|--|-------------------------------|
| Digital Sales Specialist | 1-23 | 9 |
| Digital Sales Specialist | 1-23 | 9 |

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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 | Alverno College 3401 South 39th St. Milwaukee, Wisconsin 53215 Phone : 414-382-6010 Url : https://app.joinhandshake.com/login Email : admissions@alverno.edu Sandy Pikulik | Y | 0 |
| 2 | Cardinal Stritch University College of Business & Management 6801 N. Yates Rd. Milwaukee, Wisconsin 53201 Phone : 414-410-4157 Url : https://www.app.joinhandshake.com/login Email : careerops@stritch.edu Pegs Givhan | Y | 0 |
| 3 | Carroll College 100 N. East Ave. Waukesha, Wisconsin 53186 Phone : 262-524-7175 Url : https://www.app.joinhandshake.com/login Email : careers@carroll.edu Deb Weber | Y | 0 |
| 4 | Edgewood College Job Center (WIPCC: Wisconsin Private Colleges Career Consortium) 1000 Edgewood College Circle Madison, Wisconsin 53711 Phone : 608-663-2281 Url : https://app.joinhandshake.com/login Email : success@edgewood.edu K DeWit | Y | 0 |
| 5 | 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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|------------------|---|--|---|
| 6 | iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting | N | 0 |
| 7 | 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 | 0 |
| 8 | 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 |
| 9 | LinkedIn - Not directly contacted by SEU | N | 2 |
| 10 | Media Recruiter Centennial, Colorado 80016 Phone : 303-400-5150 Url : http://www.mediarecruiter.com Email : art@mediarecruiter.com Art Scott | N | 0 |
| 11 | Milwaukee Area Technical College 700 W. State St. Milwaukee, Wisconsin 53233 Phone : 414-297-5323 Url : http://www.matc.edu Jenny Thomas Manual Posting Prong 2 Ended Date: 11/11/2021 | N | 0 |
| 12 | National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Email : jobboard@nlgja.org Fax : 1-202-588-1818 Career Services | N | 0 |

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|------------------|---|--|---|
| 13 | 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 |
| 14 | 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 |
| 15 | University of Wisconsin - Green Bay 2420 Nicolet Dr. Student Services 1600 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : https://www.app.joinhandshake.com/login Email : careers@uwgb.edu Career Services | N | 0 |
| 16 | University of Wisconsin - La Crosse 1725 State St. Cartwright Center, Room 54 La Crosse, Wisconsin 54601 Url : https://www.app.joinhandshake.com/login Karmin Van Domelen Manual Posting Prong 2 Ended Date: 11/11/2021 | N | 0 |
| 17 | University of Wisconsin - Milwaukee PO Box 742 Lubar Hall N203 Milwaukee, Wisconsin 53201 Url : https://www.app.joinhandshake.com/login Email : careerplan@uwm.edu Career Services | Y | 0 |

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|------------------|--|--|---|
| 18 | University of Wisconsin - Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Url : https://www.app.joinhandshake.com/login Jodi Carlson Manual Posting Prong 2 Ended Date: 11/11/2021 | N | 0 |
| 19 | University of Wisconsin - Platteville 1 University Plaza Ullsvik Hall, Room 0200 Platteville, Wisconsin 53818 Phone : 608-342-1183 Url : https://www.app.joinhandshake.com/login Email : cpdo@uwplatt.edu Diana Trendt | Y | 0 |
| 20 | University of Wisconsin - River Falls 410 S. Third St. River Falls, Wisconsin 54022-5001 Url : https://www.app.joinhandshake.com/login Career Services Manual Posting Prong 2 Ended Date: 11/11/2021 | N | 0 |
| 21 | Wisconsin Broadcasters Association 44 E. Mifflin Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : http://www.wi-broadcasters.org/broadcasting-careers Career Services Manual Posting | Y | 0 |
| 22 | Wisconsin Job Center 1819 Aberg Ave. Madison, Wisconsin 53704 Phone : 888-258-9966 Url : http://www.wisconsinjobcenter.org n/a n/a Manual Posting | Y | 0 |

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|--|---|--|---|
| 23 | www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com | N | 0 |
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 2 |

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| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title |
|---|-------------|---|---|-------------------------------------|---|
| 1 | 8/25/2021 | Provision of training to management | In accordance with the WBA's Assistance Action Plan for EEO Compliance, our SEU was represented by the Regional Area President at the EEO Seminar: "Developing Signature Traits of an Inclusive Leader" which was held as a webinar on Wednesday, August 25, 2021. | 1 | Market President |
| 2 | 9/15/2021 | Co Sponsoring Job Fair | The SEU was a media co-sponsor of Milwaukee's 21st Annual Diversity Employment Day on Wednesday, September 15, 2021, Diversity Recruiters Network.. The SEU also ran on-air spots advertising the event, promoted via social media on Facebook, shared it on their online calendars and included it in email blasts to registered users. The SEU actively participated in the career fair . The event brought together Milwaukee's major employers with thousands of qualified diverse professionals with the aim to recruit, promote and reaffirm their commitment to diversity in the workplace. Also represented at this even were professional and community based organizations comprised of diverse and multi-ethnic residents. | 1 | Market President |
| 3 | 12/10/2021 | Participation in events or programs sponsored by educational institutions | The SEU participated in (4) virtual job fairs for the University of Wisconsin, School of Journalism and Mass Communication. The job fairs were held on December 10, 2021, January 28, 2022, February 11, 2022 and March 4, 2022 from 11am - 1pm. The Market President and Vice President of sales attended and interviewed potential candidates. | 2 | Market President Vice President of Sales |

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|---|-------------|--|---|-------------------------------------|--------------------------|
| 4 | 6/22/2022 | 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 Wisconsin Broadcasters Association 2022 Summer Conference on Wednesday, June 22, 2022 at the Radisson Hotel & Conference Center in La Crosse, Wisconsin Madison, WI. The Area President spoke with potential job candidates and referred them to our career site to submit a resume. | 1 | Area President |
| 5 | 6/22/2022 | Provision of training to management | In accordance with the WBA's Assistance Action Plan for EEO Compliance, our SEU was represented by the Area President at the EEO Seminar: Practical Steps to Diversify Your Station which was held as part of the WBA's 2022 Summer Conference on Wednesday, June 22, 2022 at the Radisson Hotel & Conference Center in La Crosse, Wisconsin. | 1 | Area President |
| 6 | 7/13/2022 | Provision of training to management | In July 2022, our SEU's program director took the Valuing Diversity Training Course provided by iHeartMedia Learning Center. The online course emphasized the many ways in which a diverse workforce and a culture of inclusion are a source of strength for an organization. | 1 | Program director |