

**WISN, WKKV-FM, WMIL-FM, WOKY, WRIT-FM, WRNW**  
**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")<br>Used to Fill Vacancy         | RS Referring<br>Hiree |
|--------------------------------|--|-----------------------|
| Senior Vice President of Sales | 1-7, 10-15, 17-36, 38-42                                   | 15                    |
| Sports Account Executives      | 1-2, 4-8, 10, 13-14, 16, 18-20, 22-24,<br>26, 28-31, 39-42 | 8                     |
| Sports Account Executives      | 1-2, 4-8, 10, 13-14, 16, 18-20, 22-24,<br>26, 28-31, 39-42 | 8                     |
| Executive Producer/Cohost      | 1-2, 4-7, 10-11, 13-14, 19-20, 22-24,<br>26, 30, 37, 41-42 | 37                    |
| On Air Talent                  | 9  | 9                     |

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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<br>912 N. Hawley Road<br>Milwaukee, Wisconsin 53216<br>Phone : 414-455-4724<br>Url : <a href="http://www.adonai-employment.org">http://www.adonai-employment.org</a><br>Email : <a href="mailto:tom.gauthier@adonai-employment.org">tom.gauthier@adonai-employment.org</a><br>Fax : 1-414-755-6061<br>Tom Gauthier | Y   | 0  |
| 2         | All Access.com<br>28955 Pacific Coast Hwy Suite 210-5<br>Malibu, California 90265<br>Url : <a href="http://www.allaccess.com">http://www.allaccess.com</a><br>Email : <a href="mailto:jdenver@allaccess.com">jdenver@allaccess.com</a><br>Career Services  | N   | 0  |
| 3         | Alverno College<br>3401 South 39th St.<br>Milwaukee, Wisconsin 53215<br>Phone : 414-382-6443<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Jessica May<br>Manual Posting   | N   | 0  |
| 4         | Beloit College Field & Career Services<br>700 College St.<br>Beloit, Wisconsin 53511<br>Phone : 608-363-2647<br>Email : <a href="mailto:facs@beloit.edu">facs@beloit.edu</a><br>Luke Janiak-Fenton   | N   | 0  |
| 5         | Cardinal Stritch University College of Business & Management<br>6801 N. Yates Road<br>Milwaukee, Wisconsin 53201<br>Phone : 414-410-4157<br>Url : <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a><br>Email : <a href="mailto:careerops@stritch.edu">careerops@stritch.edu</a><br>Pegs Givhan             | Y   | 0  |
| 6         | Carroll College<br>100 North East Avenue<br>Waukesha, Wisconsin 53186<br>Phone : 262-524-7175<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Email : <a href="mailto:careers@carroll.edu">careers@carroll.edu</a><br>Career Services                                      | Y   | 0  |

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|-----------|---|---|--|
| 7         | Concordia University of Wisconsin<br>12800 N. Lake Shore Dr.<br>Mequon, Wisconsin 53024<br>Phone : 262-243-4340<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Email : <a href="mailto:stacy.tolomeo@cuw.edu">stacy.tolomeo@cuw.edu</a><br>Career Services | Y   | 0  |
| 8         | Employee Referral   | N   | 2  |
| 9         | Exigent Circumstances   | N   | 1  |
| 10        | Goodwill Industries<br>6055 N. 91st Street<br>Milwaukee, Wisconsin 53225<br>Phone : 414-353-6400<br>Url : <a href="http://www.goodwillsew.com">http://www.goodwillsew.com</a><br>Email : <a href="mailto:lisa.norman@goodwillsew.com">lisa.norman@goodwillsew.com</a><br>Fax : 1-414-358-4298<br>Lisa Norman          | Y   | 0  |
| 11        | Hispanic Chamber of Commerce<br>816 West National Avenue<br>Milwaukee, Wisconsin 53204<br>Phone : 414-643-6963<br>Url : <a href="http://www.hccw.org">http://www.hccw.org</a><br>Email : <a href="mailto:hccwtoday@hccw.org">hccwtoday@hccw.org</a><br>Career Services<br><br>Prong 2 Ended Date: 1/6/2022            | N   | 0  |
| 12        | iHeartMedia.dejobs.org<br>20880 Stone Oak Pkwy<br>San Antonio, Texas 78258<br>Phone : 210-253-5126<br>Url : <a href="http://www.iheartmedia.dejobs.org">http://www.iheartmedia.dejobs.org</a><br>Talent Acquisition Coordinator<br>Manual Posting   | N   | 0  |
| 13        | iHeartMediaCareers.com<br>20880 Stone Oak Pkwy<br>San Antonio, Texas 78258<br>Phone : 210-253-5126<br>Url : <a href="http://www.iheartmediacareers.com">http://www.iheartmediacareers.com</a><br>Talent Acquisition Coordinator<br>Manual Posting   | N   | 2  |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

| <b>RS Number</b> | <b>RS Information</b>  | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|--|--|---|
| 14               | Illinois Center for Broadcasting<br>455 Eisenhower Lane South Suite 200<br>Lombard, Illinois 60148<br>Phone : 216-930-4339<br>Email : cjackson@beonair.com<br>Fax : 1-630-916-1764<br>Carl Jackson   | Y  | 0   |
| 15               | Internal Posting   | N  | 3   |
| 16               | LinkedIn - Not directly contacted by SEU   | N  | 1   |
| 17               | LinkedIn – automatically posted from<br>iHeartMediaCareers.com<br>1000 W Maude Ave<br>Sunnyvale, California 94085<br>Phone : 650-687-3600<br>Url : <a href="https://www.linkedin.com/company/linkedin/Career Services">https://www.linkedin.com/company/linkedin/Career Services</a><br>Manual Posting | N  | 0   |
| 18               | Milwaukee Area Technical College<br>700 West State Street<br>Milwaukee, Wisconsin 53233<br>Phone : 414-297-6244<br>Url : <a href="http://www.matc.edu">http://www.matc.edu</a><br>Career Services<br>Manual Posting  | N  | 0   |
| 19               | Mount Mary College Advising and Career Development Center<br>2900 N. Menomonee River Pkwy.<br>Milwaukee, Wisconsin 53213<br>Phone : 414-930-3245<br>Email : mmu-adcardev@mtmary.edu<br>Carol Julin   | Y  | 0   |
| 20               | National Lesbian & Gay Journalists Association<br>1420 K Street, NW, Suite 910<br>Washington, District of Columbia 20005<br>Email : <a href="mailto:jobboard@nlgja.org">jobboard@nlgja.org</a><br>Fax : 1-202-588-1818<br>Career Services  | N  | 0   |
| 21               | Non-Employee Referral  | N  | 1   |

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| <b>RS Number</b> | <b>RS Information</b>  | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|--|--|---|
| 22               | Northwest Milwaukee Job Center - Policy Studies Inc.<br>6550 N. 76th Street<br>Milwaukee, Wisconsin 53233<br>Phone : 414-760-5259<br>Url : <a href="http://www.policy-studies.com">http://www.policy-studies.com</a><br>Email : <a href="mailto:jevraets@policy-studies.com">jevraets@policy-studies.com</a><br>Fax : 1-414-760-5190<br>Linda Richardson | Y  | 0   |
| 23               | Ohio Center for Broadcasting<br>9000 Sweet Valley Drive<br>Valley View, Ohio 44125<br>Phone : 216-447-9117<br>Url : <a href="http://www.beonair.com">http://www.beonair.com</a><br>Email : <a href="mailto:jhardy@beonair.com">jhardy@beonair.com</a><br>Janice Hanna-Hardy  | Y  | 0   |
| 24               | Radio 1 Broadcast School<br>700 3rd Street N. LL7<br>La Crosse, Wisconsin 54601<br>Phone : 800-889-2221<br>Email : <a href="mailto:director@radio1school.com">director@radio1school.com</a><br>Joe Deschler  | N  | 0   |
| 25               | Radio Station Website (all SEU stations)<br>12100 W. Howard Ave.<br>Greenfield, Wisconsin 53228<br>Phone : 414-545-8900<br>Melody Wiedmeyer<br>Manual Posting  | N  | 0   |
| 26               | UMOS - United Migrant Opportunity Services<br>2701 S. Chase Avenue<br>Milwaukee, Wisconsin 53207<br>Phone : 414-389-6000<br>Url : <a href="http://www.umos.org">http://www.umos.org</a><br>Email : <a href="mailto:claudia.frias@umos.org">claudia.frias@umos.org</a><br>Claudia Frias   | Y  | 0   |
| 27               | University of Wisconsin - Eau Claire<br>105 Garfield Ave. PO Box 4004<br>Eau Claire, Wisconsin 54702-4004<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting  | N  | 0   |

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|------------------|--|--|---|
| 28               | University of Wisconsin - Green Bay<br>2420 Nicolet Dr. Student Services 1600<br>Green Bay, Wisconsin 54311<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting<br><br>Prong 2 Ended Date: 11/11/2021                          | N  | 0   |
| 29               | University of Wisconsin - La Crosse<br>1725 State St. Cartwright Center, Rm 54<br>La Crosse, Wisconsin 54601<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting<br><br>Prong 2 Ended Date: 11/11/2021                         | N  | 0   |
| 30               | University of Wisconsin - Milwaukee<br>PO Box 742 Lubar Hall N203<br>Milwaukee, Wisconsin 53201<br>Phone : 414-229-4486<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Email : <a href="mailto:jacksokc@uwm.edu">jacksokc@uwm.edu</a><br>Ada Walker | N  | 0   |
| 31               | University of Wisconsin - Oshkosh<br>800 Algoma Blvd.<br>Oshkosh, Wisconsin 54901<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Jodi Carlson<br>Manual Posting<br><br>Prong 2 Ended Date: 11/11/2021   | N  | 0   |
| 32               | University of Wisconsin - Platteville<br>1 University Plaza Ullsvik Hall, Room 0200<br>Platteville, Wisconsin 53818<br>Phone : 608-342-1183<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Diana Trendt<br>Manual Posting                           | N  | 0   |

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|------------------|--|--|---|
| 33               | University of Wisconsin - River Falls<br>410 S. Third St.<br>River Falls, Wisconsin 54022-5001<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting   | N  | 0   |
| 34               | University of Wisconsin - Stevens Point<br>134 Old Main Building<br>Stevens Point, Wisconsin 54481<br>Phone : 715-346-3226<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>Lorry Walters<br>Manual Posting   | N  | 0   |
| 35               | University of Wisconsin - Superior<br>YU Suite 230 Bekknap and Catlin PO Box 2000<br>Superior, Wisconsin 54880<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting   | N  | 0   |
| 36               | University of Wisconsin Madison<br>1025 Educational Sciences Bldg 1025 W. Johnson St.<br>Madison, Wisconsin 53706<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting  | N  | 0   |
| 37               | Unknown (source not adequately identified upon inquiry by SEU)   | N  | 2   |
| 38               | Upper Iowa University<br>6610 W. Greenfield Avenue<br>Milwaukee, Wisconsin 53214<br>Url : <a href="https://www.app.joinhandshake.com/login">https://www.app.joinhandshake.com/login</a><br>n/a n/a<br>Manual Posting   | N  | 0   |
| 39               | Wisconsin Broadcasters Association<br>44 East Mifflin Street #900<br>Madison, Wisconsin 53703<br>Phone : 800-236-1922<br>Url : <a href="http://www.wi-broadcasters.org">http://www.wi-broadcasters.org</a><br>Email : <a href="mailto:mendicott@wi-broadcasters.org">mendicott@wi-broadcasters.org</a><br>Mandy Endicott | Y  | 0   |

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| <b>RS Number</b>                               | <b>RS Information</b>  | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|--|--|--|---|
| 40   | Wisconsin Job Center<br>2701 S. Chase Ave.<br>Milwaukee, Wisconsin 53204<br>Phone : 888-258-9966<br>Url : <a href="http://www.wisconsinjobcenter.org/">http://www.wisconsinjobcenter.org/</a><br>Email : <a href="mailto:jobcenterofwisconsin@dwd.wisconsin.gov">jobcenterofwisconsin@dwd.wisconsin.gov</a><br>n/a n/a                                 | Y  | 0   |
| 41   | WUWM Radio - Public Radio<br>161 W. Wisconsin Avenue Suite LL 1000<br>Milwaukee, Wisconsin 53203<br>Phone : 414-270-1100<br>Url : <a href="http://wuwm.com">http://wuwm.com</a><br>Email : <a href="mailto:wuwm@uwm.edu">wuwm@uwm.edu</a><br>Dave Edwards  | Y  | 0   |
| 42   | <a href="http://www.mediagignow.com">www.mediagignow.com</a><br>300 South Riverside Plaza Suite 800<br>Chicago, Illinois 60606<br>Phone : 336-553-0620<br>Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a><br>Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a><br>MediaGigNow.com | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |  |  | <b>12</b>   |



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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b> | <b>Brief Description Of Activity</b>  | <b>No. of Stations Participants</b> | <b>Participant Title</b>   |
|---|-------------|--|---|-------------------------------------|--|
| 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                                   | Regional Area 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. | 3                                   | Market President<br>Vice President of Sales<br>Vice President of Sales |
| 3 | 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 Vice President of Sales spoke with potential job candidates and referred them to our career site to submit a resume.  | 1                                   | Vice President of Sales  |

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|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b> | <b>Brief Description Of Activity</b>   | <b>No. of Stations Participants</b> | <b>Participant Title</b> |
|---|-------------|--|--|-------------------------------------|--------------------------|
| 4 | 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 Vice President of Sales 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                                   | Vice President of Sales  |
| 5 | 7/13/2022   | Provision of training to management                    | In July 2022, our SEU's Area SVP of sales 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                                   | Area SVPS                |