

WOSH(AM), WNAM(AM), WVBO(FM) and WPKR(FM)
EEO PUBLIC FILE REPORT
August 1, 2014 – July 31, 2015

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
On-Air Personality	1-6, 8-22, 24	16
Assistant Business Manager	1-6, 8-15, 17-22, 24, 26	26
Promotions Manager	1-6, 8-15, 17-22, 24, 26	26
Market Manager	19, 23, 25	19
Receptionist / Sales Assistant	1-15, 17-22, 24	20

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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	University of Wisconsin – Green Bay 2420 Nicolet Drive; Student Services 1600 Green Bay, WI 54311-7001 Contact: Karla Miller PH: (920) 465-2163, FAX: (920) 465-2920 millerk@uwgb.edu	N	0
2	Brown College 1440 Northland Drive Mendota Heights, MN 55120 Contact: Karol Baumeister PH: (800) 627-6966, FAX: (651) 905-3555 kbaumeister@browncollege.edu	N	1
3	University of Wisconsin – Madison 1305 Linden Drive; 205 Middleton Building Madison, WI 53706-1523 Contact: Greg Iaccarino PH:(608) 265-9205, FAX: (608) 262-3922 gjiaccar@wisc.edu	N	0
4	University of Wisconsin – Whitewater Whitewater, WI 53190 Contact: Margaret O’Leary career@uww.edu	N	0
5	Wisconsin Broadcasters Association 44 E. Mifflin Street; Ste. 900 Madison, WI 53703 Contact: Kristen Bergmann PH:800-236-1922, FAX: 608-256-3986 Online at: www.wi-broadcasters.org	N	3
6	Wisconsin Workforce Development (Jobnet) 315 Algoma Boulevard Oshkosh, WI 54901 Online at: http://dws.dwd.state.wi.us/wjos/emp	N	3
7	Wisconsin Technical College System 1825 N Blue Mound Drive Appleton, WI 54913 Contact: Cindy Online at: www.FVTC.Edu\SES	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	University of Wisconsin-Oshkosh 800 Algoma Boulevard Oshkosh WI 54901 Online @ Titanjobs.com	N	0
9	Hmong Mutual Assistance Association 2613 George Street La Crosse, WI 54603 Contact: Allen Yang PH: (608) 781-5744, FAX: (608) 781-5011 admin@hamaa.org	N	0
10	La Casa de Esperanza, Inc. 410 Arcadian Avenue Waukesha, WI 53103 Contact: Veronica Davis-Quiroz PH: (262) 547-0887, FAX: (262) 547-0735 info@lacasadeesperanza.org	N	0
11	National Organization for Women – Wisconsin Chapter 122 State Street #403 Madison, WI 53703 Contact: Tizzy Hyatt PH: (608) 255-3911 admin@winow.com	N	0
12	Office of Multicultural Affairs Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 snobl@uwec.edu	N	0
13	Oneida Tribe of Indians 2630 W Mason Street Green Bay, WI 54303 PH: (800) 236-7050, FAX: (920) 869-2194 hrddept@oneidanation.org	N	0
14	Women's Center, Inc./Employment Program 425 North East Avenue Waukesha, WI 53154 PH: (262) 544-7690, FAX: (262) 574-3640 mail@twcwaukesha.org	N	0
15	Ohio Center for Broadcasting Contact: Joe Kelly Placement.columbus@beonair.com	N	0
16	All-Access www.allaccess.com	N	6
17	SEU Job Fairs (see Section III)	N	0
18	Station On-Air Announcements (all SEU stations)	N	3
19	Station Website Postings (all SEU stations)	N	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Word-of-Mouth Referral	N	4
21	Internal Posting (<i>SEU bulletin board</i>)	N	2
22	Indeed Website www.indeed.com	N	0
23	The Ladders Website www.theladders.com	N	0
24	Career Builder Website www.careerbuilder.com	N	3
25	Inside Radio Website www.insideradio.com	N	1
26	Internal Transfer/Promotion	N	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD			31

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	<p>During this reporting period, our SEU hosted twelve (12) student interns hailing from the University of Wisconsin-Oshkosh (10) and Fox Valley Technical College (2). These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions-related activities, such as preparing for remote events, maintaining the SEU's prize closet, and proposing future promotions activities. The SEU's Promotions Director supervised these interns.</p>
2	Participate in Job Fair	<p>On September 14, 2014, our SEU participated in the Fox Valley Technical College career fair. Our Market Manager represented our SEU and provided attendees with information about career opportunities in broadcasting as well as job openings and internships within the SEU.</p>
3	Participate in Scholarship Program	<p>During this reporting period, our SEU participated in the Wisconsin Broadcasters Association Scholarship Program ("WABSP"). Our SEU made scholarship applications available to members of the public and accepted applications on behalf of WABSP. Our Business Manager reviewed the applications submitted and made recommendations to WABSP which subsequently made the final award determinations.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in event/program for or on behalf of an educational institution relating to careers in broadcasting (6)	On six different occasions — February 24th, March 12th, March 24th, April 1st, April 15th, 2015 and April 21st, 2015 — the SEU’s Market and Promotions Managers participated in mock interviewing sessions designed to teach University of Wisconsin-Oshkosh marketing students how to conduct themselves during job interviews. Our Managers explained what they would be looking for if students were interviewing for a job within the SEU and shared helpful tips about appropriate interviewing etiquette. They also talked with the students about career opportunities available in radio broadcasting.
5	Participate in Job Fair	On January 16, 2015, our SEU Sales Staff participated in the Oshkosh Business Expo. Our Sales Staff occupied the Cumulus booth answering questions from attendees and informing them about career opportunities in radio as well as job openings and internships within the SEU.

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Chief Engineer	5, 21, 22, 27	27
Director of Sales	5, 21, 22, 28, 29	22
Sales Representative	5, 18, 20, 21, 28,30	18

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21	Internal Posting (<i>SEU bulletin board</i>)	N	3
22	Indeed Website www.indeed.com	N	2
23	The Ladders Website www.theladders.com	N	0
24	Career Builder Website www.careerbuilder.com	N	0
25	Inside Radio Website www.insideradio.com	N	0
26	Internal Transfer/Promotion	N	0
27	SBE – Society of Broadcast Engineers	N	1
28	Job Center of WI	N	2
29	TV & Radio Jobs	N	1
30	WLUK TV	N	1
31	Simply Hired www.simplyhired.com	N	0
32	Glass Door www.glassdoor.com	N	0
33	Link Up www.linkup.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			15

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	January 28, 2016, our SEU Sales Staff participated in the Oshkosh Business Expo held at the Oshkosh Convention Center. Our sales staff occupied the Cumulus booth answering questions and educating attendees about radio, our stations, job openings and internships within the SEU. On air and sales staff interacted with Oshkosh businesses while strengthening our business contacts.
2	Internship Program	During this reporting period, our SEU hosted fourteen (14) student interns from University of Wisconsin Oshkosh and two (2) student interns from Fox Valley Technical College. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, maintaining the SEU's prize closet, and proposing future promotions activities. The SEU's Promotions Director supervised these interns.
3	Participate in Programs Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting (3)	November 4, 2015 John Rowe, Appleton/Oshkosh Market Manager presented Cumulus and position internship opportunities at Reeve Union on the University of Wisconsin Oshkosh campus to 125 students/16 area businesses. The SEU's Market Manager hosted 2 round table panels where elevator pitches were discussed and pitched. At dinner, the market manager hosted 7 students and worked through dinner etiquette. Two intern students expressed an interest in the spring internship program.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<p>March 1, 2016 Randall Davidson, who is the Director of Radio Services at the University of Wisconsin-Oshkosh (“UWO”), invited Steve Edwards-Program Director WVBO, Guy Dark-Operations Manager/Program Director WNAM & WWWX, Joe Pitt-On Air NASHFM, and John Rowe-Market Manager to speak to his class on Radio/TV/Film. They discussed the radio industry, internship possibilities with the SEU, establishing career goals, ways to improve your brand, resume improvement, technology, and its impact on the industry.</p> <p>March 14, 2016 Dominic Amato, Cumulus Promotions Director held mock interviews at University of Wisconsin Oshkosh. 5 student interns participated as Cumulus was presented in general, promotions role, basic interview questions and techniques; and the internship program was pitched to all.</p>
4	Participate in program to assist member of the community to acquire skills needed for broadcast employment.	March 31, 2016 four (4) University of Wisconsin Oshkosh students spent the afternoon job shadowing and learning the broadcast industry from our SEU’s. They spent time with Chris Moreau-Director of Sales, on air talent, Guy Dark-operations manager, Billy Cannon-production director and Dominic Amato-promotions director.