

**WATQ(FM), WBIZ(AM), WBIZ-FM,
WMEQ(AM), WMEQ-FM & WQRB(FM)
EEO PUBLIC FILE REPORT
August 1, 2018 – July 31, 2019¹**

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
Air Talent	8-16, 19	15
Sales Representative	3, 6-17, 19	10

¹ This Report was modified in August 2019 to address reporting issues.

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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	Eau Claire Leader Telegram Newspaper 701 South Farwell Eau Claire, WI 54701 Brian Maki 715-833-9200	No	0
2	Wisconsin Broadcasters Association (WBA) 44 East Mifflin Street Madison, WI 53703 Michelle Vetterkind 608-255-2600	No	0
3	Station Websites (<i>one or more SEU stations</i>) 619 Cameron Street Eau Claire, Wisconsin 54703 Phone: 715-552-5100 Email: rickhencley@iheartmedia.com Rick Hencley	No	1
4	On-Air Announcements (<i>one or more SEU stations</i>) 619 Cameron Street Eau Claire, Wisconsin 54703 Phone: 715-552-5100 Email: rickhencley@iheartmedia.com Rick Hencley	No	0
5	Women’s Expo Career Day/Job Expo (<i>see Sec. III</i>) University of Wisconsin-Eau Claire 105 Garfield Avenue Eau Claire, WI n 54701 Jeanne Skoug	No	0
6	Chippewa Valley Airport Job Fair (<i>see Sec. III</i>) Eau Claire Chamber of Commerce 3625 Gateway Drive Eau Claire, WI 54701 David Minor	No	0
7	Chippewa Valley Business Expo & Job Fair (<i>see Sec. III</i>) Eau Claire Area Chamber of Commerce 3625 Gateway Drive Eau Claire, WI 54701 David Minor	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Express Employment Professionals 3311 Golf Road Eau Claire, WI 54701 Alana Stroinski	Yes	0
9	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	No	3
10	iHeartMedia.com Careers 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	No	2
11	University of Wisconsin - Eau Claire Dept. of Communication and Journalism 105 Garfield Avenue Eau Claire, WI 54701 Jeanne Skoug	Yes	0
12	University of Wisconsin - Stout-Menomonie Placement Services 103 Admin. Building 712 South Broadway Menomonie, WI 54751 Mary Brinkman	Yes	0
13	Chippewa Valley Technical College Placement Services 620 West Clairemont Avenue Eau Claire, WI 54701	Yes	0
14	Walk-In/Self-Referral	No	0
15	Employee Referral	No	1
16	Former Employee	No	1
17	Chippewa Valley Technical College Job Fair 620 West Clairemont Avenue Eau Claire, WI 54701 Bruce Barker 715-833-6200	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	Wisconsin Broadcasters Association Newsletter 44 East Mifflin Street Ste 900 Madison, WI 53703 Michelle Vetterkind 608-255-2600	No	0
19	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fair	On August 2, 2018, iHeartMedia Eau Claire participated in a job fair sponsored by the Eau Claire Chamber of Commerce and held at the Chippewa Valley Airport in Eau Claire, Wisconsin. Station participants included our Market President and Sales Manager plus three of our Senior Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
2	Participate in Job Fair	On October 16, 2018, iHeartMedia Eau Claire participated in the Chippewa Valley Business Expo and Job Fair sponsored by the Eau Claire Chamber of Commerce and held at the Eau Claire Indoor Sports Center in Eau Claire, Wisconsin. Station participants included our Market President and Sales Manager, four Sales Representatives and other on-air personnel, who informed job fair attendees about available positions, collected resumes, and conducted on-site interviews with applicants.
3	Participate in Job Fair	On October 24, 2018, iHeartMedia Eau Claire participated in a job fair sponsored by the Chippewa Valley Technical College in Eau Claire, Wisconsin. Station participants included the Market President and Sales Manager as well as 2 Account Executives, who spoke with attendees regarding broadcast employment opportunities at the stations.
4	Participate in Job/Career Fair	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional President attended the Job Fair as part of the Winter Conference of the Wisconsin Broadcasters Association on January 30, 2019 at the Madison Concourse Hotel in Madison, Wisconsin.
5	Participate in Job Fair	On May 16th, 2019, iHeartMedia Eau Claire participated in a Career Day/Job Fair as part of the Women's Expo at the Davies Center at University of Wisconsin-Eau Claire. Station participants included our Sales Manager and two Account Executives, who were in attendance to answer marketing questions as well as discuss employment opportunities in broadcasting. Our SEU ran on-air announcements promoting the event as well.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Internship Program	iHeartMedia Eau Claire offers students interested in broadcasting careers the opportunity to gain hands-on experience through unpaid internships for academic credit. Fall of 2018 and Spring of 2019, we hosted a total of two interns. One intern from Chippewa Valley Technical College worked in our sales department, and one intern from the University of Wisconsin-Eau Claire worked as on-air and promotional intern. A sales internship consists of observing sales personnel preparing sales related materials for client promotions and accompanying sales personnel on client calls as part of the education process. An on-air and promotional intern observes and assists with live on-air promotions, live broadcasts and studio air time.
7	Mentoring Program	In order to assist in their professional development, iHeartMedia Eau Claire hosts a year-long mentoring programming for new sales recruits and other employees looking to expand their skill sets and advance their careers in the broadcast industry. The program requires a Senior Account Executive or Sales Manager to accompany mentees on sales calls and provide critiques of their performance. In addition, mentees are put through specific training to improve their skills including video and role-to-role playing, presentation speaking, proposal graphics, case studies and on-going bi-monthly digital education. During this reporting period, a junior Account Executive and On-Air Talent were put through this specific extra-curricular training to enhance their skills and abilities in an ever-changing media world.
8	Participate in Job/Career Fair & Provision Training to Management	In accordance with the WBA Assistance Action Plan for EEO Compliance, our Regional Market President attended the WBA Job/Career Fair and EEO Seminar as part of the WBA Summer Conference on June 12, 2019 at the Osthoff Resort in Elkhart Lake, Wisconsin.