BROADCAST EMPLOYMENT UNIT RECRUITMENT INITIATIVES CHECKLIST

2 333(-).	(list all that are included within Employment Unit)
Community(ies) of License:	Lomira, Ripon
Date of Annual Report:	8/1/16-7/31/17
	(enter the anniversary of the date the renewal application must be filed, which is four months prior to expiration of license)
No. of Full-time Employees:1	amon is four months provide explanation of needsby
	5-10 x / More than 10 (check the number that applies)
	ent Unit with <u>more than 10 full-tim</u> e employees must engage in <u>at least four</u>
	elow. If the Employment Unit has $5-10$ full-time employees or is located in in at least two of the listed initiatives or events. The period begins on the

WFDL-FM. WTCX

of the initiatives or events listed below. If the Employment Unit has 5-10 full-time employees or is located in a smaller market, it must engage in at least two of the listed initiatives or events. The period begins on the date the stations within the Employment Unit must file their license renewal applications, and the 2^{nd} , 4^{th} , and 6^{th} anniversaries thereof. Each year, on the anniversary date, an Employment Unit must list and briefly describe the initiatives undertaken in the past year, place that list in the local public inspection file of each station within the Employment Unit, and post that list on the station's web site if it has one.

In the preceding year, the Employment Unit has engaged in (check all that apply):

Ex. No.³ n 25. 2017 Madison WI A

X Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.

Station(s):

1) Jan 25, 2017 Madison WI GM Terry Davis 2) June 14, 2016 Sheboygan WI GM Terry Davis

Exhibit B

¹ An employee with 50% or more ownership, or employees with 20% or more ownership where there is no owner with 50% or more ownership, are not regarded as employees.

² A "smaller market" is a metropolitan area with a population of fewer than 250,000, and any area outside all metropolitan areas as defined by the Office of Management & Budget.

³ For insertion in an EEO binder, place a description of the activity and/or proof of participation behind a numbered tab. Insert appropriate exhibit number in the line next to the activity.

- X Participated in at **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.
- 1)_Jan 25, 2017 Attended WBA Avoiding Discrimination Session Madison WI. Exhibit D
- 2) June 14, 2017 Participated in EEO Webinar hosted by WBA Exhibit D
- 3) On-going job shadow days with various high schools in our market
- X Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.

Stations Regularly train and work with interns from local colleges including, but not limited to: UW Oshkosh, UW Fond du Lac, Moraine Park Technical College, and Marian University.

X Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.

Donated \$200 to WBA Scholarship Program. Bi annually

X____ Established **training** programs
designed to enable station personnel to
acquire skills that could qualify them
for higher level positions.

Provided promotion and availability of scholarship forms
Staff regularly attends seminars and sessions presented by WBA. Exhibits E&F

X Established a **mentoring** program for station personnel.

Staff regularly attends seminars and sessions presented by WBA and RAB.

X Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Spoke at the following high schools about radio careers:
Horance Mann North Fond du Lac, St. Mary's Springs Fond du Lac, and Fond du Lac High School.

X Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Scheduled 21 commercials on WFDL-FM, WFDL-AM and WTCX per week for www.southvalleyhelpwanted.com
Posted Job Opening at www.southvalleyhelpwanted.com

In addition worked with WBA on other employment initiatives

LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source referring person hired.

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/1/17	Account Executive	Internship program (Marian University)
		11 0
	<u>.</u>	
	1	
<u></u>		
	·	

Retain list of positions filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

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RECRUITING SOURCES USED

Use Separate Sheet for Each Opening

Page_1of1_	
Date of Hire: 1/1/17	
Job Title of Position: _Account Executive	

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

TEL. NO. AND E-MAIL ADDRESS OF SOURCE	920-923-8107	jlittle@marianumiversty.e					e 73.2080(c)(1)(ii).
CONTACT PERSON AT SOURCE	Jessica Little						notice of all job vacancies. See Rul
ADDRESS OF SOURCE	45 South National Avenue Fond du Lac WI						* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).
*	*						 o) if t
REFERRAL SOURCE	Marian University						* Indicate "Y" (yes) or "N" (n

Retain for each position filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

INTERVIEWEE REFERRAL SOURCE SUMMARY

		Page1_ of1_
Date of Annual Report:	8/1/16-7/31/17	
	(enter the anniversary of the date the station must file its renewal application, which is four months prior to expiration of the license)	
Total Number of Po	ersons Interviewed in Preceding Year: _2	
List total number of int necessary).	terviewees generated by each recruitment source in the prece	eding year (use as many pages as
Recruitment Source	es Used in Preceding Year	Number of Persons Interviewed that the Source Referred
WBA Website		0
WBA News Letter		1
South Valley Help	Wanted	0
WBA Job Fairs		1

Retain until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

UUDO)
ON AIR

The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms.

President & CEO MICHELLE VETTERKIND, CAE

Vice President LINDA BAUN

OFFICERS

Chair of the Board DICK RECORD Family Radio, La Crosse

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JULI BUEHLER WLUK-TV, Green Bay

DAVE EDWARDS WUWM-FM, Milwaukee Public Radio

BRAD HEINKEL WAOW-TV/WYOW-TV, Wausau/Eagle River

JT KOSER Koser Radio Group, Rice Lake/Hayward

LUPITA MONTOTO La Movida WLMV Radio, Madison

MARK STRACHOTA WDJT-TV/CBS & Telemundo, Milwaukee

CHUCK SULLIVAN
Entercom, Milwaukee

DON VESELY
WMTV-TV. Madison

JAN WADE WISN-TV, Milwaukee

JEFF WELTON Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT Midwest Communications, Wausau

Ex Officio - NAB Board TOM WALKER Mid-West Family Broadcasting, Madison March 13, 2017

Terry Davis Radio Plus, Inc. 210 S Main Street Fond du Lac WI 54935



Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you at the Job/Career Fair which was held as part of the WBA's 2017 Winter Conference on Wednesday, January 25th from 8:30 AM-10:30 AM at the Madison Concourse Hotel in Madison, Wisconsin. We had over 40 job seekers in attendance. If you'd like a listing of those that attended the Job/Career Fair, along with their contact information, please contact me at the lbaun@wi-broadcasters.org. I will get to you the pertinent information.

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. WBA sponsors two job/career fairs each year - one in conjunction with our annual winter conference (January) and one in conjunction with our annual summer conference (June). Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

Linda Baun Vice President

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President & CEO MICHELLE VETTERKIND, CAE

Vice President LINDA BAUN

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VVLAX-1 V/ VVLOX-1 V, La Glosse/ Lau Gland

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.....

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LUPITA MONTOTO

La Movida WLMV Radio, Madison

MARK STRACHOTA

WDJT-TV/CBS & Telemundo, Milwaukee

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JAN WADE

WISN-TV, Milwaukee

JEFF WELTON Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT

Midwest Communications, Wausau

Ex Officio - NAB Board TOM WALKER

Mid-West Family Broadcasting, Madison

July 11, 2017

Terry Davis Radio Plus, Inc. 210 S Main Street Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you at the Job/Career Fair which was held as part of the WBA's 2017 Summer Conference on Wednesday, June 14th from 1:30PM-3:15PM at the Blue Harbor Resort in Sheboygan, WI. We had job seekers in attendance. If you'd like a listing of those that attended the Job/Career Fair, along with their contact information, please contact me at the lbaun@wi-broadcasters.org. I will get to you the pertinent information.

ON AIR

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Sincerely,

Ginda Baun

Vice President





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Ex Officio - NAB Board TOM WALKER Mid-West Family Broadcasting, Madison March 13, 2017

Terry Davis Radio Plus, Inc. 210 S Main Street Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you, at the **EEO Seminar: AVOIDING DISCRIMINATION IN EMPLOYMENT TERMINATIONS** which was held as part of the WBA's 2016 Winter Conference on Wednesday, January 25, 2017 from 10:45 AM-11:45 AM at the Concourse Hotel in Madison, Wisconsin.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

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JEFF WELTON
Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT
Midwest Communications, Wausau

Ex Officio - NAB Board TOM WALKER Mid-West Family Broadcasting, Madison July 7, 2017

Terry Davis Radio Plus, Inc. 210 S Main Street Fond du Lac WI 54935

Dear Terry:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WFDL AM/FM, WTCX FM and WMDC FM, were represented by you, 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 PM-4:30 PM at the Blue Harbor Resort, Sheboygan, WI.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

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Sincerely,

Linda Baun Vice President



2017 SUMMER JOB/CAREER FAIR SCRIPT



HAVE YOU EVER GIVEN ANY THOUGHT TO A CAREER IN RADIO OR TELEVISION?

SURE, YOU USED TO DREAM ABOUT BEING A DISK JOCKEY OR A TV REPORTER, BUT HAVE YOU EVER SERIOUSLY LOOKED INTO A BROADCASTING CAREER?

RADIO AND TELEVISION STATIONS HAVE MORE JOBS AVAILABLE THAN JUST SPINNING A CD OR SPEAKING INTO A MICROPHONE. THERE ARE JOBS IN ENGINEERING AND TECHNICAL SUPPORT...IN OFFICE MANAGEMENT AND CLERICAL WORK...IN SALES AND COMPUTER APPLICATIONS AND MARKETING AND GRAPHIC DESIGN AND MORE.

THE WISCONSIN BROADCASTERS ASSOCIATION AND AUGUS TO A FREE CAREER FAIR ON WEDNESDAY AFTERNOON, JUNE 14 AT THE BLUE HARBOR RESORT IN SHEBOYGAN. RADIO AND TELEVISION STATION MANAGERS, NEWS DIRECTORS, SALES REPRESENTATIVES AND ON-AIR PERSONALITIES WILL BE ON HAND TO ANSWER ANY QUESTIONS YOU MIGHT HAVE ABOUT A CAREER IN BROADCASTING. YOU CAN ALSO GET INFORMATION ON WHAT EDUCATION IS REQUIRED FOR WHICH JOBS IN BROADCASTING.

THIS COULD BE A CHANCE FOR YOU TO BEGIN A WHOLE NEW FUTURE! PLAN TO ATTEND THE WISCONSIN BROADCASTERS ASSOCIATION'S FREE CAREER FAIR, WEDNESDAY AFTERNOON, JUNE 14 FROM 1:30 PM TO 3:15 PM AT THE BLUE HARBOR RESORT IN SHEBOYGAN. WOMEN AND MINORITIES ARE ESPECIALLY ENCOURAGED TO ATTEND. THERE IS NO NEED TO PRE-REGISTER! FOR MORE INFORMATION CALL ONE EIGHT HUNDRED 2 3 6 - ONE-W-B-A. THAT'S 1-800-236-1922.

NOTE: Radio Plus Inc., and Radio Station(s), WFDL: FM/WTCX-FM/WM/DC-FM/WFDL: AM does not discriminate in the sale of commercial time. NOTE: Radio Plus Inc., and Radio Station(s), WFDL: FM/WTCX-FM/WM/MDC-FM/WFDL: AM does not discriminate in the sale of commercial time, and will not accept advertising which in it's sole opinion, is purchased with an intent to discriminate unlawfully on the basis of race, gender or an unlawful discrimatory purpose, including specifically that it is not based upon a decision to place advertising on a station on the basis of race, gender or ethnicity.	I have read and received a completed copy of this document. Lunderstand there are no terms and/or conditions other than those already stated in this document. Authorized singerture.	\$ Amount		Month Totals								WFDL-AM	WTCX	WEDL-EW	All 4 stations	Multi-Station		Description Notes:	Contact Phone	City, State, Zip	Agency Address		Confact Num:	Acct Exec:	Client Name:	
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