

2007

WATQ-FM/WBIZ-AM/WBIZ-FM/WISM-FM/WMEQ-AM/WMEQ-FM/WQRB-FM

**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>
1	Eau Claire Leader Telegram Newspaper 701 South Farwell Eau Claire, WI 54701 Tim Abraham 715-833-9200	Yes	41
2	Wisconsin Broadcasters Association (WBA) 44 East Mifflin Street Madison, WI 53703 John Laabs 608-255-2600	Yes	17
3	Station Websites	Yes	33
4	On-Air Ads	Yes	28
5	Job Fairs Chippewa Valley Business Expo and Job Fair Eau Claire Area Chamber of Commerce 3625 Gateway Drive Eau Claire, WI 54701 ATTN: Bob McCoy	Yes	26
6	Trade Publications Main Street Tattler 4517 Minnetonka Blvd #104 Minneapolis, MN 55416 ATTN: Tom Kay	Yes	3
7	HireDiversity.com	Yes	3
8	ClearCareers.com	Yes	4
9	UW-Eau Claire 105 Garfield Avenue Eau Claire, WI 54701 ATTN: Jeanne Skoug	Yes	19
10	UW-Stout-Menomonie Placement Services 103 Admin Building 712 South Broadway Menomonie, WI 54751	Yes	2

<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>
11	Chippewa Valley Technical College Placement Services 620 West Clairemont Avenue Eau Claire, WI 54701	Yes	23
12	Walk-ins	No	9
13	Employee Referrals	No	5
14	Job Fairs (10/13/2005) Eau Claire Indoor Sports Center 3456 Craig Road Eau Claire, WI 54701 ATTN:Lisa Clark	Yes	28
15	Job Fairs (Jan'06) WBA Winter Convention 44 East Mifflin Street Madison, WI 53703 ATTN: John Laabs 608-255-2600		22
16			
17			
18			
19			
20			
(etc.)			
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			263



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**III. 2007 RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	On-Air Ads	Recruitment ads were aired daily on all stations until position(s) advertised were filled. On-going recruitment ads aired daily for potential new employees.
2	Websites	Recruitment ads run 24/7 on all websites.
3	Participated in Job Fairs	On October 18, 2006, the stations participated in a job fair sponsored by the Eau Claire Chamber of Commerce and held in the Ramada Inn Convention Center. Participants included General Manager Rick Hencley, Director of Sales Steve Potter and 11 employees who manned the booth and talked with prospective new employee applicants.
4	Internships	Stations provided 4 internships during period. A sales internship in Spring 2007 through Chippewa Valley Technical College, an administrative internship in Spring 2007 from UW-Eau Claire, and two on-air internships in Spring 2007 through the local high schools.
5	Internet Program Designed to Promote Outreach Generally	Our job openings are posted on <a href="http://www.hirediversity.com">www.hirediversity.com</a> , which provides extensive job hunting advice and background information in addition to individual job listings.
6	Job Fairs	On October 14, 2006, the stations participated in a job fair at the Eau Claire Indoor Sports Center. Director of Sales Steve Potter and ten employees participated in the event and spoke with prospective new employee applicants.
6	Job Fairs	In January, 2007, DOS Steve Potter participated in a job fair in Madison sponsored by the WBA. Several new employee applicants were interviewed.

