

EEO Public File Report  
August 1, 2008 through July 31, 2009

WHBY/WAPL/WKSZ/WZOR/WSCO/WECB a division of  
Woodward Communications, Inc.

**Fulltime Job Vacancies:**

1. WKSZ Account Executive
2. WAPL Account Executive
3. WAPL Announcer
4. WSCO Account Executive

**Recruitment Sources Used:**

- 1,2,6,7,9,10,11,15
- 1,2,7,9,10,11,15
- 1,2,3,6,7,9,10,14,15
- 1,2,7,9,10,11,15

**1. Recruitment Sources:**

1. Woodward Communications, Inc.  
(On Web Site & Internal Postings)  
P O Box 688  
Dubuque, Iowa 52001  
Contact: Dan Marcue  
Phone: (563) 588-5670
2. Wisconsin Broadcasters Association  
44 E. Mifflin St. Suite #900  
Madison, WI. 75703  
Contact: John Laabs  
Phone: (608) 225-2600
3. Woodward Radio Stations  
(On Air Announcements)  
P O Box 1519  
Appleton, Wi. 54912  
Contact: Sandra Schmidt  
Phone (920) 733-6639
4. Press Gazette  
435 E. Walnut St.  
Green Bay, WI. 54301.  
Contact: Classified Ads  
Fax: (877) 943-0443
5. Department of Workforce Develop  
315 Algoma Blvd.  
Oshkosh, Wi. 54901  
Contact: Amy Wolfe  
Phone: (920) 232-6212  
Fax: (920) 424-2058
6. Fox Valley Technical College  
1825 N. Bluemound Dr.  
Appleton, WI. 54913  
Contact: Beverly Hilscher  
Phone: (920) 735-4826  
Fax: (920) 735-4771

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| <p>7. Hmong Association of Green Bay<br/>200 S. Ashland Ave.<br/>Green Bay, Wi. 54303<br/>Contact: Karl Txajkaug Thoj<br/>Phone: (920) 437-4550<br/>Fax: (920) 437-4916</p>                 | <p>8. Lawrence University Career Ctr.<br/>P O Box 599<br/>Appleton, Wi. 54912<br/>Contact: Kelly Bereza<br/>Phone: (920) 832-6561<br/>Fax: (920) 832-7368</p> |
| <p>9. Menominee Human Services<br/>Menominee Cty Court House<br/>P O Box 280<br/>Keshena, WI. 54135<br/>Contact: Irene Dickinson<br/>Fax: (715) 799-3517</p>                                | <p>10. Oneida Tribe of Indians<br/>Human Resource Dept.<br/>P O Box 365<br/>Oneida, WI.<br/>Fax: (920) 869-2194<br/>Fax: (920) 869-2194</p>                   |
| <p>11. American Women in Radio<br/>1595 Spring Hill Road Suite # 330<br/>Tysons Corner<br/>Vienna, Va 22182<br/>Contact: Jacci Duncan<br/>Phone: (703) 506-3290<br/>Fax: (703) 506-3266</p> | <p>12. The Album Network<br/>120 N. Victory Blvd<br/>Burbank, CA. 91502<br/>Contact: Mariana Williams<br/>Phone: (818) 955-4000</p>                           |
| <p>13. Friday Morning Quarterback<br/>1930 E. Marlton Pike<br/>Cherry Hill, N.J. 08003<br/>Phone (856) 424-9114</p>   | <p>14. All Access.com</p>   |
15. Other – Unsolicited Resources walk in, via mail, and e-mail and or phone calls, job fairs, Society of Broadcast Engineers and referrals from current staff or consultant.

	<b>Referred</b>	<b>Hired</b>	<b># of Interviews</b>	<b>Referred by Source/ Number by Source</b>
1. WKSZ Account Executive	1		4	1-2,15-2
2. WAPL Account Executive	15		6	1-3,15-3
3. WAPL Announcer	1		5	1-2,14-3
4. WSCO Account Executive	15		4	1-1,15-3

**Outreach Initiatives:**

Participation in Wisconsin Broadcasters Association State Wide Job Fairs: 1/23/09 in Madison and 6/17/09 in Elkcart Lake. We sent the Human Resources Manager for Woodward Communications, Inc. along with 2 managers from Woodward Radio to meet with the attendees at these job fairs. These fairs are typically attended by 250-300 job seekers.

Participation in the Wisconsin Broadcasters Scholarship Program:

Wisconsin Broadcasters awards several such scholarships each year to students of varying backgrounds.

Woodward Communications, Inc. offers a Management Development program (60+ hours) for new or potential managers. This program provides on-going development, using adult learning techniques that will build on their experiences and introduce the basic concepts of good management, acquaint participants with WCI's history, philosophies, top management, strategic plans and systems, and build their skills in managing people, data, budgets, and assets assigned to them. Course topics include but are not limited to: company philosophy, interviewing, hiring, orientation, retention, performance appraisals, and conflict resolution. The broadcast division typically has 1 – 2 participants each year.

Attend several local high school based job fairs - over the last year we participated in more than two.

Participation with the local Career Connection for high school students to explore careers in broadcast. Including job shadows with our stations.

Run over the air announcements inviting organizations and groups that assist job seekers that would like to receive notice of openings at our broadcast stations.