

EEO Public File Report 8/1/09

**Prepared by: Terry Steward, General Manager
WWIB/WOGO**

WWIB(FM) is a religious station with a strong Christian family-oriented format. We require all of our employees to believe in Christian values, which are important to both our programming and our image and relations with the community. Therefore, we are exempt from some of the FCC's specific equal employment opportunity recruitment requirements, but we may not discriminate based on race, color, national origin, or gender. However, we do make an effort to disseminate information about job opportunities and attempt to assist people who meet our Christian qualifications in finding employment. Examples of activities during the last year are:

1. **News Internship Program:** University students are hired part-time to apply their broadcast skills in the studio and in the field. Students record for on-air play and broadcast live on-air with opportunity to manage and anchor full newscasts. Students generally contact us through the job posting at UW-Eau Claire, WWIB radio, and our website.
2. **Sales Internship Program:** CVTC student or university students are hired part-time to apply their marketing knowledge in the field. Training is done by the sales manager and the students are given opportunity under supervision to sell in the community.
3. **Training Programs:** WWIB/WOGO's engineer attended the Society of Broadcast Engineers' Annual Broadcaster's Clinic in Madison, WI on October 24 & 25, 2008

WOGO(AM) has a talk/sport format but operates on an automated/satellite basis without a separate staff. Our Christian values requirement applies to all employees of both stations.

The following is a list of **vacancies for full-time jobs during the reporting period 8/2/08 – 8/1/09:**

<u>Job Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
Traffic Position	8-4-08	9-22-08	WWIB radio ad
Account Executive 1	10-1-07	9-1-08	www.wwib.com
Account Executive 2	4-2-09	6-8-09	WWIB radio ad
Account Executive 3	4-2-09	6-10-09	WWIB radio ad

During the reporting period August 2, 2008 to August 1, 2009 the following recruitment sources were contacted with job postings with the following responses:

Bethel University

www.bethel.edu/career-services

3900 Bethel Drive
St Paul, MN 55112
651.638.6400

Sales 1: 0 referrals
Sales 2/3: 1 referral
Sales 1: 1/10-4/10/08
Sales 2/3: 4/7-6/7/09;
6/7-8/7/09

Wisconsin Broadcasters Association

Mandy Ludy mludy@wi-broadcasters.org

44 E. Mifflin St., Ste 900
Madison, WI 53703
608.255.2600

Traffic: 2 referrals
Sales 1: 1 referral
Sales 2/3: 1 referral
Traffic: 7/24-8/24/08
Sales 1: 3/27-4/27/08; 7/23-
8/23/08
Sales 2/3: 4/2-5/2/09;
5/2-6/2/09

Wisconsin Jobs for Wisconsin Grads

www.myconsortium.com

wijobs4wigrads@uwgb.edu

Sales 1: 2 referrals
Sales 2/3: 0 referrals
Sales 1: 3/20-6/18/08;
6/30-8/30/08
Sales 2/3: 4/2-6/1/09;
6/1-8/1/09

University of Wisconsin-Eau Claire

www.uweccareerservices.org

Debbie Peterson, UWEC
105 Garfield Ave. P.O. Box 4004
Eau Claire, WI 54702
715.836.4023

Traffic: 0 referrals
Sales 1: 2 referrals
Sales 2/3: 0 referrals
Traffic: 7/23-8/23/08
Sales 1: 11/8-12/10/07;
10/10/07-1/10/08
7/23-8/23/09
Sales 2/3: 4/2-6/2/09;
6/2-8/2/09

Wisconsin Technical Colleges

www.wisconsintechconnect.com

Sales 2/3: 0 referral
Sales 2/3: 4/2-6/2/09;
6/2-8/2/09

WOGO(AM) Radio

www.wogo@wogo.com

2396 Hallie Rd, Ste1
Chippewa Falls, WI 54729
715.723.1037

Traffic: 0 referral
Sales 1: 1 referral
Sales 2/3: 1 referral
Traffic: 7/18-8/9/08
Sales 1: 3/17-4/13/08;
7/23-8/23/08
Sales 2/3: 4/2-5/31/09;
5/31-6/8/09

WWIB(FM) Radio
www.wwib@wwib.com
2396 Hallie Rd., Ste 1
Chippewa Falls, WI 54729
715.723.1037

Traffic: 10 referrals
Sales 1: 10 referrals
Sales 2/3: 10 referrals
Traffic: 7/18-8/9/08
Sales 1: 3/17-4/13/08;
7/23-8/23/08
Sales 2/3: 4/2-5/31/09;
5/31-6/8/09

WWIB website
www.wwib.com

Traffic: 1 referral
Sales 1: 2 referrals
Sales 2/3: 2 referrals
Traffic: 7/18-9/22/08
Sales 1: 7/18-current
Sales 2/3: 1/1/09-current

Update newsletter
2396 Hallie Rd., Ste 1
Chippewa Falls, WI 54729
715.723-1037

Sales 1: 0 referrals
Sales 2/3: 0 referrals
Sales 1: Feb. 2008
Sales 2/3: May 2009

Total referrals:
Traffic: 15
Sales 1: 18
Sales 2/3: 15