

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2008 to March 22, 2009.

1) **Employment Unit:** Elkhart, IN - Mishawaka, IN - Niles, MI

2) **Unit Members (Stations and Communities of License):**

- WLEG - Ligonier
- WTRC - Elkhart
- WBYT - Mishawaka
- WAOR - Niles, MI
- WNIL - Niles, MI

3) **EEO Contact Information for Unit Members:**

Mailing Address:  421 South Second Street Elkhart, IN 46516	Telephone Number: (574) 296-5941
	Contact Person: Nancy Boehm
	E-mail Address: <a href="mailto:nboehm@federatedmedia.com">nboehm@federatedmedia.com</a>

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

Job Title	Recruitment Sources Used	Recruitment Source Referring Hiree
1. Account Manager	1-28,35	Career Builder
2. Account Manager	1-28,35	IUSB Career Fair
3. Broadcast Engineer	1-29	South Bend Tribune
4. Account Manager	1-28	Monster
5. Account Manager	1-28	Monster
6. Account Manager	1-28,32	Walk-In
7. Account Manager	1-28,30	Referral
8. Account Manager	1-28,30	Career Builder
9. Account Manager	31	Internal
10. Program Director	1-28,31,36	All Access
11. Account Manager	1-28,30,32	Walk-In

12. On-Air/Production	1-28,31	Internal
13. Account Manager	1-28,30,32	Career Builder
14. Account Manager	1-28,30	Referral

**5) See Accompanying Table**

**6) Total # of Interviewees Referred:** For the period from 3/23/2008 to 3/22/2009, this Employment Unit interviewed 103 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the preceding twelve (12) months.

**(a) Initiative: HOSTED ONE JOB FAIR**

WBYT, WAOR, WNIL, WTRC and WLEG (the Employment Unit) hosted a Federated Media Job Fair October 10, 2008 at the University Park Mall in Mishawaka, Indiana. The mall boasts daily attendance of over 30,000 people. The job fair had 17 different businesses set up in the center court of the mall. The Federated Media booth was staffed by Barb Deniston, GSM WBYT, Kevin Musselman, GSM WTRC/WLEG, Mike Ragozino Operations Manager/PD WAOR, Christa Leevan, Promotions Manager for WAOR/WBYT and Brad Williams, General Manager of Federated Media stations in South Bend/Elkhart, IN. The event hours were from 10:00 AM through 3:00 PM. The managers spoke with 37 people who were interested in the broadcast industry. Each station ran approximately 140 units asking listeners interested in a career or career change to attend the fair and posted information regarding the fair on it's website. This career fair was advertised in The Elkhart Truth beginning October 7, 2008 through October 10, 2008

**(b) Initiative: JOB FAIR ATTENDANCE**

March 28, 2008 Indiana Careers Consortium Career and Internship Fair located at Indiana University South Bend campus. The event hours were from 10:00 a.m.- 3:00 p.m.

The following colleges and universities were present: Ancilla College, Bethel College, Goshen College, Holy Cross College, IUSB, Purdue University, Saint Mary's College, Tri State University, University of Notre Dame and Valparaiso University. Stephanie Michel, GSM WAOR and Barb Deniston, GSM, WBYT, spoke with 51 interested people regarding a career at Federated Media. Four candidates were interviewed for sales positions. One candidate from this initiative was hired as an Account Manager.

September 10, 2008 Notre Dame University Career and Internship Fair.

The event hours were from 4:00 PM till 8:00 PM. Kevin Musselman, GSM WTRC/WLEG, attended the event and spoke with 5 interested people regarding a career or internship with Federated Media.

Ball State University hosted a Career and Internship Fair on September 17, 2008. This event was sponsored by the College Career Center and took place in the Ball State Arena located in Muncie, IN. Kevin Musselman, GSM, WTRC/WLEG attended the fair and spoke with 21 interested people regarding careers or internships with Federated Media. Thirteen candidates left their resume for further consideration.

Notre Dame University, Notre Dame, IN, hosted a career fair on January 28, 2009. Barb Deniston, GSM, WBYT and Kevin Musselman, GSM, WTRC/WLEG attended this fair and spoke with 12 interested people regarding a career with Federated Media. Applicants were interested in sales, IT, copywriting, journalism engineering and internships. There were students present from 10 local colleges and 134 businesses.

**(c) Initiative: INTERNSHIP PROGRAM**

The Employment Unit's internship program is an unpaid opportunity for young people interested in a radio career to experience many facets of the industry. The station works with local colleges and universities to place students into the program. In general, the Employment Unit works with the college coordinators to seek availability of spots in the program for a one semester time period. The student is then invited in for an interview. The radio station looks for students willing to work in all areas of the company and the student looks at the station to see if they can benefit themselves based on the program they are offered.

Typically, the students receive college credit for the internship, and are required to work at the station a minimum number of hours. The Employment Unit has created a station check list that encompasses all "jobs" at the stations and assures broad experience for the student. The Promotions Department works as the coordinator of the internship program, and organizes the student's schedule. The check list includes the following job opportunities: Promotions: remotes, events, calendars, prizes; Programming: on-air studio seat time, imaging, promos; Sales: client visits, sales proposals; Production: writing commercial copy, voicing commercials; Traffic/Administrative: entering contracts, invoicing receptionist duties, and Engineering: transmitter tour, set-up of remote equipment. Most area college internship programs include a mid-semester and end-of-semester evaluation. The Employment Unit gathers input from various departments to complete the student evaluations. The Employment Unit had thirteen interns with 1181 hours of total training from the following institutions; Indiana University South Bend, Purdue University, Indiana Business College, Saint Mary's College, Ancilla College and Ball State University.

**(d) Initiative: Management Training:** The Employment Unit sent a GSM to Phoenix, AZ, for a three day training seminar. This seminar covered management of sales staff in the sale and implementation of non traditional revenue and learning how to approach potential customers on the power of online advertising. This event took place in April of 2008 and was presented by Taz Media.

**(e) Initiative: Management Training:** The Employment Unit General Sales Managers, Programming Managers, Promotions Manager, Chief Engineer and Business Manager attended a two day seminar presented by certified Wilson Learning Center trainers called Building Relationship Versatility on February 25th and 26th, 2009. The curriculum included developing results-oriented communicating skills for working effectively with diverse people and improving skills that result in increased productivity and better business results.

**(f) Initiative: Management Training:** The Employment Unit General Manager and GSM's attended a Management Training Workshop on Thursday, August 14, 2008, located at Grace College, Winona Lake, IN. Chuck Mefford spoke on "Brandformation" a branding seminar for sales managers.

5) Job Title: Account Manager #9

Referral Source(s) of Hiree: Walk-In

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder	N/A	200 N. LaSalle St. Suite 1100, Chicago, IL 60601	866-438-1485	7	No
Employee Referral				4	No
Walk-In				2	No
WAOR Web site				2	No

5) Job Title: On-Air/Production

Referral Source(s) of Hiree: Internal Candidate

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Candidate				1	No

5) Job Title: Account Manager #10

Referral Source(s) of Hiree: Career Builder

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder	N/A	200 N. LaSalle St. Suite 1100, Chicago, IL 60601	866-438-1485	10	No
Employee Referral				5	No
WAOR Web site				2	No
Walk-In				1	No

5) Job Title: Account Manager #11

Referral Source(s) of Hiree: Employee Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Monster	Chris Hannon	1964 Westwood Blvd 3rd Floor, Los Angeles, CA 90025	866-438-1485	5	No
Employee Referral				2	No

5) Job Title: Account Manager #7

Referral Source(s) of Hiree: Career Builder

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral				4	No
Career Builder	N/A	200 N. LaSalle St. Suite 1100, Chicago, IL 60601	866-438-1485	6	No

5) Job Title: Account Manager #8

Referral Source(s) of Hiree: Internal

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Candidate				1	No

5) Job Title: Program Director

Referral Source(s) of Hiree: All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access				7	No
Internal Candidate				2	No

5) Job Title: Account Manager #4 Referral Source(s) of Hiree: Monster

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor, Los Angeles, CA 90025	800-Monster	5	No

5) Job Title: Account Manager #5 Referral Source(s) of Hiree: Walk-In

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder Walk-In	N/A	200 N LaSalle St Suite 1100, Chicago, IL 60601	866-438-1485	2	No
				2	No

5) Job Title: Account Manager #6 Referral Source(s) of Hiree: Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral Career Builder	Internal Jeff Jackson	200 N LaSalle St Suite 1100, Chicago, IL 60601	866-438-1485	4	No
				11	No

5) Job Title: Account Manager #1

Referral Source(s) of Hiree: Career Builder

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder	N/A	200 N LaSalle St Suite 1100, Chicago, IL 60601	866-438-1485	3	No
IUSB Career Fair				2	No
Referral				1	No

5) Job Title: Account Manager #2

Referral Source(s) of Hiree: IUSB Career Fair

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
IUSB Career Fair	N/A	237 Edison Rd, Mishawaka, IN 46545	574-258-5483	4	No
WBYT website				1	

5) Job Title: Broadcast Engineer

Referral Source(s) of Hiree: South Bend Tribune

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
IBA	Gwen Piening	3003 E 98th St, Indianapolis, IN 46280	317-573-0119	1	No
South Bend Tribune	Marilyn Pozgay	225 W Colfax, South Bend, IN	574-235-6544	1	No
Referral				2	No

5) Job Title: Account Manager #3

Referral Source(s) of Hiree: Monster

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor, Los Angeles, CA 90025	800-Monster	3	No

Agency Name	Contact name	Address	City	State	Zip	Phone	# of Interviewees	Source Requested Notification
1 Ancilla College	Jim Cathon	P O Box 1	Donaldson	IN	46513	574-936-8898		NO
2 Andrews University	Carletta Witzel	NH204	Berrien Spring	MI	49104	269-471-3227		NO
3 Ball State	Nancy Carlson	200 University Ave	Muncie	IN	47306	765-285-2436		NO
4 Bethel College	Michelle Yager	1001 W. McKinley Ave	Mishawak	IN	46545	574-257-2661		NO
5 Brown Mackie College		1030 E Jefferson	South Bend	In	46617	574-257-2661		NO
6 Careerbuilder	N/A	200 N LaSalle	Chicago	IL	60601	866-438-1485	39	NO
7 Elkhart Area Career Center	Warren Seegers	2424 California Road	Elkhart	IN	46514	574-262-5650		NO
8 Federated Media.com	Paul Altman	421 S Second	Elkhart	IN	46516	574-296-5982		NO
9 Indiana Broadcasters	Gwen Piening	3003 E 98th St	Indianapolis	IN	46280	317-573-0119	1	NO
10 Indiana Business College	Jonathan Kratzer	6413 N Clinton St	Ft Wayne	IN	46825	260-471-7667		NO
11 IUSB	Jeff Jackson	P O Box 7111	South Bend	IN	46634	574-520-4425		NO
12 Indiana University	David Boeyink	625 N Jordan	Bloomington	IN	47405	812-855-5234		NO
13 Ivy Tech	Gale Vaughn	220 Dean Johnson Blvd	South Bend	IN	46601	574-289-7001		NO
14 Kalamazoo College	Lori Young	1200 Academy St	Kalamazoo	MI	49007	888-232-5966		NO
15 LaCasa of Goshen	Larry Gautsche	202 North Cottage	Goshen	IN	46526	574-533-4450		NO
16 Malcom X College	Zerrie Campbell	1900 W Van Buren	Chicago	IL	60612	312-850-7000		NO
17 Michigan Assoc of Broadca	Karole White	819 N Washington	Lansing	MI	48906	800-968-7622		NO
18 Monster.com	Chris Hannon	1964 Westwood Blvd 3rc	Los Angeles	CA	90025	317-615-5413	13	NO
19 Radio & Records	Melissa Garn	770 Broadway, 6th Floor	New York	NY	10003	800-562-2706		NO
20 SB Human Rights Comm	Lonnie Douglas	301 South St Louis Blvd	South Bend	IN	46617	574-235-9355		NO
21 So West Mich College	Amy Anderson	58900 Cherry Grove	Dowagiac	MI	49047	269-687-5644		NO
22 Spec's Howard School of Broadcasting		19900 W 9 Mile Road	Southfield	Mi	48075	248-358-9000		NO
23 St Mary's College	Michael Sanders	162 Lemans Hall	Notre Dame	IN	46556	574-284-4775		NO
24 The Truth	Mark Wolf	421 S Second St	Elkhart	IN	46516	574-296-5982		NO
25 Univ of Notre Dame	Kathy Beaton	248 Flanner Hall	Notre Dame	IN	46556	574-631-5200		NO
26 Work One Elkhart	Business Svc Rep	430 Waterfall Drive	Elkhart	In	46516	574-295-0105		NO
27 Work One St Joseph Co	Business Svc Rep	851 So Marietta St	South Bend	IN	46618	574-237-9675		NO
28 Radio Website							4	NO
29 So Bend Tribune	Marilyn Pozgay	225 W. Colfax Ave	South Bend	IN	46626	574-235-6544	1	NO
30 Employee Referral							23	NO
31 Internal Candidate							4	NO
32 Walk-In							5	NO
33 ND Career Fair								NO
34 Employment 1								NO
35 IUSB Career Fair							6	NO
36 AllAccess.com							7	NO