

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2009 to March 22, 2010.

1) Employment Unit: Talking Stick-South Bend SEU

2) Unit Members (Stations and Communities of License): WRBR-FM, South Bend, Indiana
WYPW(FM), South Bend, Indiana

3) EEO Contact Information for Employment Unit:

Mailing Address: Talking Stick Communications, LLC 237 Edison Road Mishawaka, IN 46545	Telephone Number: (574) 258-5483
	Contact Person/Title: Kathy Uebler, General Manager
	E-mail Address: kuebler@wrbr.com

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

Job Title	Recruitment Source Referring Hiree
1. Account Manager #1	WYPW Website
2. Account Manager #2	Client Referral
3. Account Manager #3	Monster.com
4. Account Manager #4	Monster.com
5. Account Manager #5	Employee Referral
6. Account Manager #6	Monster.com
7. Account Manager #7	Monster.com
8. Account Manager #8	Internal Candidate
9. Mid Day Talent	Internal Candidate
10. Account Manager #9	Employee Referral

Stations WRBR-FM and WYPW(FM) are Equal Opportunity Employers.

The Employment Unit contacted the following organizations for all full-time job openings, and received referrals as indicated in each job opening on the pages that follow:

Agency Name	Contact name	Address	City	State	Zip	Phone	Did Recruitment Source Request Notification? (Yes or No)
Ancilla College	Jim Cathon	P O Box 1	Donaldson	IN	46513	574-936-8898	NO
Andrews University	Carletta Witzel	NH204	Berrien Springs	MI	49104	269-471-3227	NO
Ball State	Nancy Carlson	200 University Ave	Muncie	IN	47306	765-285-2436	NO
Bethel College	Michelle Yager	1001 W. McKinley Ave	Mishawaka	IN	46545	574-257-2661	NO
Brown Mackie College		3454 Douglas Rd	South Bend	In	46635	574-237-0774	NO
Careerbuilder	N/A	200 N LaSalle	Chicago	IL	60601	866-438-1485	NO
Elkhart Area Career Center	Warren Seegers	2424 California Road	Elkhart	IN	46514	574-262-5650	NO
Federated Media.com	Paul	421 S Second	Elkhart	IN	46516	574-296-5982	NO
Indiana Broadcasters Association	Gwen Piening	3003 E 98th St	Indianapolis	IN	46280	317-573-0119	NO
Indiana Business College	Jonathan Kratzer	6413 N Clinton St	Ft Wayne	IN	46825	260-477-7667	NO
IUSB	Jeff Jackson	P O Box 7111	South Bend	IN	46634	574-520-4425	NO
Indiana University	David Boeyink	625 N Jordan	Bloomington	IN	47405	812-855-5234	NO
Ivy Tech	Gale Vaughn	220 Dean Johnson Blvd	South Bend	IN	46601	574-289-7001	NO
Jacobs Media		29777 Telegraph Road, Suite 2205	Southfield	MI	48034	248-353-9030	NO
Kalamazoo College	Lori Young	1200 Academy St	Kalamazoo	MI	49007	888-232-5966	NO
LaCasa of Goshen	Larry Gautsche	202 North Cottage	Goshen	IN	46526	574-533-4450	NO
Malcolm X College	Zerrie D Campbell	1900 W Van Buren 1964 Westwood Blvd	Chicago	IL	60612	312-850-7000	NO
Monster.com	Chris Hannon	3rd Floor	Los Angeles	CA	90025	317-616-5413	NO
Michigan Assoc of Broadcasters	Karole White	819 N Washington	Lansing	MI	48906	800-968-7622	NO
NAACP	Trina Robinson	914 Lincoln Way W	South Bend	IN	46616	574-289-2123	NO
Radio & Records	Melissa Garn	770 Broadway 6 th Fl	New York	NY	10003	800-562-2706	NO
SB Human Rights Comm.	Lonnie Douglas	301 South St Louis Blvd	South Bend	IN	46617	574-235-9355	NO
So West Mich College	Amy Anderson	58900 Cherry Grove	Dowagiac	MI	49047	269-687-5644	NO
Specs Howard School of Broadcasting	Nicole LaDouceur	19900 W 9 Mile Road	Southfield	MI	48075	248-358-9000	NO
St Mary's College	Michael Sanders	162 Lemans Hall	Notre Dame	IN	46556	574-284-4775	NO
The Truth	Mark Wolf	421 S Second St	Elkhart	IN	46516	574-296-5982	NO
Univ of Notre Dame	Kathy Beaton	248 Flanner Hall	Notre Dame	IN	46556	574-631-5200	NO
Work One Elkhart	Business Service Rep	430 Waterfall Drive	Elkhart	In	46516	574-295-0105	NO
Work One St Joseph Co	Business Service Rep	851 So Marietta St	South Bend	IN	46618	574-237-9675	NO
WRBR Website	Kathy Uebler	237 Edison Road	Mishawaka,	IN	46545	574- 258-5483	NO
WYPW Website	Kathy Uebler	237 Edison Road	Mishawaka,	IN	46545	574- 258-5483	NO

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5) Job Title: Account Manager #1**Referral Source(s) of Hiree: WYPW Website**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Radio commercial				1	No
Employee Referral	N/A	N/A	N/A	1	No
WYPW Website	N/A	N/A	N/A	5	No

5) Job Title: Account Manager #2**Referral Source(s) of Hiree: Client Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone 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
Employee Referral	N/A		N/A	3	No
Walk In	N/A		N/A	1	No
Client Referral	N/A		N/A	1	No
WRBR Website	N/A		N/A	3	No

5) Job Title: Account Manager #3**Referral Source(s) of Hiree: Monster.com**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone 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
Walk In	N/A	N/A	N/A	1	No
Employee Referral	N/A	N/A	N/A	1	No

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone 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	4	No
Employee Referral	N/A	N/A	N/A	3	No

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral	N/A	N/A	N/A	3	No
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor Los Angeles, CA 90025	800-Monster	3	No
Walk In	N/A	N/A	N/A	1	No

5) Job Title: Account Manager #6**Referral Source(s) of Hiree: Monster.com**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral	N/A	N/A	N/A	2	No
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor Los Angeles, CA 90025	800-Monster	4	No

5) Job Title: Account Manager #7**Referral Source(s) of Hiree: Monster.com**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral	N/A	N/A	N/A	2	No
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor Los Angeles, CA 90025	800-Monster	4	No

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5) Job Title: Account Manager #8

Referral Source(s) of Hiree: Internal-Candidate

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Candidate	N/A	N/A	N/A	1	No

5) Job Title: Mid-Day Talent

Referral Source(s) of Hiree: Internal Candidate

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Former Employee	N/A	N/A	N/A	1	No
Jacobs Media		29777 Telegraph Road, Suite 2205 Southfield, MI 48034	248-353-9030	1	No
All Access Ad		Allaccess.com		8	No
Employee Referral				1	No
Internal Candidate				3	No

5) Job Title: Account Manager #9

Referral Source(s) of Hiree: Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee Referral	N/A	N/A	N/A	3	No
Monster.com	Chris Hannon	1964 Westwood Blvd 3rd Floor Los Angeles, CA 90025	800-Monster	4	No
Internal Candidate	N/A	N/A	N/A	1	No

6) Total # of Interviewees Referred: For the period from March 23, 2009 to March 22, 2010, this Employment Unit interviewed 76 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives. List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

- (a) **Initiative: Internship Program:** The Employment Unit’s internship program is an opportunity for young people interested in a radio career to experience many facets of the industry. The Employment Unit works with local colleges and universities to place students into the program. In general, the Employment Unit works with the college coordinators regarding spots in the program for a one semester time period. The students are then invited in for an interview. The Employment Unit looks for students willing to work in all areas of the Employment Unit, and the students look at the Employment Unit to see if they can benefit based on the program offered. Typically, the students receive college credit for the internships, and are

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required to work at the Employment Unit a minimum number of hours. The Promotions Department works as the coordinator of the Internship Program and organizes the students' schedules. The internship program is designed to expose the interns to Promotions, Programming, Sales, Traffic, Administrative and Engineering. During this reporting period, the Employment Unit had 9 interns from the following institutions: Indiana University South Bend, St Mary's College, Indiana Wesleyan, Grand Valley State, Valparaiso University and Harrison College. They had 577 hours of total training. After graduation, one intern has become a full-time employee.

- (b) **Initiative: Training Program:** The Employment Unit sent Account Managers and General Sales Managers to a Training Workshop on February 22, 2010 located at Grace College, Winona Lake, IN. The topics were "Back to the Basics of Radio Sales;" and "How to Make it a Great Day Everyday," a motivational workshop.
- (c) **Initiative: Management Training** The Employment Unit General Manager, General Sales Manager, Programming Managers and Promotion Manager attended a one day seminar presented by certified Wilson Learning Center trainers called "Building Relationship Versatility" on January 13, 2010. The curriculum included developing results-oriented communication skills for working effectively with people of diverse backgrounds, and improving skills that result in increased productivity and better business results.
- (d) **Initiative: Management Training** The Employment Unit General Manager attended a Management Training Seminar, March 23-26, 2009 located in Phoenix, Arizona. The topic was "Social Style Executive Training," presented by Wilson Learning Group.
- (e) **Initiative: Community Outreach:** The Employment Unit Program Director spoke to Riley High School's Radio Broadcasting class regarding careers in Radio Broadcasting, on February 24, 2010.
- (f) **Initiative: Job Fair Participation:**
 - 1. The General Manager and the Sales Manager, individuals who have substantial responsibility in making hiring decisions, attended the Indiana University South Bend Career and Internship Fair, April 3, 2009. Specifically, they interviewed potential candidates on-site and discussed possible internship positions available within the company. Over 700 students participated in this event from 10:00 AM through 2:00 PM.
 - 2. The General Sales Manager, who has substantial responsibility in making hiring decisions, attended the Ball State Career Fair located in Muncie, Indiana on September 23, 2009. Over 500 students participated in this event. The event hours were from 12:00 PM through 4:00 PM. The GSM interviewed over 20 candidates and accepted resumes and applications.
 - 3. The General Manager, who has substantial responsibility in making hiring decisions, attended the University of Notre Dame Winter Career & Internship Fair, February 3, 2010. The General Manager spoke with students interested in the broadcasting industry.
 - 4. The Program Director, an individual who has substantial responsibility in making hiring decisions, attended the Purdue University Calumet Career Fair on February 12, 2010. The Program Director spoke with over 40 interested students and accepted 8 resumes. He discussed opportunities in broadcasting and answered questions for the students about internship possibilities.
- (g) **Initiative: Co-sponsor Job Fair:** The SEU co-sponsored a Broadcaster Job Fair, October 29, 2009 with the Indiana Broadcasters Association at the Sheraton Hotel, Indianapolis, IN. The SEU aired public service announcements promoting the Broadcaster Job Fair, which resulted in 250 attendees. The SEU participated financially, with expenses associated with the event. The General Sales Manager spoke with over 40 candidates regarding positions with the Employment Unit.

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