

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2010 – March 22, 2011.

- 1) **Employment Unit: Talking Stick – South Bend, IN SEU**
- 2) **Unit Members (Stations and Communities of License): WRBR-FM, South Bend, IN  
WAOR(FM), Nappanee, IN**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address:  Talking Stick Communications, LLC 237 West Edison Road Mishawaka, IN 46545	Telephone Number:  574-258-5483
	Contact Person/Title:  Kathy Uebler, General Manager
	E-mail Address: KUEBLER@WRBR.COM

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

#	Job Title	Recruitment Source Referring Hiree
1.	Account Manager #1	Monster
2.	Morning Show Host #1	Referral-Jacobs Media
3.	Morning Show Host #2	Referral-Jacobs Media
4.	Account Manager #2	Internal Candidate
5.	Account Manager #3	Referral-former employee
6.	Account Manager #4	Referral- employee
7.	Account Manager #5	Referral-employee
8.	Account Manager #6	Referral-employee
9.	Account Manager #7	Monster
10.	GSM	Monster
11.	Account Manager #8	Monster
12.	Account Manager #9	Indiana Career Connect

**Stations WRBR-FM and WAOR(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:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification? (Yes or No)
Ancilla College	Jim Cathon	P O Box, 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, Mishawaka, IN 46545	574-257-2661	No
Brown Mackie College		3454 Douglas Rd, South Bend, IN 46635	574-237-0774	No
Career Builder	N/A	200 N LaSalle, Chicago, IL 60601	866-4538-1485	No
Elkhart Area Career Center	Warren Seegers	2424 California Road, Elkhart, IN 46514	574-262-5650	No
Employment I		4609 Grape Road, Mishawaka, IN 46545	574-968-5020	No
Federated Media.com	Paul Altman	Edison Road, Mishawaka, IN 46545	888-333-6133	No
Harrison College	Sherri Renz	500 N Meridian St, IN, 46204	888-544-4422	No
Indiana Broadcasters Association	Gwen Piening	3003 E 98 <sup>th</sup> 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, So Bend, IN 46601	574289-7001	No
Jacobs Media		29777 Telegraph Rd, 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	2020 No Cottage, Goshen, IN 46526	574-533-4450	No
Malcom X College	Zerrie Campbell	1900 W VanBuren, Chicago, IL 60612	312-850-7000	No
Monster.com	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	No
Michigan Association of Broadcasters	Karole White	819 N Washington, Lansing, MI 48906	800-968-7622	No
NAACP	Trina Robinson	914 Lincoln Way West, South Bend, IN 46616	574-289-2123	No
Radio & Records	Melissa Garn	770 Broadway 6 <sup>th</sup> Floor, New York, NY 10003	800-562-2706	No
South Bend Human Rights	Lonnie Douglas	301 So St Louis Blvd, South Bend, IN 46617	574-235-9355	No
Southwest Michigan College	Amy Anderson	58900 Cherry Grove, Dowagiac, MI 49047	269-687-5644	No
Spec's 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
University of Notre Dame	Kathy Beaton	248 Flanner Hall, Notre Dame, IN 46556	574-631-5200	No
Work One Elkhart	Business Serv Rep	430 Waterfall Drive, Elkhart, IN 46516	574-295-0105	No
Work One of St Joseph County	Business Serv 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
WAOR Website	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	574-258-5483	No
Employee Referral				No

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**5) Job Title: Account Manager #1**

**Referral Source(s) Monster  
of Hiree:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder	N/A	200 N LaSalle, Chicago, Il 60601	866-4538-1485	3	No
Monster.com	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	5	No

**5) Job Title: Morning Show Host #1**

**Referral Source(s) Referral –Jacobs Media  
of Hiree:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Jacobs Media		29777 Telegraph Rd, Southfield, MI 48034	248-353-9030	1	No
Employee Referral				3	
All Access				5	

**5) Job Title: Morning Show Host #2**

**Referral Source(s) Referral-Jacobs Media  
of Hiree:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Jacobs Media		29777 Telegraph Rd, Southfield, MI 48034	248-353-9030	1	No
Employee Referral				3	
All Access				5	

**5) Job Title: Account Manager #2**

**Referral Source(s) Internal Candidate of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	2	No
Employee Referral				2	
Internal Candidate				1	

**5) Job Title: Account Manager #3**

**Referral Source(s) Referral –former employee of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	1	No
Employee Referral				2	
Referral Former Employee				1	
Radio Commercial				3	

**5) Job Title: Account Manager #4**

**Referral Source(s) Referral-employee of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	1	No
Employee Referral				2	No

**5) Job Title: Account Manager #5**

**Referral Source(s) Referral-employee of Hiree:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Career Builder	N/A	200 N LaSalle, Chicago, IL 60601	866-4538-1485	1	No
Monster.com	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	2	No
Work One of St Joseph County	Business Serv Rep	851 So Marietta St, South Bend, IN 46618	574-237-9675	1	No
Employee Referral				2	No

**5) Job Title: Account Manager #6**

**Referral Source(s) Referral-employee of Hiree:**

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				2	No

**5) Job Title: Account Manager #7**

**Referral Source(s) Monster of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	5	No
WRBR Website	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	574-258-5483	3	No
Employee Referral				6	

**5) Job Title: General Sales Manager**

**Referral Source(s) Monster of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	2	No
Employee Referral				2	
Internal Candidate				1	
Inside Radio	Frank Saxe	P O Box 442, Littleton, NH 03561	800-275-2840	6	No

**5) Job Title: Account Manager #8**

**Referral Source(s) Monster of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	7	No
WRBR Website	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	574-258-5483	1	No
Employee Referral				1	

**5) Job Title: Account Manager #9**

**Referral Source(s) Indiana Career Connect of Hiree:**

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	Anthony Harden	1964 Westwood Blvd, 3 <sup>rd</sup> Floor, Los Angeles, CA 90025	317-616-5413	6	No
Work One of St Joseph County	Business Serv Rep	851 So Marietta St, South Bend, IN 46618	574-237-9675	1	No
WRBR Website	Kathy Uebler	237 Edison Road, Mishawaka, IN 46545	574-258-5483	3	No

- 6) **Total # of Interviewees Referred:** For the period from March 23, 2010, through March 22, 2011, this Employment Unit interviewed 93 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 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: Ferris State University, Illinois Center for Broadcasting, St Mary's College, Bethel College, Grand Valley State, Ball State University and Holy Cross College. They had 1341.25 hours of total training.

**(b) Initiative: Community Event Sponsorship**

The Employment Unit's General Manager, was contacted by a local student from Discovery Middle School with a request to job shadow the Employment Unit's radio station as part of a school project. On January 25<sup>th</sup>, 2011 the student spent the day with on-air staff, production, sales and the General Manager to learn more about broadcasting. He was able to complete his school project regarding a career in radio.

**(c) Initiative: Training for Management Level Personnel**

The Employment Unit's Director of Human Resources attended the MAB's "Navigating the FCC's Equal Employment Opportunity Rules" on May 11, 2010. This provided instruction as to how the Unit can ensure equal employment opportunity and prevent discrimination in accordance with FCC regulation.

**(d) Initiative: Training for Management Level Personnel**

The Employment Unit's Director of Human Resources conducted a training session for all Managers to prepare and motivate them to lead a respectful workplace, free of harassment and discrimination. Participants watched and then discussed two videos on leading and promoting a respectful workplace. They also reviewed their internal policies regarding same. Each participant left with a copy of the related workbook for reference moving forward.

**(e) Initiative: Job Fair Attendance**

The employment Unit's Sales Manager, individual who has substantial responsibility in making hiring decisions, attended the Ball State Fall Career Fair, September 29<sup>th</sup>, 2010. Specifically they interviewed potential candidates on-site and discussed possible internship positions within the company. The event hours were from 12:00 PM through 4:00 PM. She accepted resumes from 22 candidates.

**(f) Initiative: Community Event Sponsorship**

The Employment Unit's Promotion Director, individual who has substantial responsibility in making hiring decisions, attended the Internship Expo at Saint Mary's College, March 8<sup>th</sup>, 2011. Specifically she interviewed potential candidates on-site and discussed possible internship positions within the company. The event hours were from 5:00 PM through 7:30 PM.

**(g) Initiative: Training Program**

The Employment Unit sent 5 employees to a one day seminar presented by certified Wilson Learning Center trainers called Building Relationship Versatility on Friday, June 4<sup>th</sup>, 2010. The curriculum included developing results-oriented communication skills for working effectively with diverse people and improving skills that result in increased productivity and better business results. This course prepares the employee for management roles.

**(h) Initiative: Training Program**

The Employment Unit had 10 employees participate and successfully complete the Radio Advertising Bureau's Certified Digital Marketing Consultant Class. The goal of the class is to better prepare all levels on how to market new media. Participants attended a live orientation webinar in the first week then complete eight online classes. Participants had to pass the CDMC final exam for certification. One employee has been promoted to a higher level position since completing this course.

**(i) Initiative: Training for Management Level Personnel**

The Employment Unit's Managers participated in day long training titled Situational Leadership, June 17, 2010. The Situational Leadership method from Kenneth Blanchard and Paul Hersey holds that managers must use different leadership styles depending on the situation. The model allows you to analyze the needs of the situation you are in and then use the most appropriate leadership style. This training is core development for advancement into higher management levels.