

APPENDIX 1

Annual EEO Public File Report Form

Nicolet Broadcasting, Inc.

Covering the Period: from August 1, 2008 to July 31, 2009

Stations comprising Station Employment Unit:

WBDK FM    WRLU FM    WRKU FM    WSBW FM

Vacancy Information

Full Time Positions Filled By Job Title	DOE	Total number interviewed	Recruitment Source of Hire	Recruitment Sources Utilized*
Sales Manager	10/01/08	5	8	3,6,8
News Director	04/01/09	6	7	3,4,6,7
Community Event Coordinator	11/17/08	8	2	1,2,3,4,5,6,7,10,11
Sales	06/02/09	19	1	1,2,3,4,5,6,10,11
Office	07/08/09	6	9	1,5,6,9,12
Office	07/10/09	6	12	1,5,6,9,12

APPENDIX 1  
(continued)

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**Stations comprising Station Employment Unit:**

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**Recruitment Sources**

<b>#</b>	<b>Name and Information</b>	<b>Contact</b>	<b>Address</b>	<b>Contact</b>	<b>No. of Interviews from Source</b>
1	Radio Announcements WRKU, WRLU, WBDK, WSBW	Roger Utnehmer	3030 Park Dr., Suite 3, Sturgeon Bay, WI 54235	920-746-9430 utnehmer@ doorcountydailynews.com	8
2	Door County Job Center On-Line Listings	Kim Carley	1300 Egg Harbor Rd. Sturgeon Bay, WI 54235	920-743-6915 dwd.state.wi.us	12
3	Wisconsin Broadcasters Association	Linda Baun	443 E. Mifflin Madison, WI 53703	608-255-2600	6
4	Doorcountydailynews.com	Roger Utnehmer	3030 Park Dr., Suite 3 Sturgeon Bay, WI 54235	920-746-9430 utnehmer@ doorcountydailynews.com	1
5	NWTC	Robert Loss	229 N. 14 <sup>th</sup> Ave. Sturgeon Bay, WI 54235	robert.loss@nwtc.edu	0
6	Fish Creek & Sturgeon Bay Office Postings	Roger Utnehmer	3030 Park Dr., Suite 3 Sturgeon Bay, WI 54235	920-746-9430 utnehmer@ doorcountydailynews.com	1
7	Wisconsin Broadcasters Association Job Fair	Linda Baun	443 E. Mifflin Madison,	608-255-2600	2

			WI 53703		
8	Radio Sales Today Classified Ads	Dave Casper		<a href="mailto:dcasper@rab.com">dcasper@rab.com</a>	4
9	Help of Door County	Amy Bremel		920-743-8785 amy@helpofdoorcounty.org	1
10	Kewaunee Star		602 3 <sup>rd</sup> St. Algoma, WI 5420	920-487-2222	1
11	Door County Advocate		235 N. 3 <sup>rd</sup> Ave Sturgeon Bay, WI 54235	920-743-3321	0
12	WPF Radio	Dave Gordon	1715 Michigan Sturgeon Bay, WI 54235	920-743-7443	2

APPENDIX 2

**Annual EEO Public File Report Form**

**Nicolet Broadcasting, Inc.**

Covering the Period: from August 1, 2008 to July 31, 2009

**Stations comprising Station Employment Unit:**

**WBDK FM    WRLU FM    WRKU FM    WSBW FM**

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken By Station  
Employment Unit during the Report Time Period.**

<b>1. Outreach</b>	On Air Announcements scheduled 8 times per day on all stations, the first day of every month encouraging groups and individuals interested in job openings to
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Date:	notify the station
Participating Employees:	August 1, 2007 – present
Event Sponsor:	Roger Utnehmer, President
	Nicolet Broadcasting, INC.
<b>2. Outreach</b>	
Date:	Speakers Bureau
Participating Employees:	August 1, 2007 – Present
Event Sponsor:	Roger Utnehmer, President
Description of Activity:	Nicolet Broadcasting, INC. airs 8 ads the second day of every month offering station personnel to speak of civic, service, and educational events to explain broadcasting and recruit potential employees for future openings.
<b>3. Outreach</b>	
Date:	Advancement Plan
Participating Employees:	July 29,2009
Description of Activity:	Roger Utnehmer, President
	Current staff members were encouraged to advance their careers to outside sales by being informed a training program was available for evaluation. A memo with an offer to participate is permanently posted on the employee bulletin board making all staff members aware of this on-going training program being available.
<b>4. Outreach</b>	
Date:	Attendance at the Wisconsin Broadcasters Association Job Fair
Participating Employees:	January 28, 2009
Description of Activity:	Roger Utnehmer, President
	Information about available positions was made available to interested visitors at a

	booth staffed by station employees. The station web site was available for observation and discussion
<b>5. Outreach</b>	Attendance at Wisconsin Broadcasters Association "Avoiding Discrimination and Employment Termination"
Date:	January 28, 2009
Participating Employees:	Roger Utnehmer, President
Description of Activity:	The program teaches member stations how to avoid discrimination in the hiring process and offers suggestions on outreach efforts to comply with EEO requirements.
<b>6. Outreach</b>	Position Available Information Memo to employees
Date:	August 1, 2008
Participating Employees:	Roger Utnehmer, President
Description of Activity:	A memo was posted on the employee bulletin boards in both main studio locations to be permanently displayed informing employees that the stations are continually accepting applications for Community Event Coordinator and Outside Sales positions.
<b>7. Outreach</b>	On air announcements inviting interested parties to apply for inside and outside sales positions are scheduled 12 times per day on all stations on the 5 <sup>th</sup> and 20 <sup>th</sup> . "Today is Pay Day Announcement"
<b>8. Outreach</b>	Advancement Training Program
Date:	July 29, 2009
Participating Employees:	Roger Utnehmer, President
Description of Activity:	Roger Utnehmer invited all non – sales employees to consider training for sales

	and advancement within the company.
<b>9. Outreach</b>	Job Shadowing
Date:	February 10, 2009
Participating Employees:	Nick Freimuth
Description of Activity:	A student from TJ Walker Middle School accompanied Nick through out the day to learn about radio.
<b>10. Outreach</b>	Wisconsin Job Center Job Fair
Date:	September 17, 2008
Participating Employees:	Roger Utnehmer, President
Description of Activity:	Roger Utnehmer staffed a booth at this job fair from 2:00 – 6:00PM visiting with potential applicants about career opportunities in broadcasting.
<b>11. Outreach</b>	Wisconsin Broadcasters Association 2009 Student Seminar
Date:	March 7, 2009
Participating Employees:	Roger Utnehmer, President
Description of Activity:	Roger Utnehmer made two presentations to students attending the seminar; "How to Wow a Future Employer" and "The Business of Broadcasting"
<b>12. Outreach</b>	Ran six announcements per day on all stations informing listeners of WBA scholarship.
Date:	September 20, 2008 to October 16, 2008
Participating Employees	Roger Utnehmer, President
<b>13. Outreach</b>	Nicolet Broadcasting, Inc. donated \$200.00 to the WBA Foundation scholarship

Date:	program.
Participating Employees:	August 1, 2008
	Roger Utnehmer, President