

EMPLOYMENT: Appendix C / Supplemental Recruitment Activities

For the reporting period of: August 1, 2010 to July 31, 2011

For Station Employment Unit: WLKG 96.1 FM

WLKG participated in the following activities to promote and enhance the effectiveness of the spirit of the FCC's EEO Rule.

1. WLKG provides the opportunity for student internships every summer for students in Mass Communications, Broadcasting or Marketing. Responsibilities included promotion assistance, remote broadcast assistance, sales and copy assistance and office / clerical work. During this summer of 2011, WLKG retained Paul Usher from UW Whitewater and Brandi Cummings from UW Madison from approximately May through Mid-August, 2010.
2. WLKG contributes annually to the Wisconsin Broadcasters Association Scholarship Fund which is awarded to a Wisconsin College Student majoring in Broadcast Communications, and did so again in 2011.
3. November 19th, 2010–Career Fair, Badger High School – Ted Ehlen, News Director, spoke to Badger High School students regarding on-air news reporting and marketing opportunities during the Career Day activities.
4. February, 2011 - Dave Michaels, PD, made presentation to the Radio Practicum at UW Whitewater regarding what classes, internships and experience are preferred or required for positions in the field of broadcasting, including on-air, news and sports reporting and management.
5. April 16th, 2010 - Dave Michaels, PD, hosted six Cub Scout Troops for a station tour / visit to qualify the children for their Cub Scout Communication Badges. The troops included:
 - Pack #380 - Twin Lakes - 6 kids including parents
 - Pack #335 - Burlington - 10 kids including parents
 - Pack #381 - Wheatland - 8 kids including parents
 - Tiger Den #2 Genoa City - 6 kids including parents
 - Tiger Den #3 Waterford - 9 kids including parents
 - Tiger Den #349 Richmond – 8 kids including parents
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6. June 23rd, 2011 – Dave Michaels, PD and Erin Simpson, TD took part in the career fair at the Grand Geneva sponsored by the Wisconsin Broadcasters Association.