

EMPLOYMENT: Appendix B / Supplemental Recruitment Activities

For the reporting period of: August 1, 2007 to July 31, 2008

For Station Employment Unit: WCLO-AM and WJVL-FM

The stations participated in the following activities to promote and enhance the effectiveness of the spirit of the FCC's EEO Rule. All the events listed below were attended by station representatives or representatives of the Bliss Communication's human resources department.

1. WCLO and WJVL participated in the following job fairs during the reporting period:
 - a. WBA job fair on January 23, 2008, 8:30-10:30am at Monona Terrace in Madison, WI
 - b. WBA Job Fair (Sturgeon Bay, WI) Wednesday, June 18, 2008 from 1-3pm.

2. Bliss Communications Scholarship for High School Students pursuing a career in broadcast journalism. This scholarship is open to all students pursuing this academic coursework and is publicized annually and was awarded in May of 2008 to two individual high school students.

3. WCLO/WJVL contributed to the Wisconsin Broadcasters Association Scholarship Fund which is award to a Wisconsin College Student majoring in Broadcast Communications.

4. WCLO/WJVL Station Manager and Vice President of Bliss Communications Broadcast division, Robert Dailey, completed the Wisconsin Broadcaster's Association workshop on "Discrimination Law for Broadcasters ". This workshop was presented in two sessions during the Wisconsin Broadcaster's Association bi-annual meetings during 2008. The two sessions were presented on January 23, 2008 and June 18, 2008. These sessions focus on ensuring that the stations provide Equal Employment Opportunities and prevent unlawful discrimination.

5. Internal Company Training Program. The parent company, Bliss Communications, has an established training program which helps newly hired or promoted supervisory personnel develop skills emphasizing the importance of workplace diversity and methods of ensuring equal opportunities and preventing discrimination in exercising their duties.

WCLO and WJVL, through its parent company, Bliss Communications, regularly conducts EEO training programs through its Human Resources Department which helps newly hired or promoted supervisory personnel develop skills emphasizing the importance of workplace diversity and methods of ensuring equal opportunities and preventing discrimination in exercising their duties.