

WHBY/WAPL/WKSZ/WZOR/WSCO/WCHK a division of
Woodward Communications, Inc.

Fulltime Job Vacancies:

Recruitment Sources Used:

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| 1. WSCO Account Executive | 1,3,7,9,10,11,16 |
| 2. WSCO Account Executive | 1,3,7,9,10,11,16 |
| 3. WZOR Account Executive | 1,3,7,8,9,10,11,16 |
| 4. WAPL Account Executive | 1,2,3,7,8,9,10,11,16 |
| 5. WZOR Account Executive | 1,2,3,7, 8,9,10,11,16 |
| 6. WHBY Account Executive | 1,2,3,6,7,9,10,11,16 |

1. Recruitment Sources:

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| 1. Woodward Communications, Inc. (On Web Site & Internal Postings) P O Box 688 Dubuque, Iowa 52001 Contact: Becky Wiegel Phone: (563) 588-5670 | 2. Wisconsin Broadcasters Association 44 E. Mifflin St. Suite #900 Madison, WI. 75703 Contact: John Laabs Phone: (608) 225-2600 |
| 3. Woodward Radio Stations (On Air Announcements) P O Box 1519 Appleton, Wi. 54912 Contact: Sandra Schmidt Phone (920) 733-6639 | 4. Press Gazette 435 E. Walnut St. Green Bay, WI. 54301 Contact: Classified Ads Fax: (877) 943-0443 |
| 5. Department of Workforce Develop 315 Algoma Blvd. Oshkosh, Wi. 54901 Contact: Amy Wolfe Phone: (920) 232-6212 Fax: (920) 424-2058 | 6. Fox Valley Technical College 1825 N. Bluemound Dr. Appleton, WI. 54913 Contact: Career Services Phone: (920) 735-4826 Fax: (920) 735-4771 |
| 7. Hmong Association of Green Bay 200 S. Ashland Ave. Green Bay, Wi. 54303 Contact: Karl Txajkaug Thoj Phone: (920) 437-4550 Fax: (920) 437-4916 | 8. Lawrence University Career Ctr. P O Box 599 Appleton, Wi. 54912 Contact: Career Services Phone: (920) 832-6561 Fax: (920) 832-7368 |

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| <p>9. Menominee Human Services Menominee Cty Court House P O Box 280 Keshena, WI. 54135 Contact: Irene Dickinson Fax: (715) 799-3517</p> | <p>10. Oneida Tribe of Indians Human Resource Dept. P O Box 365 Oneida, WI. Fax: (920) 869-2194 Fax: (920) 869-2194</p> |
| <p>11. American Women in Radio 1595 Spring Hill Road Suite # 330 Tysons Corner Vienna, Va 22182 Contact: Jacci Duncan Phone: (703) 506-3290 Fax: (703) 506-3266</p> | <p>12. The Album Network 120 N. Victory Blvd Burbank, CA. 91502 Contact: Mariana Williams Phone: (818) 955-4000</p> |
| <p>13. Friday Morning Quarterback 1930 E. Marlton Pike Cherry Hill, N.J. 08003 Phone (856) 424-9114</p> | <p>14. All Access.com</p> |
| <p>15. St. Norbert College 100 Grant St. DePere, WI. Contact: Career Connections Phone (920) 337-3181</p> | |
| <p>16. Other – Unsolicited Resources walk in, via mail, and e-mail and or phone calls, job fairs, Society of Broadcast Engineers and referrals from current staff or consultant.</p> | |

| | Referred | Hired | # of Interviews | Referred by Source/ Number by Source |
|---------------------------|-----------------|--------------|------------------------|---|
| 1. WSCO Account Executive | 16 | 4 | 4 | 3-2,1 6-2 |
| 2. WSCO Account Executive | 3 | 3 | 3 | 1-2, 3-1 |
| 3. WZOR Account Executive | 16 | 4 | 4 | 1-1, 2-1, 3-1, 16-1 |
| 4. WAPL Account Executive | 3 | 3 | 8 | 1-1, 3-5, 16-2 |
| 5. WZOR Account Executive | 16 | 4 | 8 | 1-1, 3-5, 16-2 |
| 6. WHBY Account Executive | 16 | 4 | 4 | 1-2, 16-2 |

Outreach Initiatives:

Participation in Wisconsin Broadcasters Association State Wide Job Fairs:
1/26/11 in Madison, WI and 6/22/11 in Lake Geneva, WI. We sent the WCI Benefits Compensation Manager for Woodward Communications, Inc. along with 2 managers from Woodward Radio to meet with the attendees at these job fairs. These fairs are typically attended by 250-300 job seekers.

Participation in the Wisconsin Broadcasters Assistance Action Plan for EEO compliance: Our Benefits Compensation Manager for Woodward Communications, Inc, and two sales manager from Woodward Radio have attended sessions on 1/26/11 and 6/22/11.

Participation in the Wisconsin Broadcasters Scholarship Program: Wisconsin Broadcasters awards several such scholarships each year to students of varying backgrounds.

Participated in the WBA Student Seminar on March 5, in Madison, WI, Greg Bell General Manager, Mike Kemmeter WHBY News Director and Jim Reinl WAPL Account Executive were on various panels typically 150 or more students attend.

Woodward Communications, Inc. offers a Management Development program (60+ hours) for new or potential managers. This program provides on-going development, using adult learning techniques that will build on their experiences and introduce the basic concepts of good management, acquaint participants with WCI's history, philosophies, top management, strategic plans and systems, and build their skills in managing people, data, budgets, and assets assigned to them. Course topics include but are not limited to: company philosophy, interviewing, hiring, orientation, retention, performance appraisals, and conflict resolution. The broadcast division typically has 1 – 2 participants each year.

Attend several local high school based job fairs - over the last year we participated in more than two.

Participation with the local Career Connection for high school students to explore careers in broadcasting. Including job shadows with our stations.

Run over the air announcements inviting organizations and groups that assist job seekers that would like to receive notice of openings at our broadcast stations.