



The purpose of this EEO Public File Report (“Report”) is to comply with Section 7302080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WDRK-FM, WECL-FM, WEAQ-AM, WIAL-FM, WAXX-FM, and WAYY-AM. This report is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning August 1, 2014 to and including July 31, 2015 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080 (c)(1)(ii) of the new EEO Rule, which should be separately identifies), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the Hiree for each full-time vacancy during the Applicable Period;



4. Data reflecting the total number of persons interviewed for full time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
  
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080 (c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the Hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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**August 1, 2015 - July 31, 2016**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title                             | Recruitment Sources ("RS")<br>Used to Fill Vacancy | RS Referring<br>Hiree |
|---------------------------------------|--|-----------------------|
| Full Time Sales Account Executive     | 2-10, 12, 14-28, 30-50                             | 42                    |
| Full Time Sales Account Executive     | 2-10, 12, 14-28, 30-50                             | 3                     |
| Full Time Sales Account Executive     | 2-10, 12, 14-28, 30-50                             | 42                    |
| Receptionist/Administrative Assistant | 2-6, 8-9, 11-28, 30-50                             | 3                     |
| Promotion Director/Air Personality    | 1-6, 9-10, 12-28, 30-50                            | 42                    |
| Assistant Farm Director               | 1-6, 9-10, 12-15, 18-19, 21-28, 30-50              | 3                     |
| News Director                         | 1-6, 9-10, 12-15, 17-28, 30-50                     | 10                    |
| News Director                         | 1-6, 9-10, 12-15, 17-28, 30-50                     | 42                    |
| Receptionist/Administrative Assistant | 2-5, 9-10, 12-15, 17-47, 49-50                     | 10                    |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 1         | All Access<br>28955 Pacific Coast Hwy Suite 210<br>Malibu, California 90265<br>Phone : 310-457-6616<br>Url : www.allaccess.com<br>Ria Denver<br>Manual Posting   | N   | 0  |
| 2         | Broadcast Compliance Service<br>1700 Rockville Pike<br>Rockville, Maryland 20852<br>Phone : (866) 227-4336<br>Url : http://bcs-ok.com/<br>Email : RobinCooper@BCS-ok.com<br>Robin Cooper                           | N   | 0  |
| 3         | ChippewaValleyHelpWanted.com<br>6465 Greenwood Plaza Blvd Suite 400<br>Centennial, Colorado 80111<br>Phone : 800-365-8630 Ext. 0247<br>Url : http://regionalthelpwanted.com/home<br>Aspen Shearn<br>Manual Posting | N   | 7  |
| 4         | Comm Action Agency<br>2113 N. Wisconsin St.<br>Racine, Wisconsin 53402<br>Phone : 262-637-8377<br>Email : gcotton@rkcaa.org<br>Fax : 1-262-637-6419<br>Gary Cotton   | Y   | 0  |
| 5         | Conclave<br>4517 Minnetonka Blvd, #104<br>Minneapolis, Minnesota 55416<br>Phone : Phone (952) 927-4487<br>Url : http://www.theconclave.com/index.php<br>Email : tomk@theconclave.com<br>Tom Kay                    | N   | 0  |
| 6         | Concordia University<br>12800 N. Lakeshore Dr.<br>Mequon, Wisconsin 53097<br>Phone : 262-243-4401<br>Email : career.services@cuw.edu<br>Fax : 1-262-243-4478<br>Krista Hasselquist                                 | Y   | 0  |

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|------------------|--|--|---|
| 7                | Current Employee   | N  | 1   |
| 8                | Eastern Illinois University<br>1745 Buzzard Hall<br>Charleston, Illinois 61920<br>Phone : 217-581-6954<br>Email : jdowens@eiu.edu<br>Fax : 1-217-581-6650<br>Jeff Owens  | Y  | 0   |
| 9                | Eastern New Mexico University<br>ENMU Career Services 1500 S Ave K, Station #34<br>Portales, New Mexico 88130<br>Phone : 575-562-2211<br>Email : career.services@enmu.edu<br>Fax : 1-575-562-2215<br>Danette McGuire | Y  | 0   |
| 10               | Employee Referral  | N  | 8   |
| 11               | Facebook post  | N  | 1   |
| 12               | Goodwill Industries Of Southern Wisconsin, Inc.<br>6055 N. 91st Street<br>Milwaukee, Wisconsin 53225<br>Phone : 414-847-4830<br>Email : lisa.norman@goodwillsew.com<br>Fax : 1-414-358-4298<br>Lisa Norman           | Y  | 0   |
| 13               | Hmong American Mutual Assistance Association<br>1718 Washington Avenue North<br>Minneapolis, Minnesota 55411<br>Phone : 612-374-2694<br>Email : xmvang@hamaa.org<br>Fax : 1-612-374-5205<br>Xee Vang                 | Y  | 0   |
| 14               | Ho Chunk Nation<br>P.O. Box 667<br>Black River Falls, Wisconsin 54615<br>Phone : 800-294-9343<br>Fax : 1-715-284-2632<br>Administration Department   | Y  | 0   |

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|------------------|---|--|---|
| 15               | Illinois Broadcasters Assoc.<br>200 Missouri Avenue<br>Carterville, Illinois 62918<br>Phone : 618-985-5555<br>Email : erinc@ilba.org<br>Fax : 1-618-985-6070<br>Erin Camfield   | Y  | 0   |
| 16               | KKLH/KOMG/KOSP/KQRA<br>319 B East Battlefield<br>Springfield, Missouri 65807<br>Email : jguittar@mwfmarketing.fm<br>MW SpringMo, Inc.   | N  | 0   |
| 17               | LaCrosse Area Hmong Mutual Assistance Assoc.<br>1815 Ward Ave. Refugee Emplyment Coordinator<br>LaCrosse, Wisconsin 54601<br>Phone : 608-781-5744<br>Email : nevinlaxhmaa1@gmail.com<br>Fax : 1-608-781-5011<br>Nevin Xiong | Y  | 0   |
| 18               | Lakeland College<br>P.O. Box 359<br>Sheboygan, Wisconsin 54208<br>Phone : 920-565-1483<br>Email : stephanlm@lakeland.edu<br>Fax : 1-920-565-1311<br>Lisa Stephan  | Y  | 0   |
| 19               | Mid-West Family Broadcasting Madison<br>730 Rayovac Drive<br>Madison, Wisconsin 53711<br>Phone : 608-441-3612<br>Url : www.midwestfamilybroadcasting.com<br>Email : hope.q@mwfbg.net<br>Hope Quackenboss                    | N  | 0   |
| 20               | Mid-West Family Recruitment Ads<br>730 Rayovac Dr<br>Madison, Wisconsin 53711<br>Phone : 608-441-3612<br>Hope Quackenboss<br>Manual Posting   | N  | 0   |

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|------------------|--|--|---|
| 21               | Minnesota Broadcasters<br>3033 Excelsior Blvd., Suite 440<br>Minneapolis, Minnesota 55416<br>Phone : 612-926-8123<br>Email : llasere@minnesotabroadcasters.com<br>Fax : 1-612-926-9761<br>Linda LaSere | Y  | 0   |
| 22               | MWF Website<br>730 RAYovac Drive<br>Madison, Wisconsin 53711<br>Phone : 608-273-1000<br>Url : www.midwestfamilybroadcasting.com<br>Email : rhiannon@midwestdigitalmarketing.com<br>Rhiannon McCafferty | N  | 0   |
| 23               | National Assoc. of Black College Broadcasters<br>P.O. Box 3191<br>Atlanta, Georgia 30302<br>Phone : 404-523-6136<br>Email : bcrmail@aol.com<br>Lo Jelks  | Y  | 0   |
| 24               | National Hispanic Media Coalition<br>Wisconsin<br>Phone : 626-792-6462<br>Email : info@nhmc.org<br>Fax : 1-626-792-6051<br>Career Services   | Y  | 0   |
| 25               | Northland College<br>1411 Ellis Ave.<br>Ashland, Wisconsin 54806<br>Phone : 715-682-1230<br>Email : pfen-lei@northland.edu<br>Fax : 1-715-682-1879<br>Patti Fenner-Leino                               | Y  | 0   |
| 26               | Ohio University<br>219 Scripps Hall<br>Athens, Ohio 45701<br>Phone : 740-593-2606<br>Email : rogus@ohio.edu<br>Mary Rogus  | Y  | 0   |

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|------------------|---|--|---|
| 27               | Outreach<br>600 Williamson St. Ste. P-1<br>Madison, Wisconsin 53703<br>Phone : 608-255-8582<br>Email : angier@lgbtoutreach.org<br>Fax : 1-608-255-0018<br>Angie Rehling                     | Y  | 0   |
| 28               | Radio Broadcast School<br>700 3rd Street N LL-7<br>LaCrosse, Wisconsin 54601<br>Phone : 507-450-4604<br>Email : director@radio1school.com<br>Joe Deschler                                   | Y  | 0   |
| 29               | Radio Recruitment Ad  | N  | 1   |
| 30               | South Eastern MN<br>Wisconsin<br>Email : ckottke@southeastmn.edu<br>Cindy Kottke  | Y  | 0   |
| 31               | Southern Illinois Univ Edwardsville<br>Campus Box 1620<br>Edwardsville, Illinois 62025-1620<br>Phone : 618-650-3708<br>Email : tdugan@siue.edu<br>Tammy Dugan                               | Y  | 0   |
| 32               | St. Mary's University<br>700 Terrace Heights #6<br>Winona, Minnesota 55987<br>Phone : 507-457-6695<br>Email : jbarker@smumn.edu<br>Fax : 1-507-457-6990<br>Jackie Baker                     | Y  | 0   |
| 33               | Unity: Journalist of Color<br>7950 Jones Branch Drive<br>McLean, Virginia 22107<br>Phone : 703-854-3594<br>Email : executive@unityjournalists.org<br>Fax : 1-703-854-3586<br>Onica Makwakwa | Y  | 0   |



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|------------------|---|--|---|
| 34               | University of Minnesota, Morris<br>Sargeant Student Center, Suite 245 2900 University Ave.<br>Crookston, Minnesota 50001<br>Phone : 218-281-8585<br>Email : cavalier@umn.edu<br>Fax : 1-218-281-8584<br>Don Cavalier    | Y  | 0   |
| 35               | University of North Dakota<br>221 Centennial Dr. Stop 7169<br>Grand Forks, North Dakota 58202<br>Phone : 701-777-2659<br>Email : joyce.muz@email.und.edu<br>Fax : 1-701-777-3090<br>Joyce Muz                           | Y  | 0   |
| 36               | University of Wisconsin-Eau Claire<br>Dept. of Communication and Journalism 105 Garfield Ave.<br>Eau Claire, Wisconsin 54701<br>Phone : 715-836-2528<br>Email : gatlinj@uwec.edu<br>Fax : 1-715-836-3820<br>Judy Gatlin | Y  | 0   |
| 37               | University of Wisconsin-LaCrosse<br>Rm. 54 Cartwright Center Career Services<br>Wisconsin<br>Phone : 608-785-8514<br>Email : bald.karo@uwlax.edu<br>Karolyn Bald  | Y  | 0   |
| 38               | UW - Green Bay - Careers<br>2420 Nicolet drive SS 1916<br>Green Bay, Wisconsin 54311<br>Email : careers@uwgb.edu<br>Linda Peacock-Landrum   | Y  | 0   |
| 39               | UW Oshkosh<br>800 Algoma Blvd. AC Center W112<br>Oshkosh, Wisconsin 54901<br>Phone : 920-424-7427<br>Email : davidsor@uwosh.edu<br>Randall Davidson   | Y  | 0   |

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|------------------|---|--|---|
| 40               | UW Stevens Point<br>201 Student Services Center, UWSP<br>Stevens Point, Wisconsin 54481<br>Phone : 715-346-3226<br>Email : career@uwsp.edu<br>Fax : 1-715-346-3724<br>Larry Walters   | Y  | 0   |
| 41               | UW-Stout<br>103 Administration Bldg. Career Services<br>Menomonie, Wisconsin 54751<br>Phone : 715-232-1602<br>Email : brinkmanm@uwstout.edu<br>Mary Brinkman  | Y  | 0   |
| 42               | WAXX/WAYY/WDRK/WEAQ/WECL/WIAL<br>944 Harlem St<br>Altoona, Wisconsin 54720<br>Phone : 715-852-2641<br>Neil Bauer<br>Manual Posting  | N  | 6   |
| 43               | Western Kentucky University<br>Wisconsin<br>Email : employerrelations@wku.edu<br>Robert Unsel   | Y  | 0   |
| 44               | WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX<br>2830 Sandy Hollow Road<br>Rockford, Illinois 61109<br>Email : lschroeder@rmgmwf.com<br>Lonna Schroeder  | N  | 0   |
| 45               | WI Broadcasters Association<br>44 E Mifflin Street, Suite 900<br>Madison, Wisconsin 53703<br>Phone : (800) 236-1922<br>Url : <a href="http://www.wi-broadcasters.org/wba/index.php">http://www.wi-broadcasters.org/wba/index.php</a><br>Email : mendicott@wi-broadcasters.org<br>Mandy Endicott | Y  | 0   |
| 46               | Winona St. University<br>P.O. Box 5838<br>Winona, Minnesota 55987<br>Phone : 507-457-5878<br>Email : career@winona.edu<br>Fax : 1-507-457-5516<br>Career Services   | Y  | 0   |

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|--|--|--|---|
| 47   | WIZM/WKTY/WRQT/KQYB/KCLH<br>201 State St<br>La Crosse, Wisconsin 54601<br>Email : kristyn@mwfroadcasting.com<br>Family Radio Inc.  | N  | 0   |
| 48   | WMAY/WNNS/WQLZ/WLCE<br>1510 N Third St<br>Riverton, Illinois 62561<br>Email : dcarter@alice.fm<br>Long Nine Inc.   | N  | 0   |
| 49   | Workforce Connections, Inc.<br>402 N. 8th St.<br>LaCrosse, Wisconsin 54601<br>Phone : 608-789-5645<br>Email : palmerw@workforceconnections.org<br>Fax : 1-608-785-9939<br>Wanda Palmer | Y  | 0   |
| 50   | WSJM/WIRX/WCSY/WYTZ/WCXT<br>580 E Napier<br>Benton Harbor, Michigan 49022<br>Email : judyg@wirx.com<br>Career Services   | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |  |  | <b>24</b>   |

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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b> | <b>Brief Description Of Activity</b>   | <b>No. of Stations Participants</b> | <b>Participant Title</b>   |
|---|-------------|--|--|-------------------------------------|--|
| 1 | 10/20/2015  | Co Sponsoring Job Fair                                 | Business Expo/Job Fair Alex Edwards, Kris Cooper, Luc Anthony, Cora Quinn, Dan Lea, John Murphy, Matt Malone, Taylor Voeltz and George House manned an information booth at Business Expo in Eau Claire. They spoke with candidates about careers in radio broadcasting and handed out printed descriptions of the different positions that are needed to keep a broadcast facility operating. They also collected resumes from those interested in a position or internship. We also co-sponsored a Dress for Success seminar which gave tips on how to create a positive image for an interview. | 9                                   | WAXX Program Director<br>WECL Program Director<br>WIAL Program Director<br>News Director |
| 2 | 1/27/2016   | Participation in Job Fairs                             | Our station groups were represented at the Job/Career Fair which was held as part of the Wisconsin Broadcasters Association's Winter Conference at the Madison Concourse Hotel in Madison, WI. They had over 70 job seekers in attendance.   | 1                                   | General Manager  |
| 3 | 1/27/2016   | Provision of training to management                    | On 1/27/16 MWM's Director, Lynn Bieritz, represented the company at the EEO seminar "Hiring smart for Broadcasters: Legal issues in hiring and effective strategies to promote EEO and prevent unlawful discrimination." The session was held as part of the WBA Winter Conference at the Concourse Hotel in Madison, WI.  | 1                                   | General Manager<br>Marketing Sales Manager   |
| 4 | 2/24/2016   | Participation in Job Fairs                             | Kris Cooper, John Murphy, Dan Lea, Sue Kelly, Taylor V and Luc Anthony attended the CVTC Career Fair. They spoke with students about careers in radio broadcasting and handed out printed descriptions of the different positions that are needed to keep a broadcast facility operating. They also collected resumes from those interested in a position.   | 6                                   | Promotion Director<br>Promotion Director<br>News Director<br>Promotion Director          |

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|---|-------------|--|--|-------------------------------------|--------------------------|
| 5 | 5/19/2016   | Participation in events sponsored by community groups  | The National Association of Broadcasters put on a recruiting event at FAMU School of Journalism and Graphic Communications in Tallahassee, FL. Students met with Theresa Timm, Director of Sales in Mid -West Family LaCrosse, from 8:15 am to 2:25pm. Theresa discussed with each student if they were willing to relocate and educate them about Mid -West Family Broadcasting. She then followed up with the students that she wanted to interview. | 1                                   | Director of Sales        |
| 6 | 5/19/2016   | Participation in events sponsored by community groups  | Led discussion for the Transportation Development Association at Eau Claire Airport on our rural roads infrastructure and how costly poor roads are to our state economy and how to solve the problem. Bob also spoke to agribusiness individuals and educated them on farm culture, life, and the broadcasting industry..   | 1                                   | Farm Director            |
| 7 | 6/15/2016   | Participation in events sponsored by community groups  | An EEO seminar was held in Lacrosse, WI regarding legal issues and effective strategies to prevent unlawful discrimination during the employment relationship.   | 1                                   | General Manager          |
| 8 | 6/22/2016   | Participation in Job Fairs                             | Our stations were represented at the WBA sponsored job/career fair in Lacrosse, WI.  | 1                                   | General Manager          |