



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, 2015 to and including July 31, 2016 (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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I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring 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
Full Time Receptionist/Administrative Assistant	2-6, 8-9, 11-28, 30-50	3
Full Time Promotion Director/Air Personality WIAL	1-6, 9-10, 12-28, 30-50	42
Full Time Assistant Farm Director WAXX/WAYY	1-6, 9-10, 12-15, 18-19, 21-28, 30-50	3
Full Time News Director	1-6, 9-10, 12-15, 17-28, 30-50	10
Part Time News Director	1-6, 9-10, 12-15, 17-28, 30-50	42
Full Time 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 28955 Pacific Coast Hwy Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : www.allaccess.com Ria Denver Manual Posting	N	0
2	Broadcast Compliance Service 1700 Rockville Pike Rockville, Maryland 20852 Phone : (866) 227-4336 Url : http://bcs-ok.com/ Email : RobinCooper@BCS-ok.com Robin Cooper	N	0
3	ChippewaValleyHelpWanted.com 6465 Greenwood Plaza Blvd Suite 400 Centennial, Colorado 80111 Phone : 800-365-8630 Ext. 0247 Url : http://regionalthelpwanted.com/home Aspen Shearn Manual Posting	N	7
4	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
5	Conclave 4517 Minnetonka Blvd, #104 Minneapolis, Minnesota 55416 Phone : Phone (952) 927-4487 Url : http://www.theconclave.com/index.php Email : tomk@theconclave.com Tom Kay	N	0
6	Concordia University 12800 N. Lakeshore Dr. Mequon, Wisconsin 53097 Phone : 262-243-4401 Email : career.services@cuw.edu Fax : 1-262-243-4478 Krista Hasselquist	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Current Employee	N	1
8	Eastern Illinois University 1745 Buzzard Hall Charleston, Illinois 61920 Phone : 217-581-6954 Email : jdowens@eiu.edu Fax : 1-217-581-6650 Jeff Owens	Y	0
9	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : career.services@enmu.edu Fax : 1-575-562-2215 Danette McGuire	Y	0
10	Employee Referral	N	8
11	Facebook post	N	1
12	Goodwill Industries Of Southern Wisconsin, Inc. 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0
13	Hmong American Mutual Assistance Association 1718 Washington Avenue North Minneapolis, Minnesota 55411 Phone : 612-374-2694 Email : xmvang@hamaa.org Fax : 1-612-374-5205 Xee Vang	Y	0
14	Ho Chunk Nation P.O. Box 667 Black River Falls, Wisconsin 54615 Phone : 800-294-9343 Fax : 1-715-284-2632 Administration Department	Y	0

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

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

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

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

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

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

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
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 WECL Program Director WIAL Program Director 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 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 Promotion Director News Director 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