



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: WISM-FM, WECL-FM, WEAQ-AM (W240DC), WIAL-FM, WAXX-FM, and WAYY-AM (W286CK). 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, 2016 to and including July 31, 2017 (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	3-6, 9-10, 12-15, 17, 19-39, 41-49, 51-52	44
Full Time Sales Account Executive	3-6, 9-10, 12-15, 17, 19-39, 41-49, 51-52	4
Operations Manager	1, 3, 5-6, 8-9, 12-17, 19-27, 29-39, 41-49, 51-52	8
Program Director/Music Director	2-7, 9, 11-27, 29-52	16

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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	2
2	Beloit College/Field & Career Services 700 College Street Beloit, Wisconsin 53511 Phone : 608-363-2647 Email : facs@beloit.edu Luke Janiak-Fenton	N	0
3	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
4	ChippewaValleyHelpWanted.com 6465 Greenwood Plaza Blvd Suite 400 Centennial, Colorado 80111 Phone : 800-365-8630 Ext. 0247 Url : http://regionalphelpwanted.com/home Aspen Shearn Manual Posting	N	11
5	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
6	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

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7	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	N	0
8	Current Employee/Internal Promotion	N	1
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 Alisha ODonovan	Y	0
10	Eau Claire County Job Center` 221 W. Madison St. Suite 140-A Eau Claire, Wisconsin 54703 Phone : 715-836-3036 Email : lytled@workforceresource.org Fax : 1-715-836-3037 Dan Lytle Prong 2 Ended Date: 4/28/2017	N	1
11	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : https://www.myinterfase.com/edgewood/invalidsession.aspx Fax : 1-608-663-2278 Student Resource Center	N	0
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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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
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	Internal Job Posting 944 Harlem Street Altoona, Wisconsin 54720 Phone : 715-832-1530 Lynn Bieritz Manual Posting	N	1
17	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Employment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
18	LaCrosse County Job Service 402 N. Eighth Street LaCrosse, Wisconsin 54601 Phone : 888-258-9966 Email : wijoborders@dwd.wisconsin.gov Job Order Specialist	N	0

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19	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
20	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	1
21	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
22	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
23	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	N	1
24	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

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25	National Hispanic Media Coalition Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Fax : 1-626-792-6051 Career Services	Y	0
26	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
27	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
28	On Air Recruitment Ad	N	1
29	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
30	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
31	South Eastern MN Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0

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32	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tdugan@siue.edu Tammy Dugan	Y	0
33	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
34	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
35	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
36	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
37	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

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38	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
39	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
40	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Fax : 1-920-465-2163 Career Services	N	0
41	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	Y	0
42	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
43	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0

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44	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Neil Bauer Manual Posting	N	1
45	Western Kentucky University Wisconsin Email : employerrelations@wku.edu Robert Unseld	Y	0
46	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Email : lschroeder@rmgmwf.com Lonna Schroeder	N	0
47	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
48	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
49	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.com Family Radio Inc.	N	0
50	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : dcarter@alice.fm Long Nine Inc.	N	0

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51	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
52	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:			20

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/18/2016	Co Sponsoring Job Fair	Business Expo/Job Fair Alex Edwards, Morgan McCarthy, Luc Anthony, Cora Overboe, John Murphy, Dan Kasper, 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.	8	WIAL Program Director WAXX Program Director Office Manager News Director
2	1/25/2017	Participation in Job Fairs	Our station groups were represented by Lynn Bieritz at the Job/Career Fair. The event was part of the Wisconsin Broadcasters Association's Winter Conference at the Madison Concourse Hotel in Madison, WI. They had over 40 job seekers in attendance. All current open positions were available for distribution at the event.	1	General Manager
3	1/25/2017	Participation in events sponsored by community groups	Our General Manager, Lynn Bieritz, attended the WBA seminar Avoiding Discrimination in Employment Terminations. The seminar was held as part of the WBA's 2016 Winter Conference at the Concourse Hotel in Madison, WI.	1	General Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	2/17/2017	Participation in events or programs sponsored by educational institutions	Approximately 100 northwestern Wisconsin high school students competed in the Junior Achievement Business Challenge. The event was sponsored by the Chippewa Valley Technical College. Business professionals advised high school teams about making smart business decisions in a "real world" environment. MWF's John Murphy and Luc Anthony served as mentors during this event and gave guidance to the students as to future careers in the broadcasting industry and served as the advisors for the students developing their marketing strategies for the contest. During the tournament the teams made business decisions with help from their mentors, and the winning team received scholarship funds toward post-secondary education.	2	Promotion Director Web Master/Air Personality
5	2/21/2017	Participation in events or programs sponsored by educational institutions	The name of the project is the Discovery Leadership Tour and is a collective of 4-H students from a variety of schools in Barron County including: Colfax, Elk Mound, Menomonie, Barron, and Boyceville. Date of the Tour: 2-21-2017. Jason Hausler is the coordinator of the Tour and the 4-H Youth Development Agent The students took a tour of the radio station and each studio. They learned all of the various job opportunities available at our radio station. They had a question and answer session with John Murphy and Rick Roberts regarding the various educational requirements and experience needed for the various job opportunities. The goal of the Discovery Leadership Tour was to teach learning through hands-on experiences.	2	Promotion Director Operations Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	3/8/2017	Participation in Job Fairs	On Wednesday, March 8, 2017, Kris Cooper, John Murphy, George House, Sue Kelly, Taylor Voeltz 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.	4	WIAL Program Director Promotion Director Air Personality/Creative Air Personality/Creative
7	6/14/2017	Participation in Job Fairs	Our station groups were represented by Lynn Bieritz at the Job/Career Fair. The event was part of the Wisconsin Broadcasters Association's Summer Conference at the Blue Harbor Resort in Sheboygan, WI. They had job seekers in attendance. All current open positions were available for distribution at the event.	1	General Manager
8	6/14/2017	Participation in events sponsored by community groups	On 06/14/17 MWF's General Manager, Lynn Bieritz, represented the company at the EEO seminar "What's New With EEO at the FCC". The session was held as part of the WBA Summer Conference at the Blue Harbor Resort in Sheboygan, WI.	1	General Manager