



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, 2017 to and including July 31, 2018 (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.

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2017 - July 31, 2018**

**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
Operations Manager	1, 3, 5-6, 8-9, 13-17, 19, 21-29, 31-44, 46-51, 53-54	23
Air Personality/Promotion Director	1-7, 9-10, 13-17, 19-22, 24, 26-29, 31- 44, 47-54	17
Local Sales Manager	3-7, 9-10, 13-19, 21-29, 31-44, 47-54	18
Full Time Sales Account Executive	3-7, 10-13, 15-17, 19, 21-35, 37-42, 44- 54	4
Full Time Sales Account Executive	3-7, 10-13, 15-17, 19, 21-35, 37-42, 44- 54	45
Full Time Sales Account Executive	3-7, 10-13, 15-17, 19, 21-35, 37-42, 44- 54	12
Morning Show Air Talent	1-7, 10, 13, 15-17, 19, 21-35, 37-42, 44, 46-54	1
Administrative Assistant/Receptionist	3-7, 10, 13-17, 19, 21-35, 37-42, 44, 48 -55	4

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM  
EEO PUBLIC FILE REPORT**

**August 1, 2017 - July 31, 2018**

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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	10
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	16
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

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM  
EEO PUBLIC FILE REPORT**

**August 1, 2017 - July 31, 2018**

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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 : webmaster@enmu.edu Fax : 1-575-562-2215 Alisha ODonovan	Y	0
10	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : <a href="https://www.myinterfase.com/edgewood/invalidsession.aspx">https://www.myinterfase.com/edgewood/invalidsession.aspx</a> x Fax : 1-608-663-2278 Student Resource Center	N	0
11	Employee Referral	N	2
12	Former Employee	N	1
13	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
14	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

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2017 - July 31, 2018**

**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
15	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
16	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
17	Internal Job Posting 944 Harlem Street Altoona, Wisconsin 54720 Phone : 715-832-1530 Lynn Bieritz Manual Posting	N	4
18	Internal Transfer/Promotion	N	1
19	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
20	LaCrosse County Job Service 402 N. Eighth Street LaCrosse, Wisconsin 54601 Phone : 888-258-9966 Email : wjoborders@dwd.wisconsin.gov Job Order Specialist	N	0
21	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

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2017 - July 31, 2018**

**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
22	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
23	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	1
24	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
25	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	N	1
26	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
27	National Hispanic Media Coalition Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Fax : 1-626-792-6051 Career Services	Y	0

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM  
EEO PUBLIC FILE REPORT**

**August 1, 2017 - July 31, 2018**

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
28	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
29	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
30	Ohio/Illinois Centers for Broadcasting 9885 Rockside Road Ste. 160 Valley View, Ohio 44125 Phone : 216-503-5900 Email : dclark@beonair.com Fax : 1-513-271-6060 Don Clark	Y	0
31	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
32	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
33	South Eastern MN Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
34	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tdugan@siue.edu Tammy Dugan	Y	0



**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM****EEO PUBLIC FILE REPORT****August 1, 2017 - July 31, 2018****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
35	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : tcadmission@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0
36	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
37	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
38	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
39	University of Wisconsin-Eau Claire Dept. of Communication and Journalism 105 Garfield Ave. Eau Claire, Wisconsin 54701 Phone : 715-836-2528 Email : cj.dept@uwec.edu Fax : 1-715-836-3820 Dept of Communication and Journalism	Y	0
40	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2017 - July 31, 2018**

**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
41	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
42	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	Y	0
43	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
44	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0
45	Walk In	N	1
46	WAXX/WAYY/WISM/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Neil Bauer Manual Posting	N	0
47	Western Kentucky University Wisconsin Email : employerrelations@wku.edu Robert Unseld	Y	0
48	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Email : lschroeder@rmgmwf.com Lonna Schroeder	N	0

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM  
EEO PUBLIC FILE REPORT**

**August 1, 2017 - July 31, 2018**

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
49	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : <a href="http://www.wi-broadcasters.org/wba/index.php">http://www.wi-broadcasters.org/wba/index.php</a> Email : <a href="mailto:mendicott@wi-broadcasters.org">mendicott@wi-broadcasters.org</a> Mandy Endicott	Y	0
50	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : <a href="mailto:career@winona.edu">career@winona.edu</a> Fax : 1-507-457-5516 Career Services	Y	0
51	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : <a href="mailto:kristyn@mwfroadcasting.com">kristyn@mwfroadcasting.com</a> Family Radio Inc.	N	0
52	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : <a href="mailto:dcarter@alice.fm">dcarter@alice.fm</a> Long Nine Inc.	N	0
53	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : <a href="mailto:palmerw@workforceconnections.org">palmerw@workforceconnections.org</a> Fax : 1-608-785-9939 Wanda Palmer	Y	0
54	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : <a href="mailto:judyg@wirx.com">judyg@wirx.com</a> Career Services	N	0
55	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM****EEO PUBLIC FILE REPORT****August 1, 2017 - July 31, 2018****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>39</b>

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM****EEO PUBLIC FILE REPORT****August 1, 2017 - July 31, 2018****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	10/5/2017	Participation in events sponsored by community groups	On Thursday, October 5, 2017, Girl Scout Troop 3206 and Cub Scout Pack 127 came to the studio for a tour. WAXX 104.5 air personality and promotion coordinator, Cora Quinn, showed the scouts each studio and demonstrated how to use some of the broadcasting equipment. She also told them about the various career opportunities available in radio broadcasting. She had a question and answer session at the end of her tour. One girl said that she wanted to work at our radio station when she grows up.	1	Promotion Coordinator
2	10/17/2017	Participation in Job Fairs	Kris Cooper, John Murphy, George House, Demitre Ellis, Taylor Voeltz and Luc Anthony attended the Chippewa Valley Technical College Career Fair. They spoke with students about careers in radio broadcasting and handed out printed descriptions of our current job openings. They also collected resumes from those interested in a position.	4	Operations Manager Program Director Promotion Director Web Master
3	10/17/2017	Co Sponsoring Job Fair	Mid-West Family Broadcasting Eau Claire Co Sponsored the 2017 Business Expo and Job Fair. Alex Edwards, Luc Anthony, Cora Quinn, Morgan McCarthy, Sue Kelly, John Murphy, Kris Cooper, Dan Kasper, Phil Tripper 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 our current job openings. They also collected resumes from those interested in a position.	4	Program Director Program Director Operations Manager Promotion Director
4	1/31/2018	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 2018 Winter Conference at the Concourse Hotel in Madison, WI.	1	General Manager

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2017 - July 31, 2018**

**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>
5	1/31/2018	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 50 job seekers in attendance. All current open positions were available for distribution at the event.	1	General Manager
6	3/2/2018	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 Phil Tripper and Peter Neuser 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	Program Director Local Sales Manager
7	4/11/2018	Participation in events or programs sponsored by educational institutions	Youth Leadership Eau Claire Tours Mid-West Family Broadcasting. On Wednesday April 11, 2018 thirty-six Youth Leadership Eau Claire students from Memorial High School in Eau Claire toured Mid-West Family Broadcasting-Eau Claire to learn more about MWFB's 6 stations. The tours were conducted by SportsTalk 105.1 on air personalities: John Murphy and Luc Anthony. The tours covered questions about music, censorship, careers in broadcasting, commercial and talk content and the FCC. Students helped voice promos, and did a "shout" out for on air use during the tour.	2	Promotion Director Program Director

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM****EEO PUBLIC FILE REPORT****August 1, 2017 - July 31, 2018****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>
8	6/20/2018	Participation in events or programs sponsored by educational institutions	On 06/20/2018 MWF's General Manager, Lynn Bieritz, represented the company at the EEO seminar "Bring Your Bias-Recognizing Overcoming Unconscious Decision Making". The session was held as part of the WBA Summer Conference at the Hilton Milwaukee City Center in Milwaukee, WI.	1	General Manager
9	6/20/2018	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 Hilton Milwaukee Center in Milwaukee, WI. They had job seekers in attendance. All current open positions were available for distribution at the event.	1	General Manager