



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, 2018 to and including July 31, 2019 (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
Farm Digital & News Broadcaster	11	11
Full Time Sales Account Executive	2-3, 5-9, 13-19, 21-51	42
92.9 The X Program Director	11	11
Full Time Sales Account Executive	1-10, 12-51	12
Digital Sales Account Executive	2-9, 13-22, 24-51	4

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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	0
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	1
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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	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
9	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
10	Employee Referral	N	1
11	Exigent Circumstances	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	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

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15	Internal Job Posting 944 Harlem Street Altoona, Wisconsin 54720 Phone : 715-832-1530 Lynn Bieritz Manual Posting	N	0
16	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Employment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaal@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
17	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
18	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
19	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
20	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

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21	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	N	1
22	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
23	National Association of Broadcasters 1771 S Street NW Washington, District of Columbia 20036-2891 Phone : 202-429-3928 Career Services Manual Posting	N	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	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
28	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
29	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
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 : tcadmission@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0

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33	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
34	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
35	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
36	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
37	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
38	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Fax : 1-715-836-3923 Career Services	N	0

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39	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : hr-contact@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0
40	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	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/WISM/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Neil Bauer Manual Posting	N	2
43	Western Kentucky University Wisconsin Email : employerrelations@wku.edu Robert Unseld	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

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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 Prong 2 Ended Date: 4/3/2019	N	0
47	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.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
51	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			8

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/16/2018	Co Sponsoring Job Fair	Mid- West Family Broadcasting Eau Claire Co Sponsored the 2018 Business Expo and Job Fair. Alex Edwards, Luc Anthony, Cora Overboe, Morgan McCarthy, Demitre Ellis, John Murphy, Kris Cooper, Phil Tripper, and Taylor Voeltz 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.	9	Program Director Office Manager Program Director Program Director
2	4/3/2019	Participation in events sponsored by community groups	Students from Eau Claire Memorial High School joined Luc Anthony from Greatest Hits 98.1 to for a job shadowing experience. The Memorial students were one of two winning teams from the February Junior Achievement Business Challenge at Chippewa Valley Technical College in Eau Claire. Luc Anthony gave the students a tour of the radio station, told them about all of the various career options available in the radio industry and even let them record a PSA for Junior Achievement.	1	Program Director
3	4/10/2019	Participation in events sponsored by community groups	On Wednesday April 10, 2019, Mid-West Family Broadcasting Eau Claire hosted more than 40 students from Eau Claire North, Memorial and Regis high schools as part of the Eau Claire Chamber of Commerce's Youth Leadership Eau Claire Media Day. The tour was conducted by Luc Anthony and John Murphy of Greatest Hits 98.1, and Sue Kelly and Teri Ryan of I-94. Students learned about careers in broadcasting, responsibility in media and the work ethic and passion required for a very unique business.	4	Promotion Director Program Director On-Air Talent Promotion Director
4	6/12/2019	Participation in events sponsored by community groups	Mid-West Family Broadcasting Eau Claire General Manager, Lynn Bieritz, attended the WBA seminar Keeping Up With EEO at the FCC. The seminar was part of the WBA's 2019 Summer Conference at the Osthoff Resort in Elkhart Lake, WI.	1	General Manager

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5	6/12/2019	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 Osthoff Resort in Elkhart Lake, WI.	1	General Manager