
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WRIG, Inc. affiliate of Midwest Communications, Inc.

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-FM (formerly WOFM-FM)

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of Midwest Communications Inc.’s Central Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WRIG-AM licensed to Schofield, Wisconsin, WDEZ-FM, WSAU-AM and WIFC-FM licensed to Wausau, Wisconsin, WOZZ-FM (formerly WOFM-FM) licensed to Mosinee, Wisconsin and WSAU-FM (formerly WIZD-FM) licensed to Rudolph, Wisconsin. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to August 1, 2011.

The information contained in this Report covers the time period beginning August 1, 2010 up to and including July 31, 2011 (“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 Station(s) comprising the SEU 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 EEO rule), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire 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 and 2 that follow have been designed, in the aggregate, to provide the required information.

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

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1

Annual EEO Public File Report

WRIG, Inc. affiliate of Midwest Communications, Inc. – Central Wisconsin

Covering the Period from August 1, 2010 to July 31, 2011

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-FM (formerly WOFM-FM)

Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Marketing Consultant WOZZ-FM Radio	12/8/2010	11	Midwest Careers	7, 8, 9, 13, 14, 15, 21, 22, 25-160, 161
Marketing Consultant WIFC/WOZZ-FM Radio	2/23/2011	6	Inside Referral	1, 8, 9, 13, 14, 15, 21, 22, 25-160, 161, 162
Marketing Consultant WSAU /WRIG Radio	10/4/2010	10	Inside Referral	1, 8, 13, 14, 15, 21, 22, 25-160, 161
Marketing Consultant WIFC-FM Radio	9/7/2010 9/13/2010 10/4/2010	30 “ “	Wisconsin JobNet Career Builder Wisconsin JobNet	1, 8, 9, 13, 14, 15, 21, 22, 25-160, 161, 162,
Total Number of Positions Filled:		6		
Total Number of Persons Interviewed:		57		

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u># Interviews from Source</u>
1. WDEZ/WIFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	8
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. Radio & Records		10100 Santa Monica Blvd., Los Angeles, CA 90067	webads@radioandrecords.com	
4. The Tattler		4517 Minnetonka Blvd., Minneapolis, MN 55416	info@main-st.net	
5. Nation Job, Inc.	Customer Service	601 SW 9 TH Street, Stes. H&J, DesMoines, IA 50309	nationjob.com	
6. Radio Online LLP	Customer Service	3500 Tripp Avenue, Amarillo, TX 79121-1637	radio-online.com	
7. CareerBuilder	Dominique Betancort	200 N.LaSalle St. Ste. 1100 Chicago, IL 60601	www.careerbuilder.com	9
8. Monster.com	Tami Utterback	500 E. 96 th Street/Ste. 200, Indianapolis, IN 46240	Monster.com	2
9. Indeed Job Site		470 West Ave. Suite 2002 Stamford CT 06902	Indeed.com	3
<u>Newspapers:</u>				
11. Wausau Daily Herald	Classified	800 Scott Street, Wausau, WI 54403	715-842-2100	
12. Stevens Point Journal	Classified	1200 Third Ct., Stevens Point, WI 54481	stevenspointjournal.com	
<u>Postings:</u>				
13. WIXX/WNCY/WZDR/WYDR/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue Street, Green Bay, WI 54311	linda.noonan@mwcradio.com	
14. WRQE (Appleton, WI)	Admin. Asst.	1500 N. Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
15. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Street, Sheboygan, WI 53081	melissa.basler@mwcradio.com	
16. WNWN-AM/WKZO AM/ FM/WQLR/WVFM	Office Mgr.	6021 S. Westnedge Ave., Kalamazoo, MI 49002	amy.burrow@mwcradio.com	
17. WNWN-FM	Admin. Asst.	25 W. Michigan Ave., Battle Creek, MI 49017	jim.siler@mwcradio.com	
18. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	pat.thomas@mwcradio.com	
19. WHTC/WYVN	Admin. Asst.	87 Central Avenue, Holland, MI	patty.vandenburg@mwcradio.com	
20. KDAL AM-FM/KTCO/ KDZW/WDSM/WGEE	Office Mgr.	715 E Central Entrance, Duluth, MN 55811	karen.strom@mwcradio.com	
21. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com	1
22. WSAU-FM (Plover, WI)	Admin. Asst.	2460 Plover Road, Plover, WI 54226	felicia.mielke@mwcradio.com	
23. WMGI/WWSY/WIBQ WPRS	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	pam.schalburg@mwcradio.com	
24. WUSZ/WMFG AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	12681 Hwy. 133, Paris, IL 61944	pam.schalburg@mwcradio.com	
		807 West 37 th Street, Hibbing, MN 55746	linda.salo@mwcradio.com	

EEO List: Recruitment Sources 25 through 160 receive information on ALL Open Positions

FAX

	<u>Fax #:</u>	
25. Milwaukee Urban League	435 W. North Avenue, Milwaukee, WI 53212	414-562-8620
26. Equal Opp. Comm. (Milwaukee)	Reuss Federal Plaza, 310 W. WI Ave./Ste. 800, Milwaukee, WI 53203	414-297-4133
27. Eau Claire Area Hmong Association	423 Wisconsin Street, Eau Claire, WI 54703	715-832-0612

MAIL

	<u>Contact:</u>	<u>Mailing Address:</u>
28. American Indian Issues Advisor		PO Box 7863, Madison, WI 53707
29. Black Women's League		5026 Odana Rd, Madison, WI 53711
30. Marathon County Jail	Jail Administrator	500 Forest Street, Wausau, WI 54403
31. United Asian Community Center		401 9th Street, Green Bay, WI 54304
32. WI Organization of Asian Americans		2830 Stevens St, Madison, WI 53705

MIDWEST COMMUNICATIONS, INC.

and Affiliates

<u>WEBSITE</u>	<u>Website Address</u>	<u># Interviews</u> <u>From Source:</u>
33. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi	
34. Brown College	https://my.browncollege.edu/mycampus/index.aspx?err=3	
35. Edgewood College	http://www.edgewood.edu/src/career	
36. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
37. Midwest Careers	www.midwestcareers.com	5
38. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
39. Production Hub	http://www.productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx	
40. Radio Online	www.radioonline.com	
41. Tech Connect	http://www.wisconsintechconnect.com/EmployerLogin.asp	
42. UW EC Alumni	http://www.uwec.edu/career/alumnicareerlink/	
43. UW Marquette	https://www.myinterfase.com/marquette/employer/	
44. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?cck=1&au=&ck=	
45. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	14
46. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx	
47. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/	
48. MN Broadcasters Association	http://www.minnesotabroadcasters.com/	
49. MN Job Bank	http://employer.mnworks.org/emli.cfm	

WWW.TECHCONNECT.COM

<u>Technical College:</u>	<u>Address:</u>	<u>Website Address:</u>	
51. Blackhawk Technical College	6004 Prairie Rd, Janesville, WI 53547	www.techconnect.com	
52. Chippewa Valley Technical College	620 W Clairemont Ave, Eau Claire, WI 54701	www.techconnect.com	
53. Fox Valley Technical College	1825 N Bluemound Dr, Appleton, WI 54914	www.techconnect.com	
54. Gateway Technical College	3520 30 th Ave, Kenosha, WI 53144	www.techconnect.com	
55. Lakeshore Technical College	1290 North Ave, Cleveland, WI 53015	www.techconnect.com	
56. Madison Area Technical College	3550 Anderson St, Madison, WI 53704	www.techconnect.com	
57. Madison Area Technical College--Milwaukee	700 W State St #203, Milwaukee, WI 53233	www.techconnect.com	
58. Midstate Technical College	500 32 nd St N, WI Rapids, WI 54494	www.techconnect.com	
59. Moraine Park Technical College	235 N National Ave, Fon du Lac, WI 54936	www.techconnect.com	
60. Nicolet Area Technical College	Lake Julia Campus Hwy G, Rhinelander, WI 54501	www.techconnect.com	
61. North East WI Technical College	2740 W Mason St, Green Bay, WI 54307	www.techconnect.com	
62. Northcentral Technical College	1000 W Campus Dr, Wausau, WI 54401	www.techconnect.com	
63. SW WI Technical College	1800 Bronson Blvd, Fenimore, WI 53809	www.techconnect.com	4(Job Fair)
64. Waukesha County Technical College	892 Main St #C, Pewaukee, WI 53072	www.techconnect.com	
65. Western WI Technical College	304 6 th St N, LaCrosse, WI 54602	www.techconnect.com	
66. WI Indianhead Technical College	505 Pine Ridge Dr, Shell Lake, WI 54871	www.techconnect.com	

EMAIL

	<u>E-Mail Address:</u>
67. ACLU of Wisconsin	liberty@aclu-wi.org
68. Affirmative Action & Compliance (WI)	lapinero@vc.wisc.edu
69. Aurora University, Aurora, IL 60506	career@aurora.edu
70. Blackwell Job Corps, Laona, WI 54541	Blackwell.jobcorps.gov
71. Broadcast Employment Services Inc., Oceanside, CA 92052	info@tvjobs.com
72. Brown College, Minneapolis, MN	kbaumeister@browncollege.edu
73. Bryant & Stratton College, Milwaukee, WI 53203	kaweiss@bryantstratton.edu
74. Business & Professional Women, Middleton, WI 53562	bpwmadison@yahoo.com
75. Centro Hispano – Madison, WI	chmarta2000@yahoo.com
76. Chicago Urban League, Chicago, IL 60653	info@cul-chicago.org
77. Clarke College, Dubuque, IA 52001	martha.intveld@clarke.edu
78. Columbia College, Chicago, IL 60605	columbiaworks@colum.edu
79. Columbia School of Broadcasting, Fairfax, VA 22030	djtrain@columbiaschoolbroadcas.com
80. Cornell College, Mount Vernon, IA 52314	jswanson@cornellcollege.edu
81. Dane County Jobs Program, Madison, WI 53704	heidt@co.dane.wi.us
82. DeVry University Career Services, Milwaukee, WI 53202	lpost@devry.edu
83. Duluth Business Univ., Duluth, MN 55807	wendyb@dbumn.edu
84. Eastern Illinois University, Charleston, IL 61920	csllm@eiu.edu
85. Employment & Training Association, Madison, WI 53704	jdanford@eata.org
86. Fon du Lac Tribal Comm. College, Cloquet, MN 55720	donnai@fdltcc.edu
87. Goods Entertainment, Weston, CT	adam@goodsentertainment.com
88. Hibbing Community College, Hibbing, MN 55746	bretthardt@hcc.mnscu.edu
89. Hmong American Mutual Assoc., Minneapolis, MN 55411	mail@hamaaweb.org

MIDWEST COMMUNICATIONS, INC.

and Affiliates

of Interviews
From Source

WI JOBS FOR WI GRADS

School:

- 150. UW EauClaire
- 151. UW Green Bay
- 152. UW LaCrosse
- 153. UW Madison
- 154. UW Milwaukee
- 155. UW Oshkosh
- 156. UW Parkside
- 157. UW Platteville
- 158. UW River Falls
- 159. UW Stevens Point
- 160. UW Whitewater

Website Address:

- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>
- <http://www.myconsortium.com/wisconsin/employer/home.aspx>

- 161. Referral/Current Employee
- 162. Referral/Outside of Company
- 163. Call-In
- 164. Walk-In
- 165. Word of Mouth
- 166. Unknown (didn't ask)

6
2
1

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 2

Annual EEO Public File Report

WRIG, Inc. affiliate of Midwest Communications, Inc. – Central Wisconsin

Covering the Period from August 1, 2010 through July 31, 2011
Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM (formerly WIZD-FM)/WIFC-FM/WOZZ-FM (formerly WOFM-FM)

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
by Station Employment Unit during the Report Time Period:

1. Outreach: Website Posting
www.midwestcareers.com www.wrig.com
www.wdez.com www.wsau.com www.wifc.com
www.theoldiesstations.com

Date: January 1, 2003 to present

Participating Employees: Brett Lucht – Market Manager

Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Activity: WRIG, Inc. affiliate of Midwest Communications, Inc. has a general announcement posted on its websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 2. Outreach: Job/Career Fair

Date: January 26, 2011

Participating Employees: Billie Mielke, Human Resources Asst., Midwest Communications, Inc.
Brett Lucht, Market Manager, Central WI Radio Properties

Event Sponsor: Wisconsin Broadcasters Association at Monona Terrace Convention Center, Madison, WI
-

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Description of Activity: Ms. Mielke and Mr. Lucht attended this Job Fair representing our WI Radio Properties from 9am-11am. Approximately 75-100 attendees were present and we spoke to approximately 45 attendees and collected 35 resumes. Resumes were passed along to the appropriate managers. Ms. Mielke and Mr. Lucht recruited for open Marketing Consultant positions in Green Bay, Appleton, Sheboygan and Duluth. All attendees were directed to our career website, www.midwestcareers.com.

Upon completion of the job fair, Ms. Mielke and Mr. Lucht attended the WBA/EEO Session entitled "Voiding Discrimination in Employment Terminations". The speaker was Wade Harrison of the Godfrey Kahn law firm.

Outreach: Job/Career Fair

Date: June 22, 2011

Participating Employees: Billie Mielke, Human Resources Assistant, Midwest Communications, Inc.

Event Sponsor: Wisconsin Broadcasters Assoc. at Grand Geneva Resort in Lake Geneva, WI.

Description of Activity: Ms. Mielke represented all Wisconsin licensed radio stations at this 2 hour Job Fair held from 2-4PM. Approximately 50-65 attendees were present. Ms. Mielke spoke to about 30 attendees and collected 10 resumes. Resumes were passed along to the appropriate managers. Ms. Mielke recruited for open Marketing consultant positions in Wausau, Sheboygan and Duluth as well as for an open Brand Manager position and Digital Media Developer position. All attendees were encouraged to monitor the Midwest Communications, Inc. career site, www.midwestcareers.com.

Upon completion of the Fair, Ms. Mielke attended an EEO session also sponsored by the WBA titled "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations – Part 4" again presented by the Godfrey Kahn law firm.

Outreach: Career & Networking Fair

Date: February 17, 2011

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Participating Employees: Brett Lucht, Market Manager
Dawn Prudhomme, General Sales Manager, WIFC-FM

Event Sponsor: Rasmussen College

Description of Event: This Job Fair was held at the Wausau, WI Campus from 10:00am to 2:00pm. Ms. Prudhomme and Mr. Lucht spoke to both college students and outside attendees seeking employment regarding opportunities available in radio and with Midwest Communications, Inc. They received applications/resumes for sales, web and part-time board op positions. Those applications/resumes were passed on to the appropriate individuals.

3. Outreach: Speaking/Teaching Engagement

Date: November 17, 2010

Participating Employees: Brett Lucht, Market Manager

Event Sponsor: Wausau West High School

Description of Activity: Mr. Lucht was a guest speaker for a Marketing I class from 10:00am-10:45am. Approximately 70 students were in attendance. Mr. Lucht covered radio advertising, demographics, segmentation, psychographics and discussed target marketing. Mr. Lucht provided seven (7) different hand-outs to each student. Students were able to ask questions upon conclusion of the program.

4. Outreach: Job Shadow

Dates: October 5, 6, 2010

Participating Employees: Brett Lucht, Market Manager
John Flesch, Production Director
Dawn Prudhomme, General Sales Manager, WIFC
Jeff Heinz, General Sales Manager, WDEZ
Emily Wolfram, Director of Digital Development

Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Activity: A student from North Central Technical requested an opportunity to job shadow as a requirement for her marketing class. During the two day job shadow, she was given a full tour of the Broadcast Center and then spent time with each of the above individuals learning about their area of

MIDWEST COMMUNICATIONS, INC.

and Affiliates

expertise. This experience wrapped up with Mr. Lucht interviewing her on her experience which was very positive and going over her questionnaire for her marketing class. As a result of this opportunity, this student applied for a sales/marketing position with our Wausau stations.

Outreach: Job Shadow

Date: March 29, 2011

Participating Employee: Paul Belky, PM Drive Announcer/Music Director, WIFC-FM

Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Activity: An area high school student needed to complete a job shadow as a class project. Belky showed him the basics of on-air radio, how to use the equipment including the sound board. He then discussed his duties as Music Director and how music is scheduled.

5. Outreach: Tour/Job Shadow

Date: April 15, 2011

Participating Employees: Brett Lucht, Market Manager
John Flesch, Production Director
Terry Stevens, Production/Announcer

Event Sponsor: JA & WRIG , Inc. affiliate of Midwest Communications, Inc.

Description of Activity: Job Shadow and tour of facility with six high school students; participants in Junior Achievement. Three students were from DC Everest and three students were from Wausau East High School. All departments of the radio station were toured and discussed. Students had an opportunity to meet many of our employees. Mr. Lucht explained marketing to them. They were able to sit in on the WIFC-FM and WDEZ-FM morning shows for 30 minutes each to both observe and participate. They then met with our production staff and learned about copywriting and the production process. Each student produced a commercial from copy to final product. Each student received a copy of the commercial they produced to take with them.

Outreach: Tours

Date: See Below

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Participating Employees: Paul Belky, PM Drive Announcer/Music Director, WIFC-FM Radio
Terry Stevens, Production/Announcer
Neil Raddenbach, Network Administrator
Greg Adams, PM Drive Announcer, WDEZ-FM Radio
Matt Lehman, News Director
Tony Waitekus, Brand Manager/Announcer, WIFC-FM Radio
Pat Snyder, Talk Show Host/Announcer
Mary Schiefelbein, Traffic Coordinator

Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Activity: August 25, 2010 – Students from Marathon
November 4, 2010 – Cub Scout Pack 436
February 9, 2011 – Cub Scout & Chaperones
March 18, 2011 – 4th Graders Peace Lutheran School/Antigo, WI
June 29, 2011 – Student interested in getting into radio
July 7, 2011 – Girl Scout Troop/Cut Scout Troop

All station tours include a tour of the Broadcast Center and an opportunity to learn about the various jobs in radio. Of great interest, of course, are the studios and meeting and talking to various on-air staff. We have a prepared piece on Jobs Available in Radio that is given to each tour group. We also have a piece that is prepared for the younger groups that gives them some pointers on what they should do if they want to get into radio when they're older - age appropriate. All of our staff enjoys these tours and makes sure each group leaves feeling good about their visit!