
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 (formerly WIZD-FM)/WIFC-FM/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, WOFM-FM licensed to Mosinee, Wisconsin and WIZD 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, 2010.

The information contained in this Report covers the time period beginning August 1, 2009 up to and including July 31, 2010 (“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, 2009 to July 31, 2010

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM (formerly WIZD-FM)/WIFC-FM/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 WSAU-FM Radio	9/9/09 9/14/10 10/5/09 11/9/09	25 “ “ “	Radio/WIZD Career Builder.com Radio/WSAU-AM Word of Mouth	1, 10, 13-24, 25-160, 161, 162
Marketing Consultant WDEZ-FM Radio	1/4/10	44	Inside Referral	1, 7, 8, 9, 10, 13-24, 25-160, 161, 162, 165, 166, 167,169
Marketing Consultant WIFC-FM Radio	10/5/09 11/2/10 11/2/10	8 “ “	Career Builder.com Indeed.com	1, 7, 9, 10, 13-24, 25-160, 162, 169
Marketing Consultant WDEZ-FM Radio	2/15/10 4/12/10 6/7/10 6/7/10	23 “ “ “	Radio/WDEZ Inside Referral Inside Referral Outside Referral	1, 7, 10, 13-24, 25-160, 161, 162, 165, 166, 169
Announcer WDEZ-FM Radio	4/30/10	8	All Access.com	2, 3, 4, 6, 13-14, 25-160, 161
Marketing Consultant WIFC-FM Radio	6/5/10	23	Yahoo Hot Jobs	1, 7, 9, 10, 13-24, 25-160 162, 168, 169
Total Number of Positions Filled:		13		
Total Number of Persons Interviewed:		131		

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/WOFM/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	23
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	5
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	10
8. Monster.com	Tami Utterback	500 E. 96 th Street/Ste. 200, Indianapolis, IN 46240	Monster.com	1
9. Indeed Job Site		470 West Ave. Suite 2002 Stamford CT 06902	Indeed.com	3
10. Yahoo Hot Jobs	Ben Quinn	475 Sansome Street, San Francisco, CA 94111	hotjobs.yahoo.com	4
<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/WRQE/WROE/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue Street, Green Bay, WI 54311	linda.noonan@mwcradio.com	
14. WOZZ (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	karin.pratsch@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/ KHQG/WDSM/WGEE	Office Mgr.	715 E Central Entrance, Duluth, MN 55811	karen.strom@mwcradio.com	
21. WIFC/WDEZ/WSAU/ WOFM/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. Office Mgr.	824 3 rd Street, Terre Haute, IN 47807 12681 Hwy. 133, Paris, IL 61944	pam.schalburg@mwcradio.com pam.schalburg@mwcradio.com	
24. WUSZ/WMFG AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	807 West 37 th Street, Hibbing, MN 55746	linda.salo@mwcradio.com	

EEO List: Recruitment Sources 25 through 164 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

WEBSITE

	<u>Website Address</u>	<u># Interviews 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	6
38. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
39. Monster.com	http://hiring.monster.com/indexProspect.aspx?	
40. Production Hub	http://www.productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx	1
41. Radio Online	www.radioonline.com	
42. Tech Connect	http://www.wisconsintechconnect.com/EmployerLogin.asp	1
43. UW EC Alumni	http://www.uwec.edu/career/alumnicareerlink/	
44. UW Marquette	https://www.myinterfase.com/marquette/employer/	
45. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?cck=1&au=&cck=	
46. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	38
47. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx	
48. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/	
49. MN Broadcasters Association	http://www.minnesotabroadcasters.com/	
50. 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
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@columbiaschoolbroadcast.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	jdanfort@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>
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<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. Jobing.com

164. Call-In
165. Walk-In
166. Word of Mouth
167. Unknown (didn't ask)
168. Marathon County Job Fair
169. North Central Technical College Job Fair

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MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 2

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Covering the Period from August 1, 2009 through July 31, 2010
Stations Comprising Station Employment Unit:

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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 27, 2010

Participating Employees: Billie Mielke, Human Resources Asst., Midwest Communications, Inc.
Chris Conley, Operations Manager
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MIDWEST COMMUNICATIONS, INC.

and Affiliates

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

Description of Activity: Ms. Mielke and Mr. Conley represented our Wisconsin radio stations at this two hour (9:00am-11:00am) Job/Career Fair. Approximately 75-100 job seekers attended. Ms. Mielke and Mr. Conley had the opportunity to speak with approximately 35 attendees. Nineteen resumes were collected and passed along to the appropriate hiring managers. The positions being recruited at the Fair were for marketing consultants in Wausau, Sheboygan and Green Bay. Attendees were encouraged to visit our employment website, www.midwestcareers.com for the latest job opportunities within Midwest Communications, Inc.

Upon completion of the job fair, Ms. Mielke and Mr. Conley attended an EEO session entitled “Legal Issues in Hiring: effective Strategies to Promote EEO and Prevent Unlawful Discrimination” presented by Wade Harrison of the Godfrey Kahn law firm.

Outreach: Job/Career Fair

Date: June 23, 2010

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

Event Sponsor: Wisconsin Broadcasters Assoc. at Chula Vista Resort, Wisconsin Dells, WI

Description of Activity: Ms. Mielke represented all Wisconsin licensed radio stations at this 2 hour Fair held from 2-4PM. There were approximately 35-40 potential job seekers in attendance. Ms. Mielke spoke with approximately 25 attendees about radio positions in general and in some cases specific openings that were currently available. Ms. Mielke accepted 15 resumes which were distributed to the appropriate hiring managers. Positions being recruited included Marketing Consultants, Announcers, future programming management positions and part-time board operators. Job seekers were also directed to our employment website, www.midwestcareers.com for the latest available positions within our Company.

Upon completion of the Fair, Ms. Mielke attended an EEO session also sponsored by the WBA, “Hiring Smart for Broadcasters: Discrimination Law for Broadcasters; Legal Issues & Effective Strategies to Prevent Unlawful Discrimination” Compliance with the FCC’s EEO

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Nondiscrimination and Outreach Regulations” presented by Daniel Finerty of the Godfrey Kahn law firm.

Outreach: Job Fair

Date: September 16, 2009

Participating Employees: Brett Lucht, Market Manager
Dawn Prudhomme, General Sales Manager, WIFC-FM
Billie Mielke, Human Resources Assistant

Event Sponsor: Marathon County Job Center and North Central Technical College

Description of Event: This Job Fair was held at Stoney Creek Inn in Rothschild, WI from 11am to 4pm. Our staff representing all of our Central WI radio stations talked to job seekers about jobs in radio and current positions available. Approximately 60 job applications were handed out and approximately 100 resumes were received. We talked to approximately 150 people of the hundreds that were in attendance.

Outreach: Job Fair

Date: April 15, 2010

Participating Employees: Billie Mielke, Human Resources Assistant
Brett Lucht, Market Manager

Event Sponsor: Marathon County Job Center

Description of Activity: About 45 businesses participated in this job fair held at North Central Technical College. We were recruiting for the following positions: Part-time board ops and/or announcers; marketing consultants for WDEZ, WIFC, WOFM and announcers for WOFM and WDEZ. We collected 41 resumes. These were distributed to the appropriate managers. Ms. Mielke and Mr. Lucht were able to speak to approximately 100 attendees and referred them to Midwest Careers.com for potential future openings. Approximately 200-300 job seekers were in attendance.

Outreach: Career Fair

Date: July 17, 2010

Participating Employees: Tony Waitekus, Brand Manager, WIFC-FM Radio

MIDWEST COMMUNICATIONS, INC.

and Affiliates

- Event Sponsor: Midwest Conclave Convention
- Description of Activity: Mr. Waitekus talked to job seekers about potential employment at Midwest Communications, Inc.'s various properties. Mr. Waitekus accepted resumes and audition CD's for future review. This was a one hour session as part of the yearly Midwest Conclave in Minneapolis, MN.
3. Outreach: Speaking/Teaching Engagement
- Date: November 17, 2009
- Participating Employees: Brett Lucht, Market Manager
- Event Sponsor: North Central Technical College
- Description of Activity: Mr. Lucht spoke to a class of 8 students from North Central Technical College. They toured the broadcast facility receiving a description of each department, what they do and why they do it including the broadcast studios. At the end of the tour, Mr. Lucht gave them a tutorial on radio broadcasting and marketing principles. He gave out handouts on radio terminology, definitions and competing media strengths and weaknesses. Students were also provided with sample scripts to work off of and write their own copy.
4. Outreach: Internships – Programming & Sales
- Date: June, July, August 2010
- Participating Employees: Joe Cassady, Brand Manager, WDEZ-FM Radio
Dawn Prudhomme, General Sales Manager, WIFC-FM Radio
- Event Sponsor: WRIG, Inc.
- Description of Event: Two interns were able to work alongside Mr. Cassady and Ms. Prudhomme learning about programming (board op, loading music, learning what makes a successful event/promotion, how remotes work, etc.) and sales (putting together sales pieces, how to get an appointment, how to write a proposal and the sales side of events/promotions and remote broadcasts). They were also able to shadow marketing consultants on sales calls.
5. Outreach: Tours
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MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date(s): August 18, 2009

Participating Employees: Tony Waitekus, Brand Manager, WIFC-FM Radio
Description of Activity: Mr. Waitekus gave a tour of the broadcast center and studios to a listener and her grandson who was very interested in radio and how it works. He answered any questions asked.

Outreach: Tour

Date: November 3, 2009

Participating Employees: Lee Peek, Morning Show Announcer, WDEZ
Chris Carson, PM Drive Announcer, WDEZ
Matt Lehman, News Director
Brad Ludwig, Director of Interactive

Description of Activity: A group of Cub Scouts from Mountain Grove Elementary School toured the broadcast center including the news department and web department. They were able to meet the personalities on the air and learn how production worked. The tour lasted about an hour.

Outreach: Tour

Date: March 26, 2010

Participating Employees: Terry Stevens, Production Assistant/Announcer
Nick Verduin, Web Producer
Nikki Montgomery, Morning Show Announcer

Description of Activity: 4th Graders of Peace Lutheran School in Antigo toured the broadcast centre. They learned about audio production and how a commercial is made. They saw the working of an on-air studio. Ms. Montgomery showed them how phone calls are made on air. Mr. Verduin showed how a website is coded. They also toured the sales and traffic departments and learned how their roles play a part in the operation of a radio station.

Outreach: Tour

Date: July 20, 2010

Participating Employees: Mike Brewer, Announcer – WIFC-FM Radio

Description of Activity: Mr. Brewer led a tour of children from the YMCA daycare program. They were able to see how a studio worked, they were able to listen on the

MIDWEST COMMUNICATIONS, INC.

and Affiliates

headphones and take a phone call. He shared the different sound effects for production. They enjoyed being able to tour all of the studios.
