
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WRIG, Inc. affiliate of Midwest Communications, Inc.

WRIG-AM/WDEZ-FM/WSAU-AM/WIFC-FM/WOFM-FM/WIZD-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, 2009.

The information contained in this Report covers the time period beginning August 1, 2008 up to and including July 31, 2009 (“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.

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APPENDIX 1

Annual EEO Public File Report

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

Covering the Period from August 1, 2008 to July 31, 2009

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WIFC-FM/WOFM-FM/WIZD-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>
Program Director WOFM/WIZD-The Valley	8/4/08	8	Inside Referral	2, 4, 6, 13-25, 26-164, 165
Marketing Consultant WSAU-AM Radio	9/10/08	7	Inside Referral	1, 8, 21, 26-164, 165
Marketing Consultant WIFC-FM Radio	9/10/08	8	Inside Referral	1, 7, 9, 21, 26-164, 165
Marketing Consultant WDEZ-FM Radio	8/4/08 9/15/08 9/15/08	12 “ “	Career Builder Wisconsin JobNet Career Builder	1, 7, 21, 26-164, 165
General Sales Manager WDEZ-FM Radio	11/3/08	7	In-House Posting	1, 8, 13-25, 26-164, 166
Program Director WDEZ-FM Radio	11/10/08	6	All Access	2, 4, 6, 13-25, 26-164, 166
Marketing Consultant WSAU-AM Radio	12/8/08	20	Wisconsin JobNet	1, 7, 8, 21, 24-164
Marketing Consultant	2/23/09	7	Career Builder	1, 7, 8, 21, 24-164, 168
Marketing Consultant WDEZ-FM Radio	5/11/09	24	Monster.com	1, 7, 8, 11, 21, 24-164, 168
Marketing Consultant WIFC-FM Radio	7/6/09	6	Radio – WIFC-FM	1, 9, 21, 24-164, 166

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General Sales Manager/Plover WIZD/WSAU/	7/31/09	8	Inside Referral	1, 8, 9, 21-22, 24-164, 165, 166
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Total Number of Positions Filled: 13

Total Number of Persons Interviewed: 113

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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 WOFM/WIZD/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	9

Internet Sites:

2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	7
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	2
7. CareerBuilder	Dominique Betancort	200 N.LaSalle St. Ste. 1100 Chicago, IL 60601	www.careerbuilder.com	17
8. Monster.com	Tami Utterback	500 E. 96 th Street/Ste. 200, Indianapolis, IN 46240	Monster.com	14
9. Indeed Job Site		470 West Ave. Suite 2002 Stamford CT 06902	Indeed.com	4
10. Yahoo Hot Jobs	Ben Quinn	475 Sansome Street, San Francisco, CA 94111	hotjobs.yahoo.com	

Newspapers:

11. Wausau Daily Herald	Classified	800 Scott Street, Wausau, WI 54403	715-842-2100	1
12. Stevens Point Journal	Classified	1200 Third Ct., Stevens Point, WI 54481	stevenspointjournal.com	

Postings:

13. WIXX/WNCY/WZBY/WROE/ WOZZ/WTAQ/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	Office Mgr.	2100 Washington Street, Sheboygan, WI 53081	karin.pratsch@mwcradio.com	
16. WYZO/WNWN-AM/ WKZO/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	siler@wnwn.com	
18. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	pat.thomas@mwcradio.com	
19. WHTC/WYVN	Office Mgr.	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/WIZD/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com	1
22. WIZD-FM (Plover, WI)	Admin. Asst.	2460 Plover Road, Plover, WI 54226	felicia.mielke@mwcradio.com	
23. WMGI/WWSY/WINH WPRS	Admin. Asst.	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	lindas@mwcradio.com	

EEO List: Recruitment Sources 25 through 164 receive information on ALL Open Positions

FAX

	<u>Fax #:</u>	
25. WI Broadcasters Association	44 E. Mifflin Street, Suite 900, Madison, WI 53703	608-256-3986
26. Neighbors Place	745 Scott Street, Wausau, WI 54403	715-845-6420
27. NAACP (Milwaukee Chapter)	111 E. WI Avenue, Ste. 150, Milwaukee, WI 53202	414-871-1091
28. Milwaukee Urban League	435 W. North Avenue, Milwaukee, WI 53212	414-562-8620
29. Equal Opp. Comm. (Milwaukee)	Reuss Federal Plaza, 310 W. WI Ave./Ste. 800, Milwaukee, WI 53203	414-297-4133
30. Eau Claire Area Hmong Association	423 Wisconsin Street, Eau Claire, WI 54703	715-832-0612

MAIL

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

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<u>WEBSITE</u>	<u>Website Address</u>	<u># Interviews From Source:</u>
36. Alverno College	https://www.myinterfase.com/alverno/employer/home.aspx	
37. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi	2
38. Brown College	https://my.browncollege.edu/mycampus/index.aspx?err=3	
39. Edgewood College	http://www.edgewood.edu/src/career	
40. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
41. Midwest Careers	www.midwestcareers.com	3
42. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
43. Monster.com	http://hiring.monster.com/indexProspect.aspx?	
44. Production Hub	http://www.productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx	
45. Radio Online	www.radioonline.com	
46. Tech Connect	http://www.wisconsintechconnect.com/EmployerLogin.asp	
47. UW EC Alumni	http://www.uwec.edu/career/alumnicareerlink/	
48. UW Marquette	https://www.myinterfase.com/marquette/employer/	
49. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?cck=1&au=&cck=	
50. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	29
51. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx	
52. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/	
53. MN Broadcasters Association	http://www.minnesotabroadcasters.com/	1
54. MN Job Bank	http://employer.mnworks.org/emli.cfm	

WWW.TECHCONNECT.COM

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

EMAIL

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

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of Interviews
From Source

WI JOBS FOR WI GRADS

School:

154. UW Eau Claire
155. UW Green Bay
156. UW LaCrosse
157. UW Madison
158. UW Milwaukee
159. UW Oshkosh
160. UW Parkside
161. UW Platteville
162. UW River Falls
163. UW Stevens Point
164. 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>

165. Referral/Current Employee
166. Referral/Outside of Company
167. Call-In
168. Walk-In
169. Word of Mouth

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APPENDIX 2

Annual EEO Public File Report

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

Covering the Period from August 1, 2008 through July 31, 2009

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WIFC-FM/WOFM-FM/WIZD-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: Career Expo
Date: August 22, 2008 – 10:00AM-4:00PM
Participating Employees: Dawn Prudhomme, General Sales Manager, WIFC-FM Radio
Billie Mielke, Human Resources Assistant, Midwest Communications, Inc.
Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.
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Description of Activity: Approximately 20 Wausau, WI area businesses including WRIG, Inc. affiliate of Midwest Communications, Inc. were involved in this Career Expo which was held at Cedar Creek Mall. During the event, Ms. Mielke was able to speak with approximately 50 attendees and either directed them to our website (www.midwestcareers.com), obtained a resume and/or provided them with information about current positions available. The open positions promoted during the event were a Software Engineer, WDEZ General Sales Manager, WIFC Marketing Consultant and WDEZ Marketing Consultant. Ms. Mielke collected a total of 22 resumes which were passed along to the appropriate manager. Stations represented were: WDEZ/WIFC/WOFM/WIZD-FM and WSAU/WRIG-AMN.

Outreach: Job/Career Fair

Date: January 28, 2009

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

Sponsor: Wisconsin Broadcasters Assoc. – Monona Terrace Convention Center, Madison, WI

Description of Activity: Ms. Mielke represented our Central Wisconsin radio stations. Approximately 100 attendees flowed through and Ms. Mielke spoke to approximately 25 attendees and collected 16 resumes. The resumes were passed along to the appropriate managers. The positions which were being recruited included Marketing Consultants, Graphic Designer and Internships. Ms. Mielke also encouraged attendees to visit www.midwestcareers.com for the latest positions available within our Company.

Upon completion of the Job/Career Fair, Ms. Mielke attended an EEO Session also sponsored by the WBA on “Avoiding Discrimination in Employment Terminations” presented by Tom O’Day of the Godfrey Kahn Law offices.

Outreach: Job/Career Fair

Date: June 17, 2009

Participating Employees: Esther Gillis, Director of Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc. – Osthoff Resort, Elkhart Lake, WI

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Description: Ms. Gillis represented all Wisconsin licensed radio stations including WIFC/WDEZ/WOFM/WIZD-FM and WSAU/WRIG-AM. Ms. Gillis talked with approximately 35 potential job candidates about radio positions in general and in some cases specific openings that might be currently available. She accepted resumes (and in some cases MP3's) for programming, news, production, promotions and web positions which were passed along to the appropriate managers. There were approximately a total of 75-100 job seekers in attendance.

Ms. Gillis also attended the EEO session also sponsored by the WBA immediately following the Job/Career Fair on "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations" presented by Cliff Harrington of Pillsbury, Winthrop, Shaw, Pittman law offices. Mr. Harrington spoke on what to expect and how to prepare for a FCC EEO audit. His message was do your homework, be thorough, inspect what you expect; and follow the guidelines as issued.

3. Outreach

Job Shadow

Date: March 5, 2009

Participating Employees: Paul Beilke (Belky), Announcer, WIFC-FM Radio

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

Description of Event: Two middle school students from the Mosinee, WI School District to learn about careers in radio. The two young men observed Belky in studio to learn about what a DJ's responsibilities include. They also learned about studio equipment, toured the facilities and learned about the different departments including sales, traffic, production, etc.

4. Outreach

Tours

Date: March 27, 2009

Participating Employees: Terry Stevens, Asst. Production Director/Announcer

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

Description of Event: Twelve 4th grade students from Peace Lutheran School in Antigo, WI toured the Broadcast Center including the various studios, sales area, traffic, production and the web department. They learned about the various jobs in radio and were given a hand-out on how to prepare for a

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career in radio and on the different positions that might be available. They also were able to record their voices and listen to the recordings.

Date: April 10, 2009

Participating Employees: Dave Kallaway, Morning Show Host, WIFC-FM Radio
Stacy Cole, Morning Show Co-Host, WIFC-FM Radio

Description of Event: Three students from the Pittsville School District had an opportunity to sit in on the Kallaway on the Rise morning show. Dave and Stacy discussed how they got their start in radio, how the kids might prepare for a career in radio and the various jobs available in radio.

5. Outreach John Muir Middle School/Amazing Race

Date: June 2-3, 2009

Participating Employees: Dave Kallaway, Morning Show Host, WIFC-FM Radio
Stacy Cole, Morning Show Co-Host, WIFC-FM Radio
Dawn Prudhomme, General Sales Manager, WIFC-FM Radio

Event Sponsor: WIFC-FM Radio and WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Event: All of John Muir Middle School's 7th grade class came to our studios and after a brief instruction on how a radio commercial is put together were given the challenge to write a 30 second radio commercial on why everyone should listen to WIFC Radio. There were approximately 200 kids that participated. They each had 20 minutes to complete the project. The above participating employees picked a winner and that student was invited to come back and record their 30 second commercial to be played on the air. While in the Broadcast Centre, they learned not only about the production department but sales and on-air also. This was a fun exercise not only for the students but for the WIFC staff involved.