
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

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 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, 2020.

The information contained in this Report covers the time period beginning August 1, 2019 up to and including July 31, 2020 (“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.

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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, 2019 to July 31, 2020

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-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>
Announcer WIFC-FM	9/30/19	8	In House Posting	2, 3, 6, 7, 9-26, 27-31, 35, 36, 65-112

Total Number of Positions Filled:	1
Total Number of Persons Interviewed:	8

MIDWEST COMMUNICATIONS, INC.

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APPENDIX 1 (Con't.)

Recruitment Sources:

#Interviews
from Source

<u>Radio Announcements/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	
1. WDEZ/WIFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	3
3. Radio Online	Customer Service	3500 Tripp Avenue, Amarillo, TX 79121-1637	radio-online.com	
4. LinkedIn	David Frankel	1000 W. Maude Ave. Sunnyvale, CA 94085	linkedin.com	
5. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	
6. Glassdoor	Matt DiFrancesca	Mid Valley, CA 94941	glassdoor.com	
7. AM/FM Jobs		PO Box 4116, Oceanside, CA 92052	amfmjobs.com	
8. Country Aircheck	Chuck Aly	914 18 th Avenue South, Nashville, TN 37212	chuck@countryaircheck.com	
<u>Postings:</u>				
9. WNCY/WIXX/WYDR				
WTAQ AM-FM/WNFL	Office Mgr.	115 S. Jefferson St., Green Bay, WI 54302	linda.noonan@mwcradio.com	
10. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
11. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kris.trecker@mwcradio.com	
12. WNWN-AM/WQLR	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	amy.burrow@mwcradio.com	
WKZO AM/WZOX-FM/WVFM		"	"	
13. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
14. WNWN-FM	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	jim.siler@mwcradio.com	
15. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
16. KDAL AM-FM/KTCO/KDKE				
KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior/Ste. 380., Duluth, MN 55811	sarah.pugliese@mwcradio.com ;	
17. WIFC/WDEZ/WSAU/ WOZZ/WRIG/WSAU	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtk@mwcradio.com	2
18. WMFG-AM/FM, WDKE				
WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com	
19. WMGI/WWVR/WIBQ/WPRS	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com	
WTHI-FM/WDWQ-FM				
20. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
21. KELO AM/FM, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst. .	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
22. KFGO, KRWK, KMJO, KVOX, KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	amy.hirsch@gh@mwcradio.com	
23. WIKY/WSTO/WABX/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	ellie.zirkelbach@mwcradio.com	
24. WJXA/WCJL/WCJL	Business Mgr.	504 Rosedale Avenue, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
25. WIMZ/WJXB/WDKW	Office Mgr.	1100 Sharps Ridge Memorial Drive, Knoxville TN	jennifer.terry@mwcradio.com	
26. WIRL/WMBD/WKZF/ WPBG/WSWT/WXCL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com	

EMAIL

27. Illinois Broadcasters Assoc.	dgray@ilba.org
28. Minnesota Broadcasters Assoc.	wendy.paulson@minnesotabroadcasters.com
29. North Dakota Broadcasters Assoc.	bethh@ndba.org
30. South Dakota Broadcasters Assoc.	marla@willardandassociates.com
31. Wisconsin Broadcasters Assoc.	kgeissler@wi-broadcasters.org

1

WEBSITE

	<u>Website Address</u>
32. Career Network	http://www.career-network.com
33. Cornell College	https://cornellcollege-csm.symplicity.com
34. Edgewood College	http://www.edgewood.edu/src/career
35. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html
36. Midwest Careers	www.midwestcareers.com
37. MN UW System	http://www.myconsortium.com/mcucsa/employe
38. Tech Connect	http://www.wisconsintechconnect.com/EmployerLogin.asp
39. UW EC Alumni	http://www.uwec.edu/career/alumniacareerlink/
40. UW Marquette	https://www.myinterfase.com/marquette/employer/

2

and Affiliates

- WWW.TECHCONNECT.COM**

Website Address:

- EMAIL**

65	ACLU of Wisconsin	liberty@aclu-wi.org
66	Affirmative Action & Compliance (WI)	lapinero@vc.wisc.edu
67	Aurora University	career@aurora.edu
68	CASDA (Center Against Sexual & Domestic Abuse)	tomy@chdc.us
69	Centro Hispano	chmarta2000@yahoo.com
70	Citizen Action of Wisconsin	brian.wooldridge@citizenactionwi.org
71	Clarke College	martha.intveld@clarke.edu
72	Columbia College	columbiaworks@colum.edu
73	Cornell College	jswanson@cornellcollege.edu
74	Dane County Jobs Program	heidt@co.dane.wi.us
75	DeVry Institute Career Services	lpost@devry.edu
76	Disabled Veterans Outreach Program (TH)	dfbrown@dw.in.gov
77	Duluth Business Univ.	wendyb@dbumn.edu
78	Eastern Illinois University	cslm@eiu.edu
79	Fond du Lac Tribal Comm. College	donnai@fdltcc.edu
80	Goods Entertainment	agoodman@goodsentertainment.com
81	Golden House of Green Bay	Stephanie@goldenhouse.org
82	Harbor House of Appleton	Micheller@harboredadap.org
83	Hibbing Community College	bretthardt@hcc.mnscu.edu
84	Illinois School of Broadcasting	gary@beonair.com
85	ITT Technical School (Green Bay)	mwitte@itt-tech.edu
86	Iowa Central College of Broadcasting	orness@triton.iccc.cc.ia
87	Keller Graduate School of DeVry Univ.	pbergmann@keller.edu
88	Kelley School of Business/Indiana University	ucso@indiana.edu
89	Madison Media Institute	smiller@madisonmedia.com
90	Menominee Indian Tribal Counsel	vschlichting@mitw.org
91	Multicultural Center of Green Bay	multiculturalgreenbay@gmail.com
92	Multicultural Student Center – Madison	dhillard@studentlife.wisc.edu
93	Nation Job (GB Chamer of Commerce)	njlistings@nationjob.com
94	NE WI Action Program (NEWCAP)	kathymurphy@newcap.org
95	NE WI African-American Assoc.	lucasas400@yahoo.com
96	Neighbor's Place	tom@neighborsplace.org
97	NEWAAMA	yarvelle@hotmail.com
98	UMOS (Corp. Headquarters-Milwaukee)	claudia.frias@umos.org
99	Univ of MN--Duluth	glen@d.umn.edu
100	Upper Iowa University	careers@uiu.edu

MIDWEST COMMUNICATIONS, INC.

and Affiliates

101	UW Concordia	jean.austine@cuw.edu
102	UW Fox Valley	foxweb@uwc.edu
103	UW Lawrence	careercenter@lawrence.edu
104	UW Manitowoc	manadmit@uwc.edu
105	UW Marathon Center	uwmc@uwc.edu
106	UW Ottawa	admiss.wi@ottawa.edu
107	UW Waukesha	m.menigoz@uwc.edu
108	Wausau Area Hmong Mutual Association	bzehren@wausauhmong.org
109	Wisconsin Job Network	in@wisconsinjobnetwork.com
110	Women's Center	mail@twcwaukesha.org
111	Women's Community Shelter	tara@womenscommunity.org
112	Women's Resource Center (all centers)	wsoffice@wsa.edu

1

WWW.WIPCC.COM

Technical College:

113	Alverno College	<u>Website Address:</u> www.wipccc.com
114	Beloit College	www.wipccc.com
115	Cardinal Stritch College	www.wipccc.com
116	Carroll College	www.wipccc.com
117	Carthage College	www.wipccc.com
118	Concordia College	www.wipccc.com
119	Lakeland College	www.wipccc.com
120	Lawrence College	www.wipccc.com
121	Marian College	www.wipccc.com
122	Marquette College	www.wipccc.com
123	Milwaukee Institute of Art Design	www.wipccc.com
124	Milwaukee School of Engineering	www.wipccc.com
125	Mount Mary College	www.wipccc.com
126	Northland College	www.wipccc.com
127	Ripon College	www.wipccc.com
128	Silver Lake College	www.wipccc.com
129	St. Norbert College	www.wipccc.com
130	Viterbo College	www.wipccc.com
131	WI Lutheran College	www.wipccc.com
132	UW/Baraboo/Sauk County	barabooinfo@uwc.edu
133	UW Barron County	uwbcinfo@uwc.edu
134	UW Fon du Lac	maggie.gellings@uwc.edu
135	UW Fox Valley	foxinfo@uwc.edu
136	UW Marinette	ssinfo@uwc.edu
137	UW Marshfield/Wood Co.	msfadmin@uwc.edu
138	UW Richland Center	Dorothy.thompson@uwc.edu
139	UW Rock County	Karen.greenler@uwc.edu
140	UW Sheboygan	shinfo@uwc.edu
141	UW Washington County	dan.cibrario@uwc.edu

WI JOBS FOR WI GRADS

School:

142	UW Eau Claire	<u>Website Address:</u> http://www.myconsortium.com/wisconsin/employer/home.aspx
143	UW Green Bay	http://www.myconsortium.com/wisconsin/employer/home.aspx
144	UW LaCrosse	http://www.myconsortium.com/wisconsin/employer/home.aspx
145	UW Madison	http://www.myconsortium.com/wisconsin/employer/home.aspx
146	UW Milwaukee	http://www.myconsortium.com/wisconsin/employer/home.aspx
147	UW Oshkosh	http://www.myconsortium.com/wisconsin/employer/home.aspx
148	UW Parkside	http://www.myconsortium.com/wisconsin/employer/home.aspx
149	UW Platteville	http://www.myconsortium.com/wisconsin/employer/home.aspx
150	UW River Falls	http://www.myconsortium.com/wisconsin/employer/home.aspx
151	UW Stevens Point	http://www.myconsortium.com/wisconsin/employer/home.aspx
152	UW Whitewater	http://www.myconsortium.com/wisconsin/employer/home.aspx

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, 2019 through July 31, 2020

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-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.foxsportsausau.com
www.wdez.com www.wsau.com www.wifc.com
www.rock947.com

Date: January 1, 2003 to present

Participating Employees: Michael Wright – COO/Interim 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.

Outreach Activity: Portage County Job Fair

Date: September 30, 2019
Participating Employees: Brett Lucht, Vice President/Market Manager

Event Sponsor: Portage County business Council

Description of Activity: This Job Fair was held at the Holiday Inn Hotel and Convention Center in Stevens Point, WI from 12 Noon to 5pm. We had a booth at this job fair along with approximately 60 other area businesses. We recruited for part-time board ops, a web designer, sales, digital and for call center workers. We accepted resumes with approximately 10 qualified resumes for our open positions and for I.T. as well. Resumes were distributed appropriately to hiring managers.
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MIDWEST COMMUNICATIONS, INC.

and Affiliates

Outreach Activity: Speaking Engagement

Date: October 15, 2019

Participating Employees: Mike Mathers, Announcer, WIFC

Event Sponsor: Horace Mann Middle School

Description of Activity: Mike met with 6th, 7th and 8th graders at Horace Mann. This was part of Stand Up to Bullying. Mike was able to talk about how he got his start in radio and what his job entails for WIFC. He handed out STAND Up for Bullying bracelets (approx. 700 of them) and he signed the pledge sheet. Mike appreciated being able to talk to the students about how serious bullying is and how serious the consequences can be.

Outreach Activity: Career Day

Date: October 23, 2019

Participating Employees: Krystal Schairer, Marketing Consultant
Jeff Heinz, Marketing Consultant

Event Sponsor: Wittenberg Birnawood School District

Description of Activity: Krystal and Jeff participated in this WBHS Academic & Career Planning Day. They participated in an Employer Panel where they talked about what it takes to get and maintain a job/career and specifically their positions and what that career looks like. They were also asked about what our business looks for when we're anticipating hiring individuals; what to expect when applying, level of experience, education, etc. They also participated in break-out sessions with the students.

Outreach Activity: Junior Achievement Business Challenge

Date: November 20, 2019

Participating Employees: Paul Beilke, ABM/Announcer – WIFC
Ryan Kessler, Announcer/Production

Event Sponsor: Junior Achievement of Wisconsin

Description of Activity: North Central Technical College students wrote PSA's for Junior Achievement. Paul and Ryan judged their commercials. The winners were invited to the stations to produce their commercials as well as being able to do a job shadow and learn more about radio, what is involved in their jobs and how the various departments work together.

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Outreach Activity: Speaking Engagement

Date: January 28, 2020

Participating Employees: Nikki Montgomery, Brand Manager/Announcer - WIFC

Event Sponsor: Girl Scout Troop 6095

Description of Activity: Nikki attended this Girl Scout Troop meeting to talk to the Daisies and Brownies about how radio works. She tied the advertising part to the cookie program going on at that time. She had the girls team up and each group wrote an ad promoting a different benefit of the program.

Outreach Activity: WBA Winter Conference

Date: January 29, 2020

Participating Employees: Chris Conley, Operations Manager, WSAU AM/FM, WRIG Radio

Event Sponsor: WI Broadcasters Association

Description of Activity: Chris represented our Wisconsin radio stations with a booth at the Job Fair held at the Concourse Hotel in Madison, WI as part of the Winter Conference from 10:45 to 11:45am. Chris shared our various openings and talked to potential candidates about their area of interest.

Chris also attended the EEO Session with Attorneys, Rebecca Lopez and Katie Mills with the Godfrey & Kahn, S.C. Their topic was Avoiding Discrimination in Employment Terminations. Chris shared the information with Human Resources for follow-up.

Outreach Activity: Tour

Date: February 8, 2020

Participating Employees: Nikki Montgomery, Brand Manager/Announcer

Event Sponsor: Midwest Communications/WRIG, Inc.

Description of Activity: girl Scout troop 6095 came to the station for a tour. They were able to tour the studios and they were able to record the PSA's they wrote about the Girl Scout Cookie program. The girls were between 5 and 9 years old and broke into 5 teams of 3 to write the PSA's at a previous meeting and they then recorded them on this visit. They enjoyed seeing how the PSA's were produced and hearing their work. The PSA's were then posted in the Community News Podcast at wifc.com.

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Outreach Activity: Junior Achievement Business Challenge

Date: February 12, 2020

Participating Employees: Nikki Montgomery, Brand Manager/Announcer
Ryan Kessler, Annoucer/Production

Event Sponsor: Junior Achievement (JA) of WI, Inc. North Central District

Description of Activity: Ryan and Nikki attended the Junior Achievement Business challenge for Portage & Wood Counties held at UW-Stevens Point to guide the students in writing PSA's. They then judged their presentations. The two winning teams would be invited to do a job shadow, tour our studios and be able to record the winning PSA.

Outreach Activity: Business Expo and Job Fair

Date: February 25, 2020

Participating Employees: Dave Kallaway, Morning Show Host, WIFC
Markie Scott, Morning Show Co-Host, WIFC
Nikki Montgomery, Brand Manager/Announcer, WIFC

Event Sponsor: Heart of Wisconsin Chamber of Commerce

Description of Activity: The above staff represented Midwest Communications attended the Mardi Gras Business Expo and Job Air held at the Bull's Eye Country Club in Wisconsin Rapids from 3 to 7pm. They were able to network with area businesses and community leaders as well as talk with listeners from the Wisconsin Rapids area about their jobs and open positions in the Company.

Outreach Activity: Tour

Date: March 4, 2020

Participating Employees: Nikki Montgomery, Brand Manager, Announcer, WIFC

Event Sponsor: Midwest Communications and WRIG, Inc.

Description of Activity: A group from Northern Valley Industries came in for a tour and learn about possible jobs in radio. They were engaged and asked great questions. The tour lasted for about an hour and covered all aspects of the radio business.

Outreach Activity: Job Shadow

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date: June 3, 2020
Participating Employees: Nikki Montgomery, Brand Manager/Announcer, WIFC

Event Sponsor: Midwest Communications and WRIG, Inc.

Description of Activity: Steve contacted Nikki in Febaury about a job shadow to learn about radio behind the mic. We were able to accommodate his request on June 3rd. Nikki gave him an overview of on-air operations including show prep, our automation program and controls and how music is chosen and scheduled. Steve's passion is sports but he wanted a better understanding of radio. They talked about entry level jobs and he was interested in starting out as a sports board-op. While we had no openings at the time of the job shadow, Nikki felt he would be a possible candidate when we did have a part-time position open.

Outreach Activity: Virtual Job Fair

Date: July 20-24, 2020
Participating Employees: Esther Gillis, Vice President/Human Resources

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: In absence of a Summer Conference, the WBA hosted a week long Job Fair. We pre-promoted the upcoming Job Fair and then during the week of the Job Fair, we reminded our listeners of the various job opportunities that they would find in Wisconsin broadcasting by going to www.broadcastersvirtualjobfair.com. Our Radio Group had a total of seven (7) openings listed; two specific to Wisconsin. At the conclusion of the Fair, we collected 22 resumes applying for various positions. The resumes were distributed to the appropriate hiring managers.
