

KCLH, KQYB, WIZM, WIZM-FM, WKTY, WRQT
EEO PUBLIC FILE REPORT
August 1, 2019 - July 31, 2020

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
Country Afternoons	1-21, 23-41, 43-65, 67-112	30
Digital Marketing Specialist	1-21, 23-41, 44-112	29
Digital Marketing and Events Coordinator	1-21, 23-42, 44-65, 67-112	29
Strategists	22	22
Strategists	22	22
WKTY Assistant Brand Manager	22	22

For job #82749 Strategists, I simply forgot to post the job for 1st quarter 2020, 1/1/20 to 3/31/20. We interviewed 10 individuals for this position, these individuals gave Radio, Indeed and a Referral as their recruitment sources. We have used these sources for previous job postings, so I am sure these people had heard this opening previously. We did hire 2 individuals, which we had to lay off during Covid and have not hired for this position since.

For job #82803 WKTY Assistant Brand Manager, we had laid off employees of this station on April 17th, 2020. We realized in May our sales, etc. had picked up to where we needed additional full-time help. We brought on a part-timer as a full-time employee. We didn't want to advertise for a position when we had laid off several employees about a month ago.

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	ABR Employment Services 1501 Losey Blvd South La Crosse, Wisconsin 54601 Phone : 608-782-9700 Email : lacrosse@abrjobs.com Fax : 1-608-784-7143 Gary Frahm	Y	0
2	Allaccess.com 28955 Pacific Coast Highway Suite 210 Malibu, California 90265 Phone : 3104576616 Url : www.allaccess.com Fax : 1-310-457-8058 Joel Denver Manual Posting	N	2
3	Aptiv, Inc. 3000 South Avenue La Crosse, Wisconsin 54601 Phone : 608-784-9450 Fax : 1-608-784-5345 Nancy Wagner	Y	0
4	Aurora Vocational Services 1501 Saint Andrew Street Suite C202 La Crosse, Wisconsin 54603 Phone : 608-785-5090 Url : www.auroraservices.com Email : CBrown@AuroraServices.com Cindy Brown Prong 2 Start Date: 5/21/2019	Y	0
5	Beloit College Career and Community Engagement Center 700 College St. Beloit, Wisconsin 53511 Phone : 608-363-2673 Url : http://www.beloit.edu Email : careerandcommunity@beloit.edu Fax : 1-608-363-2109 Career Services	Y	0

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6	Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : admin@amfmjobs.com Mark Halloway	Y	0
7	Broadcasting Institution of Maryland 7200 Harford Road Baltimore, Maryland 21234 Phone : 410-254-2770 Email : nb@bim.org Fax : 1-410-254-5357 Norman Brooks	Y	0
8	Carolina School of Broadcasting 3435 Performance Rd Charlotte, North Carolina 28214 Phone : 704-395-9272 Email : alyson.young@csbradiotv.edu Fax : 1-704-531-7291 Alyson Young	Y	0
9	Carthage College 2001 Alford Park Dr. Kenosha, Wisconsin 53140 Phone : 262-551-5959 Career Services Manual Posting	Y	0
10	Catholic Charities 2710 East Avenue La Crosse, Wisconsin 54601 Phone : 608-782-0710 Email : sparker@cclse.org Shannon Parker	Y	0
11	Chrysalis Inc. 1342 Dewey Court Madison, Wisconsin 53703 Phone : 608-256-3102 Email : clark@workwithchrysalis.org Fax : 1-608-256-3103 Career Services	Y	0

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12	Clarke University Job Bank 1550 Clarke Drive Dubuque, Iowa 52001 Phone : 8888252753 Url : www.clarke.edu Website Website Manual Posting Prong 2 Start Date: 1/2/2012	Y	0
13	Columbia College - Careers 623 S. Michigan Ave Chicago, Illinois 60605 Phone : 312-344-7280 Fax : 1-312-344-8020 Evonne Mathews Manual Posting	Y	0
14	Community Action Coalition 1717 N. Stoughton Rd. Madison, Wisconsin 53704 Phone : 608-246-4730x215 Email : aduddy@cacscw.org Fax : 1-608-246-4760 Amber Duddy	Y	0
15	Curative Connections 2900 Curry Lane Green Bay, Wisconsin 54308 Phone : 920- 468-9129 Email : bjordan@curativeconnections.org Fax : 1-920-965-2653 Brenda Jordan	Y	0
16	Department of Workforce Development 2615 East Avenue South Suite 101 La Crosse, Wisconsin 54601 Phone : 608-785-9511 Email : amy.studden@dwd.wisconsin.gov Amy Jo Studden	Y	0
17	Division of Vocational Rehabilitation 125 N 6th Street La Crosse, Wisconsin 54601 Phone : 608-785-9500 Fax : 1-608-785-9494 Job Placement	Y	0

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18	E.W. Scripps School of Journalism E.W. Scripps Hall #102 Athens, Ohio 45701 Phone : 7405932590 Email : foxr1@ohio.edu Becky Fox	Y	0
19	Edgewood College - Careers 1000 Edgewood College Drive Madison, Wisconsin 53711 Phone : 608-257-4861 Url : www.edgewood.edu Website Website Manual Posting	Y	0
20	Emma L. Bowen Foundation 524 West 57th Street New York, New York 10019 Phone : 212-664-0199 Email : michael.barham@nbcuni.com Michael Barham	Y	0
21	Equal Opportunity Commission - Milwaukee 310 W. Wisconsin Ave Milwaukee, Wisconsin 53203 Phone : 8006694000 Email : info@eeoc.gov Fax : 1-414-297-4133 Rosemary Fox	Y	0
22	Exigent Circumstances	N	11
23	Experience Works 319 Main Street Suite 404 La Crosse, Wisconsin 54601 Phone : 608-789-5623 Email : ew@experienceworks.org Fax : 1-608-789-5624 Erika Dewald-Hoss	Y	0
24	Focuscorp Inc. 3201 Latham Drive Madison, Wisconsin 53713 Phone : 608-277-9140 Email : focuscorp1@aol.com Catherine Murray	Y	0

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25	Goods Entertainment P.O. Box 1266, 166 Kings Highway North Weston, Connecticut Phone : 203-341-0111 Email : agoodman@goodsentertainment.com Adam Goodman	N	0
26	Goodwill Industries 2334-36 Rose Street La Crosse, Wisconsin 54603 Phone : 608-783-2710 Email : lacrosse@gwicc.org Fax : 1-608-783-7565 Paula Egge	Y	0
27	Holy Family College 2406 S. Alverno Rd. Manitowoc, Wisconsin 54220 Phone : 920-686-6199 Email : Lindsey.Wyngaard@holyfamilycollege.edu Fax : 1-920-684-7082 Lindsey Wyngaard	Y	0
28	Illinois & Ohio Centers for Broadcasting Chicago, Illinois Phone : 847-962-1586 Email : dclark@beonair.com Don Clark	Y	0
29	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas Url : indeed.com Career Services Manual Posting	N	6
30	Internal Postings 201 State Street La Crosse, Wisconsin 54601 Phone : 6087821230 Kristy Nix Manual Posting	N	1
31	Iowa Central Community College 1 Triton Circle Ft. Dodge, Iowa 50501 Phone : (515) 576-0099x2407 Career Services Manual Posting	Y	0

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32	Job Center of Wisconsin All Job Centers in Wisconsin All, Wisconsin Phone : 8882589966 Url : www.wisconsinjobcenter.org Website Website Manual Posting	N	0
33	Kennedy Heights Comm. Ct. 199 Kennedy Heights Madison, Wisconsin 53703 Phone : 6082440767 Email : director@khcommunitycenter.org Fax : 1-608-661-9190 Patrina White	N	0
34	La Casa de Esperanza Inc 410 Arcadian Ave Waukesha, Wisconsin 53103 Phone : 262-547-0887 Email : info@lacasadeesperanza.org Fax : 1-262-547-0735 April Medina	Y	0
35	La Crosse Area Hmong Mutual 1915 Ward Ave La Crosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Butler Nevin	Y	0
36	La Crosse County Job Service 402 N. Eighth Street La Crosse, Wisconsin 54601 Phone : 608-789-5627 Email : piercet@workforceconnections.org Fax : 1-608-789-5599 Career Services	Y	0
37	Labor Ready 1107 Liberty Street La Crosse, Wisconsin 54601 Phone : 608-7820452 Fax : 1-608-782-1485 Adam Tolliver	Y	0

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38	Lake Land College 5001 Lake Land Blvd. Mattoon, Illinois 61938 Phone : 217-234-5346 Tina Moore Manual Posting	Y	0
39	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Lisa Stephen Manual Posting	Y	0
40	Lawrence University-Career Center 711 E Boldt Way Appleton, Wisconsin 54911 Phone : 920-832-6561 Kathy Heinzen Manual Posting	Y	0
41	Lutheran Social Services 2025 South Avenue, Suite 200 La Crosse, Wisconsin 54601 Phone : 608-796-2300 Fax : 1-414-246-2524 Todd Wilson	Y	0
42	Lutheran Social Services 2307 South Avenue La Crosse, Wisconsin 54601 Phone : 608-788-5090 Ext 107 Fax : 1-608-788-6623 Tori Sebranek	N	0
43	Madison Media Institute 2702 Agriculture Drive Madison, Wisconsin 53718 Phone : 608-237-8312 Url : www.mediainstitute.edu Email : Careers@mediainstitute.edu Nathaniel Brost	N	0

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44	Marquette University 1324 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 Phone : (414) 288-7250 Url : http://www.marquette.edu Website Website Manual Posting	Y	0
45	MATC-Minority Student Services 3550 Anderson Street Madison, Wisconsin 53704 Phone : 608-246-6100 Url : www.wisconsintechconnect.com Patty Geske Manual Posting	Y	0
46	Michigan Association of Broadcasters 819 N Washington Ave Lansing, Michigan 48906 Phone : 800-968-7622 Email : weston@michmab.com Fax : 1-517-484-5810 Denise Weston	Y	0
47	Mid West Family Broadcasting Eau Claire 944 HARLEM STREET ALTOONA, Wisconsin 54720 Phone : 715-832-1530 Email : lynnbieritz@midwestfamilyec.com Lynn Biertiz	N	0
48	MID WEST FAMILY BROADCASTING ROCKFORD 2830 SANDY HOLLOW ROAD ROCKFORD, Illinois 61108 Phone : 815-873-3261 Email : LONNASCHROEDER@rmgmwf.com LONNA SCHROEDER	N	0
49	Midwest Family Broadcasting 730 Rayovac Drive Madison, Wisconsin 53744 Phone : 608-273-1000 Email : april@mwfbg.net Fax : 1-608-273-3588 April Schoeneweiss	N	0

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50	Midwest Family Broadcasting in Benton Harbor-St. Joseph, MI 580 East Napier Avenue Benton Harbor, Michigan 49022 Phone : 269-925-1111 Email : judyg@wirx.com Fax : 1-269-925-1011 Judy Groenke	N	0
51	Midwest Family Broadcasting in Springfield, IL 1510 N Third Street Riverton, Illinois 62561 Phone : 217-629-7077 Email : eeo@longnine.com Fax : 1-217-629-7952 Cristine Marinelli	N	0
52	Midwest Family Broadcasting in Springfield, MO 319-B East Battlefield Springfield, Missouri 65807 Phone : 417-886-5677 Email : kmckay@mwfmktg.com Kelly McKay	N	0
53	Milwaukee Area Technical College 700 W. State Street Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Julie Klug Manual Posting	Y	0
54	Milwaukee School of Engineering 1025 N. Broadway Milwaukee, Wisconsin 53202 Phone : 414-277-4517 Email : abing@msoe.edu Fax : 1-414-277-7122 Jennifer Abing	N	0
55	Minnesota Broadcasters Association 3033 Excelsior Blvd. Ste. 440 Minneapolis, Minnesota 55416 Phone : 6129268123 Url : www.minnesotabroadcasters.com Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda LaSere	N	0

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56	Minnesotaworks.net 1st National Bank Building 332 Minnesota Street, Suite E-200 Saint Paul, Minnesota 55101-1351 Phone : 8006573858 Url : www.minnesotaworks.net Website Website Manual Posting	N	0
57	Moody Bible Institute 820 N La Salle Dr. Chicago, Illinois 60610 Phone : 312-329-4414 Fax : 1-312-329-8976 Patrick Friedline Manual Posting	Y	0
58	Moorhead State University 1104 7th Avenue South Moorhead, Minnesota 56563 Phone : 218-477-2131 Url : www.mnstate.edu Greg Toutges Manual Posting	Y	0
59	Mount Mary College 2900 N. Menomonee River Parkway Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Kirsten Wright Manual Posting	Y	0
60	Nicolet Area Technical College PO BOX 518 Rhineland, Wisconsin 54501 Phone : 715-365-4565 Url : www.wisconsintechconnect.com Nancy Burns Manual Posting	Y	0
61	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1692 Patti Peacock-Landrum	Y	0

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62	Northport Community Center 1927 Northport Drive Madison, Wisconsin 53704 Phone : 608-249-0160 Email : jackithomas@tds.net Fax : 1-608-249-0177 Jacki Thomas	Y	0
63	Northwestern College Job Bank University of Northwestern 3003 Snelling Avenue North St. Paul, Minnesota 55113 Phone : 6516315265 Url : www.nwc.edu Website Website Manual Posting	N	0
64	ODC, Inc 2406 E. 21st St. Marshfield, Wisconsin 54449 Phone : 715-387-1161 Email : info@odcinc.com Fax : 1-715-389-1443 Lynn Haefer	Y	0
65	Office of Affm Action & Compliance 215 Martin Luther Kind Jr. Blvd, Suite 130 Madison, Wisconsin 53701 Phone : 608-266-4082 Email : dcr@cityofmadison.com Lucia Nunez	Y	0
66	On-Air Advertisements 201 State Street La Crosse, Wisconsin 54601 Url : www.mwfbroadcasting.com Kristy Nix Manual Posting	N	0
67	Opportunity Development Centers, Inc. 2406 E. 21st St. Marshfield Marshfield, Wisconsin Phone : 715-387-6682 Email : dscott@odcinc.com Fax : 1-715-389-1443 Dan Scott	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
68	ORC Industries, Inc. 2700 Commerce Street La Crosse, Wisconsin 54603 Phone : 608-781-7727 Fax : 1-608-781-1464 Human Resources	Y	0
69	Penn State College of Communications 101 Bank of American Career Service University Park, Pennsylvania 16802 Phone : 814-865-2377 Fax : 1-814-863-0226 Jack R. Rayman	Y	0
70	Racine Affirm Action Office 730 Washington Ave. Racine, Wisconsin 53403 Phone : 262-636-9589 Email : jobs@cityofracine.org Tim Thompson	Y	0
71	Racine Urban League 718 N. Memorial Drive Racine, Wisconsin 53404 Phone : 262-637-8532 Email : yadams2006@yahoo.com Yolanda Adams	Y	0
72	Radio1 Broadcast School 700 3rd Street N LL-7 La Crosse, Wisconsin 54601 Phone : (800) 889-2221 Email : director@radio1school.com Joe Deschler	N	0
73	RadioOnline.com 3500 Tripp Avenue Amarillo, Texas 79121 Url : www.radio-online.com Ron Chase Manual Posting	N	0
74	Salvation Army 223 8th Street N La Crosse, Wisconsin 54601 Phone : 608-782-6126 Email : jeffery.richardson@usc.salvationarmy.org Fax : 1-608-782-7377 Jeff Richardson	Y	0

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75	Specs Howard School 19900 W. Nine Mile Southfield, Michigan 48075 Phone : 248-356-6519 Email : nshiner@specsward.edu Fax : 1-248-746-9770 Nancy Shiner	Y	0
76	St. Mary's Ridge Church 26400 County Highway U Cashton, Wisconsin 54619 Phone : (608)823-7906 Url : http://stmarysridge.org Email : smr1856@centurytel.net Shannon Leis	Y	0
77	St. Norbert College Job Bank 100 Grant Street De Pere, Wisconsin 54115 Phone : 9204033040 Url : www.snc.edu Fax : 1-920-403-4052 Website Website Manual Posting	N	0
78	Station Websites 201 State Street La Crosse, Wisconsin 54601 Phone : 6087821230 Url : www.mwfbroadcasting.com Kristy Nix Manual Posting	N	2
79	Texas A&M Career Services 1233 TAMU College Station, Texas 77843 Phone : 979-845-5139 Url : www.tamu.edu Website Website Manual Posting	Y	0
80	The Main Street Communication Network Tattler 4517 Minnetonka Blvd #104 Minneapolis, Minnesota 55416 Phone : 952-927-4487 Email : tomk@main-st.net Tom K	N	0

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81	University of Dubuque - Careers 2000 University Ave. Dubuque, Iowa 52001 Phone : 563-589-3132 Url : www.dbq.edu Email : career@dbq.edu Career Services	Y	0
82	University of Northern Iowa - Careers 102 Gilchrist Hall Student Services Ctr #19 Cedar Falls, Iowa 50614 Phone : 319-273-6998 Url : www.uni.edu Robert Fredrick Manual Posting	Y	0
83	Upper Iowa University 605 Washington Street Fayette, Iowa 52142 Phone : 563-425-5339 Url : www.uiu.edu Website Website Manual Posting	Y	0
84	Urban League of Kenosha 1418 68th St. Kenosha, Wisconsin 53143 Phone : 262-652-2111 Email : yadams2006@yahoo.com Fax : 1-262-637-8634 Yolanda Adams	N	0
85	UW - Fox Valley - Careers 1478 Midway Rd Menasha, Wisconsin 54952 Phone : 920-832-2633 Email : tammy.brunette@uwc.edu Tammy Brunette	Y	0
86	UW - Green Bay - Careers 2420 Nicolet Drive SS 1916 Green Bay, Wisconsin 54311 Phone : (920) 465-2163 Linda Johnson Manual Posting	Y	0

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87	UW - Madison Journalism Placement Office 821 University Ave Madison, Wisconsin 53706 Phone : 608-263-4858 Career Services Manual Posting	Y	0
88	UW - Milwaukee P.O. Box 143 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Kim Houghland Manual Posting	Y	0
89	UW – Fond du Lac 12 South National Avenue Fond du Lac, Wisconsin 54935 Phone : 920-923-7161 Kerry Strupp Manual Posting	Y	0
90	UW La Crosse Placement & Career Advising 1725 State Street Placement & Career Advising La Crosse, Wisconsin 54601 Phone : 608-785-8514 Email : career@uwlax.edu Fax : 1-608-785-8518 Rebecca Lee	Y	0
91	UW La Crosse WMCM-TV 1725 State Street La Crosse, Wisconsin 54601 Phone : 608-785-8379 Email : wmcmtv@uwlax.edu Dr. Patricia Turner	Y	0
92	UW La Crosse- Multicultural Student Services 1725 State Street, 1100 Centennial Hall La Crosse, Wisconsin 54601 Phone : 608-785-8225 Email : tharris@uwlax.edu Fax : 1-608-785-8837 Thomas Harris	Y	0

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93	UW Madison Communication Arts 821 University Ave 6117 Vilas Hall Madison, Wisconsin 53706 Phone : 608-262-2543 Email : info@commarts.wisc.edu Fax : 1-608-262-9953 Barb Voss-Ruid	Y	0
94	UW Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Career Services Manual Posting	Y	0
95	UW Stout 103 Administration Building Menomonie, Wisconsin 54751 Phone : 715-232-1602 Mary Bald Manual Posting	Y	0
96	UW Superior 1800 Grand Ave. Superior, Wisconsin 54880 Phone : 715-394-8307 Url : www.super.edu Website Website Manual Posting	N	0
97	UW-Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	Y	0
98	UW-Platteville - Career Center 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Diana Brinkman Manual Posting	Y	0

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99	UW-Platteville - Dept. of Comm Tech 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1627 Becky Troy Manual Posting	N	0
100	Viterbo University 900 Viterbo Drive La Crosse, Wisconsin 54601 Phone : (608)796-3828 Url : http://www.viterbo.edu Email : careers@viterbo.edu Fax : 1-608-796-3050 Lisa Mohr	Y	0
101	Vocational Rehabilitation Monroe County 14305 County Hwy B Sparta, Wisconsin 54656 Phone : 608-269-8600 Email : sharon.nelson@co.monroe.wi.us Sharon Nelson	Y	0
102	Waukesha Cty. Technical College 892 Main St Suite C Pewaukee, Wisconsin 53072 Phone : 414-695-7816 Email : careers@wctc.edu Career Services	Y	0
103	Western Kentucky University Career Services Center Bowling Green, Kentucky 42101 Dan Trendt Manual Posting	Y	0
104	Western WI Tech College Minority Affairs 304 6th Street North PO Box C-908 La Crosse, Wisconsin 54601 Phone : 608-785-9550 Email : bernard.black9@gmail.com Fax : 1-608-785-9094 Bernard Black	N	0

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105	Western Wisconsin Community College-Employment Services 304 Sixth Street, North La Crosse, Wisconsin 54601 Phone : 608-785-9200x2 Fax : 1-608-374-7741 Karol Parr Prong 2 Ended Date: 6/29/2020	N	0
106	Western Wisconsin Tech College 400 Seventh Street North La Crosse, Wisconsin 54601 Career Services Manual Posting	N	0
107	Wisconsin Broadcasters Association 44 East Mifflin Madison, Wisconsin 53701 Phone : 608-255-2600 Url : www.wi-broadcasters.org Website Website Manual Posting	N	0
108	Wisconsin Job Center Green Bay 701 Cherry Street Green Bay, Wisconsin 54301 Phone : 920-448-6760 John Gosling Manual Posting Prong 2 Start Date: 3/14/2013	Y	0
109	Wisconsin NOW P.O. Box 45671 Madison, Wisconsin 53703-5671 Phone : 608-313-4669 Email : nowmadison@gmail.com Career Services	Y	0
110	Workforce Connections, Inc. 402 North 8th Street La Crosse, Wisconsin 54601 Phone : 608-789-5611 Email : workforceconnections@workforceconnections.org Fax : 1-608-785-9939 Sharon Bliss	Y	0

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111	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
112	YWCA Transitional 3219 Commerce Street La Crosse, Wisconsin 54601 Phone : 608-781-2783 Email : jfortuna@ywcalax.org Jessie Fortuna	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			22

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/28/2019	Participation in events sponsored by community groups	<p>Tracy Balzer, WIZM-FM Morning Show Co-Host, conducted a tour to the Aptive CORE Program which is: Aptiv — is committed to providing people with disabilities the opportunity to:</p> <ul style="list-style-type: none"> · Showcase their aptitude for learning new skills · Better-engage and play a more-active role in their community · Live a more-meaningful and fulfilling life · Find adaptive options that help them succeed in their goals. There were 8 students that attended the tour of the Radio Station Building where they were shown the different departments and jobs that are available to work at here at Mid-West Family La Crosse, Tracy Balzer also explained what the duties were for each job position and what qualifications one might need to fulfill the position. She also answered any questions the students had. 	1	WIZM-FM Morning Show Co-Host	0.25
2	10/1/2019	Participation in scholarship programs	<p>The WBA Scholarship program offers scholarships for students interested in pursuing a career in broadcasting. Traffic Manager, Peggy Schelbe, Sales Coordinator, Corri Moran and Sales Manager, Cedric Friesen reviewed and ranked all applicants based on their application in the area of academics, broadcast experience, work experience, activities and honors. Those rankings were then submitted to the Wisconsin Broadcasters Association and used to help determine the winners.</p>	3	Operation Manager Production Manager Local Sales Manager	1.00

KCLH, KQYB, WIZM, WIZM-FM, WKTY, WRQT**EEO PUBLIC FILE REPORT****August 1, 2019 - July 31, 2020****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
3	10/15/2019	Participation in events or programs sponsored by educational institutions	Jesse Skelley, Nights on WIZM-FM, Tony Schultz, Afternoons on KQ98, Brittany Styles, WIZM-FM Morning Show Co-Host and Kaitlyn Riley, Farm Director/News Reporter conducted a tour for 35 people from the La Crosse School District. They showed our facility and talked about how each station is run, how Sales department works and the other supporting positions we have. They explained how to get a career in broadcasting and what the day to day job duties are. Q & A session at the end of the tour.	4	WIZM-FM Nights KQYB-FM Afternoons WIZM-FM Morning Show Co-Host Farm Director/News Reporter	0.25
4	11/25/2019	Participation in events sponsored by community groups	<p>Kaitlyn Riley conducted a tour to the Aptiv CORE Program which is: Aptiv — is committed to providing people with disabilities the opportunity to:</p> <ul style="list-style-type: none"> · Showcase their aptitude for learning new skills · Better-engage and play a more-active role in their community · Live a more-meaningful and fulfilling life · Find adaptive options that help them succeed in their goals. <p>There were 3 students that attended the tour of the Radio Station Building where they were shown the different departments and jobs that are available to work at here at Mid-West Family La Crosse, Kaitlyn Riley also explained what the duties were for each job position and what qualifications one might need to fulfill the position. She also answered any questions the students had.</p>	1	Farm Director/News Reporter	0.25

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
5	1/29/2020	Participation in Job Fairs	Wisconsin Broadcasters Association held a job fair on 1/29/20 from 8:30am to 10:30am at the Madison Concourse Hotel in Madison, Wisconsin. Over 100 job seekers were in attendance. Rick McCoy, President and Lynn Bieritz, Eau Claire General Manager attended and answered any questions attendees had. Radio spots aired prior to the event encouraging applicants to attend.	2	President Eau Claire General Manager	0.25
6	1/29/2020	Participation in events or programs sponsored by educational institutions	Brittany Styles, WIZM-FM Morning Show Co-Host and Dave Carney, WKTY Morning Show Host conducted a tour for 16 people in the age span of 11-13. They showed the middle schoolers of La Crosse Montessori Middle our facility and talked about how each station is run, how Sales department works and the other supporting positions we have. He explained how to get a career in broadcasting and what the day to day job duties are. Q & A session at the end of the tour.	2	WIZM-FM Morning Show Co-Host WKTY Morning Show Host	0.25
7	1/29/2020	Provision of training to management	Wisconsin Broadcasters Association held an EEO Seminar on January 29th, 2020 at their Winter Conference at the Concourse Hotel in Madison, Wisconsin from 10:45 to 11:45am. The seminar "Avoiding Discrimination in Employment Terminations" was attended by our President Rick McCoy. The interactive session provided an overview of the most important laws for Wisconsin employers and practical advice about avoiding and defending employment discrimination claims related to those decisions. Rebeca Lopez and Katheryn Mills were the speakers.	1	President	1.00

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
8	2/6/2020	Participation in events or programs sponsored by educational institutions	Our Sales Manager, Cedric Friesen, spoke to about 22 Holmen Highschoolers at the Holmen High School Advanced Marketing Class. He described our company, his typical day, job duties, career opportunities and what schooling is needed, what type of training is involved and hiring guidelines along with a question and answer session at the end.	1	Sales Manager	0.25
9	5/20/2020	Participation in other activities designed by the station employment unit	Mid West Family Broadcasting ran EEO Dissemination Organization Recruitment Radio Spots on all stations asking for all organizations interested in learning about our current and future job openings to contact kristyn@mwfbroadcasting.com .	1	Business Manager	1.00
10	6/22/2020	Provision of training to management	Wisconsin Broadcasters Association held an EEO Seminar on June 22nd, 2020 on-line in place of having a Summer Conference due to COVID 19 from 10:00 to 11:00am. The seminar "FCC EEO Rules in the Year of the Pandemic" was attended by our Business Manager Kristy Nix and our President, Rick McCoy. The interactive session provided an overview of the EEO Rules that have been in place along with a few changes that were made to assist re-hiring employees that were laid off during the pandemic. Kristy shared these changes and reviewed the EEO rules over with Department Heads. David Oxenford of Wilkinson, Barker, Knauer, LLP was the speaker..	2	Business Manager President	1.00
11	7/20/2020	Participation in Job Fairs	Wisconsin Broadcasters Association held a virtual job fair the week of 7/20/20 on-line. We received 53 resumes via email. Brian Jackson, General Manager was the contact for applicants to reach out to with any questions and received the resumes from applicants. Radio spots aired prior to the event encouraging applicants to attend. Our posting was for Account Manager/Strategists.	1	General Manager	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
TOTAL POINTS OVER REPORTING PERIOD:						5.75