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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## **EEO License Renewal Narrative – Wausau, WI (Central Wisconsin)**

WRIG, Inc., affiliate of Midwest Communications, Inc., Central Wisconsin Station Employment Unit (SEU) is comprised of WIFC-FM licensed to Wausau, WI; WDEZ-FM licensed to Wausau, WI; WOZZ-FM licensed to Mosinee, WI; WSAU-FM licensed to Rudolph, WI; WRIG-FM licensed to Schofield, WI; and WSAU-AM licensed to Wausau, WI.

From August 1, 2012 through July 31, 2020, the SEU achieved broad and inclusive outreach by following its EEO program and policies and by accomplishing its Supplemental Recruitment Measures. Each month, the SEU airs announcements on all of its stations encouraging organizations that can refer job seekers to contact us. This announcement is also maintained on each of the station websites. Additionally, each year, the EEO Director contacts many of the organizations and people who receive job opening information seeking input to help agencies increase referrals. Broad and inclusive recruitment by the SEU includes posting employment opportunities on our station websites, on our Company maintained job site, Midwest Careers, and are sent to each of Midwest's various locations for posting. We also post to the WI, MI, ND, SD, IL and MN Broadcast Association Job Banks as appropriate, Wisconsin Job Service job network and various surrounding state recruitment sites as well as various organizations as appropriate to the position and as identified in our Annual EEO Report. Job openings are posted to All Access, AM/FM Jobs, Radio Online and Career Page again as appropriate to the job opening and as identified in our Annual EEO Report.

Additionally, paid sites are utilized such as, Indeed.com, LinkedIn.com and Glassdoor.com and professional trade associations; i.e. Society of Broadcast Engineers, Radio Ink, etc. as the open positions dictate to achieve a broad dissemination.

The SEU management personnel participated in job fairs during the reporting period to introduce the opportunities available in radio and its intern program to area schools and potential applicants.

The SEU continued its formal internship program during the reporting period with a 12 week program allowing all interns to receive a broad overview of all departments making up a radio station. The SEU internship program allows college level students to obtain credit upon completion. As a result of the internship program, the SEU was able to offer programming positions to several individuals.

SEU personnel continually participate in various programs by area educational institutions at the high school and college level relating to career opportunities in broadcasting and what students might do to prepare themselves.

The SEU additionally provides on the job training to enable station personnel to acquire skills that prepare them to qualify for higher level positions. This training is conducted on a weekly basis with participation open to all interested employees.

WRIG, Inc., affiliate of Midwest Communications, Inc., is committed to the continued implementation of an effective EEO program that includes a broad outreach and excludes all forms of discrimination.

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