
MIDWEST COMMUNICATIONS, INC.

and Affiliates

EEO License Renewal Narrative – Green Bay/Appleton, WI Radio Markets (Northeast Wisconsin)

Midwest Communications, Inc.'s Northeast Wisconsin Station Employment Unit (SEU) is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WGEE-FM licensed to New London, Wisconsin, WDKF-FM licensed to Sturgeon Bay, Wisconsin, WYDR-FM and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, Wisconsin.

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 initiates contact with 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 and MN Broadcast Association Job Banks, 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 participated in many 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 high school and 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 and off site training to enable station personnel to acquire skills that prepare them to qualify for higher level positions. This training is conducted on a regular basis for marketing consultants and programming staff. We also participate in individual mentoring programs of marketing consultants in the field.

Various training programs; management, programming, sales and administrative are made available on either a weekly basis or a monthly basis to employees interested in moving into management or simply improving their job skills.

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.
