
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 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, 2021.

The information contained in this Report covers the time period beginning August 1, 2020 up to and including July 31, 2021 (“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, 2020 to July 31, 2021

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>
Brand Manager/Announcer WIFC-FM	10/12/20	9	All Access	2, 3, 7, 9-26, 27-31, 32, 36, 94, 95, 96
Market Manager/Director of Sales – Wausau Market	11/02/20	11	Indeed	2, 3, 4, 5, 6, 7, 9-26, 27-31, 32, 36, 95, 96
Morning Host/Announcer WSAU AM/FM Radio	1/04/21	14	Inside Referral	2, 3, 7, 9-26, 27-31, 32, 35, 36, 95
Marketing Consultant WDEZ/WIFC/WOZZ/WSAU WRIG Radio	1/04/21 2/15/21	12	WIFC Radio	1, 4, 5, 6, 7, 9-26, 31, 32, 36, 95
Marketing Operations Asst. WDEZ/WIFC/WOZZ/WSAU WRIG Radio	3/04/21	6	Indeed	1, 4, 5, 6, 7, 9-26, 31, 32, 36, 44, 95
Brand Manager/Announcer WDEZ-FM Radio	6/21/21	11	All Access	2, 3, 7, 8, 9-26, 27-31, 32, 36, 95, 96

Total Number of Positions Filled: 7
Total Number of Persons Interviewed: 63

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>#Interviews from Source</u>
1. WDEZ/WFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	3
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	19
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	1
5. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	12
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	1
<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	1
10. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	peter.tanz@mwcradio.com	
11. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	1
12. WTOU/WKZO WZOX-FM/WVFM	Office Mgr. “	4200 West Main Street., Kalamazoo, MI 49002 “	amy.burrow@mwcradio.com “	
13. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
14. WNWN/WFAT	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	jay.morris@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	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtk@mwcradio.com	
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 WTHI-FM/WBOW	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com	
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, KVOX, KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	dan.cash@mwcradio.com	
23. WIKY/WSTO/WABX/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	lisa.pillow@mwcradio.com	
24. WJXA/WCJL/WCJL	Business Mgr.	504 Rosedale Avenue, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
25. WIMZ/WJXB/WDKW/WNFZ	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.	tim.hyde@minnesotabroadcasters.com	1
29. North Dakota Broadcasters Assoc.	bethh@ndba.org	
30. South Dakota Broadcasters Assoc.	marla@willardandassociates.com	
31. Wisconsin Broadcasters Assoc.	kgeissler@wi-broadcasters.org	3

WEBSITE

	<u>Website Address</u>	
32. Career Page	https://www.careerpage.org	
33. Cornell College	https://cornellcollege-csm.symplcity.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	4
37. MN UW System	http://www.myconsortium.com/mcucsa/employe	

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| 38. Tech Connect | http://www.wisconsin-techconnect.com/EmployerLogin.asp |
| 39. UW EC Alumni | http://www.uwec.edu/career/alumnicareerlink/ |
| 40. UW Marquette | https://www.myinterfase.com/marquette/employer/ |
| 41. UW Superior | https://uwsuper-csm.symplicity.com/employers/index |
| 42. UW Concordia | https://www.myinterfase.com/concordia-wisconsin/employer |
| 43. Wausau Region Chamber of Commerce | http://www.wausauchamber.com/mx/hm.asp |
| 44. WI Jobnet | https://jobnet.wisconsin.gov/jobnetbusiness/ |
| 45. WI Jobs for WI Grads | http://www.myconsortium.com/wisconsin/employer/home.aspx |
| 46. WIPCCC | https://www.myconsortium.com/wipcccjobs/employer/ |

EMAIL

- | | <u>E-Mail Address:</u> |
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| 47. Affirmative Action & Compliance (WI) | lapinero@vc.wisc.edu |
| 48. Aurora University | career@aurora.edu |
| 49. CASDA (Center Against Sexual & Domestic Abuse) | tomy@chdc.us |
| 50. Centro Hispano | chmarta2000@yahoo.com |
| 51. Citizen Action of Wisconsin | brian.wooldridge@citizenactionwi.org |
| 52. Clarke College | martha.intveld@clarke.edu |
| 53. Columbia College | columbiaworks@colum.edu |
| 54. Cornell College | jswanson@cornellcollege.edu |
| 55. Dane County Jobs Program | heidt@co.dane.wi.us |
| 56. DeVry Institute Career Services | lpost@devry.edu |
| 57. Disabled Veterans Outreach Program (TH) | dfbrown@dwd.in.gov |
| 58. Duluth Business Univ. | wendyb@dbumn.edu |
| 59. Eastern Illinois University | csllm@eiu.edu |
| 60. Fond du Lac Tribal Comm. College | donnai@fdltcc.edu |
| 61. Goods Entertainment | agoodman@goodsentertainment.com |
| 62. Golden House of Green Bay | Stephanie@goldenhouse.org |
| 63. Harbor House of Appleton | Micheller@harborhousedap.org |
| 64. Hibbing Community College | bretthardt@hcc.mnscu.edu |
| 65. Illinois School of Broadcasting | gary@beonair.com |
| 66. ITT Technical School (Green Bay) | mwritte@itt-tech.edu |
| 67. Iowa Central College of Broadcasting | orness@triton.iccc.cc.ia |
| 68. Keller Graduate School of DeVry Univ. | pbergmann@keller.edu |
| 69. Kelley School of Business/Indiana University | ucso@indiana.edu |
| 70. Madison Media Institute | smiller@madisonmedia.com |
| 71. Menominee Indian Tribal Counsel | vschlichting@mitw.org |
| 72. Multicultural Center of Green Bay | multiculturalgreenbay@gmail.com |
| 73. Multicultural Student Center – Madison | dhillard@studentlife.wisc.edu |
| 74. Nation Job (GB Chamber of Commerce) | njlistings@nationjob.com |
| 75. NE WI Action Program (NEWCAP) | kathymurphy@newcap.org |
| 76. NE WI African-American Assoc. | lucasas400@yahoo.com |
| 77. Neighbor's Place | tom@neighborsplace.org |
| 78. NEWAAMA | yarvelle@hotmail.com |
| 79. UMOs (Corp. Headquarters-Milwaukee) | claudia.frias@umos.org |
| 80. Univ of MN--Duluth | glen@d.umn.edu |
| 81. Upper Iowa University | careers@uiu.edu |
| 82. UW Concordia | jean.austine@cuw.edu |
| 83. UW Fox Valley | foxweb@uwc.edu |
| 84. UW Lawrence | careercenter@lawrence.edu |
| 85. UW Manitowoc | manadmit@uwc.edu |
| 86. UW Marathon Center | uwmc@uwc.edu |
| 87. UW Ottawa | admiss.wi@ottawa.edu |
| 88. UW Waukesha | m.menigoz@uwc.edu |
| 89. Wausau Area Hmong Mutual Association | bzehren@wausauhmong.org |
| 90. Wisconsin Job Network | in@wisconsinjobnetwork.com |
| 91. Women's Center | mail@twcwaukesha.org |
| 92. Women's Community Shelter | tara@womenscommunity.org |
| 93. Women's Resource Center (all centers) | wsoffice@uwsa.edu |
| 94. RAMP | ramp247.com |
| 95. Inside Referral | |
| 96. Outside Referral | |

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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, 2020 through July 31, 2021

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.939thegame.com (WRIG)
www.wdez.com www.wsau.com www.wifc.com
www.rock947.com (WOZZ)

Date: January 1, 2003 to present

Participating Employees: Rusty James, 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: Virtual Career Fair

Date: March 1-5, 2021

Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Ms. Gillis entered all open WI positions on CareerPage.com. This Job Fair was promoted on all of our Wisconsin licensed radio stations. Resumes received as a result of this Career Fair were distributed to the appropriate hiring managers.
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Outreach Activity: Webinar

Date: March 24, 2021

Participating Employees: Rusty James, Interim Market Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: This webinar entitled “Staying on Top of Your Broadcast FCC EEO Obligations” given by David Oxenford of the Wilkinson, Barker, Knauer law firm, was designed to reiterate station FCC EEO obligations and to remind broadcasters that wide dissemination remained an obligation even during the pandemic. Suggestions on possible avenues to achieve this were discussed including virtual events and training employees for advancement in their careers and mentoring employees to be able to move into positions that were of interest.

Outreach Activity: Virtual Job Fair

Date: June 7-11, 2021

Participating Employees: Esther Gillis, Vice President/Human Resources

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: The WBA hosted a second week long Job Fair. We pre-promoted the Job Fair on all of our Wisconsin based radio stations 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 Wisconsin radio stations had a total of six (6) open positions. At the conclusion of the Fair, resumes collected were distributed to the appropriate hiring managers for their review.
