
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, 2023.

The information contained in this Report covers the time period beginning August 1, 2022 up to and including July 31, 2023 (“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, 2022 to July 31, 2023

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>
Marketing Consultant WDEZ/WIFC/WOZZ/WSAU WRIG Radio	3/1/23 5/1/23 5/15/23	6	Indeed Inside Referral Inside Referral	4, 5, 9-26, 30, 32, 34, 35, 55, 56
Operations Manager WIFC/WDEZ/WOZZ	12/12/22	4	All Access	2, 3, 8, 9-26, 27, 28, 29, 30, 31, 32, 34, 54
News Reporter WSAU Radio	1/23/23	6	Outside Referral	2, 3, 9-26, 27, 28, 29, 30, 31, 32, 34, 55, 57

Total Number of Positions Filled: 3
Total Number of Persons Interviewed: 16

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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	
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	6
3. Radio Online	Customer Service	3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.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	3
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	

Postings:

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	craig.vanabel@mwcradio.com	
11. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
12. WTOU/WKZO WZOX-FM/WVFM	Office Mgr. “	4200 West Main Street., Kalamazoo, MI 49002 “	katie.tulin@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. WFC/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	mark.cheney@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	christie.york@mwcradio.com	
24. WJXA/WCJK/WCJK	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.demanes@mwcradio.com	

EMAIL

27. Illinois Broadcasters Assoc.	dgray@ilba.org
28. Minnesota Broadcasters Assoc.	tim.hyde@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

WEBSITE

	<u>Website Address</u>
32. Career Page	https://www.careerpage.org
33. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html
34. Midwest Careers	www.midwestcareers.com
35. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/
36. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home

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EMAIL

37. Disabled Veterans Outreach Program (TH)
38. Duluth Business Univ.
39. Fond du Lac Tribal Comm. College
40. Hibbing Community College
41. Illinois School of Broadcasting
42. ITT Technical School (Green Bay)
43. Menominee Indian Tribal Counsel
44. Nation Job (GB Chamber of Commerce)
45. Univ of MN--Duluth
46. Upper Iowa University
47. UW Concordia
48. UW Fox Valley
49. UW Lawrence
50. UW Manitowoc
51. UW Marathon Center
52. UW Ottawa
53. UW Waukesha
54. RAMP

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vschlichting@mitw.org
njlistings@nationjob.com
glen@d.umn.edu
careers@uiu.edu
jean.austine@cuw.edu
foxweb@uwc.edu
careercenter@lawrence.edu
manadmit@uwc.edu
uwmc@uwc.edu
admiss.wi@ottawa.edu
m.menigoz@uwc.edu
ramp247.com

55. Inside Referral
56. Marshfield Chamber of Commerce
57. Outside Referral

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APPENDIX 2

Annual EEO Public File Report

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Covering the Period from August 1, 2022 through July 31, 2023

Stations Comprising Station Employment Unit:

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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.947jackfm.com (WOZZ)

Date: January 1, 2003 to present

Participating Employees: Rusty James, Vice President/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: Tour

Date: December 13, 2022

Participating Employees: Nikki Montgomery, Morning Show Talent, WIFC

Event Sponsor: WRIG, Inc. - Midwest Communications

Description of Activity: Approximately ten students and their teacher from DC Everest Area School District toured the Broadcast Center visiting each studio and learning about all the jobs necessary to make radio work. The tour was followed by a discussion of how radio has changed over the years and the
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various new jobs as a result of those changes. Nikki talked about how adapting to these changes is what allows radio to stay relevant.

Outreach Activity: Scholarship

Date: September, 2022 – November, 2022

Participating Employees: Rusty James, VP/Market Manager – Wausau, WI
Peter Tanz, President – Midwest Communications
Scott Christensen, VP/Market Manager – Duluth, MN
Jason Hillery, Operations Manager – Green Bay

Event Sponsor: Wisconsin Assoc. of Broadcasters Foundation

Description of Activity: Our WI based radio stations participated in the WI Assoc. of Broadcasters Foundation Scholarship Program. This is designed to allow individual member stations an opportunity to support potential qualified college students interested in broadcasting as a career through an educational scholarship. The above individuals, representing our various WI markets, assisted in judging the pre-qualified candidates. The winning recipients were recognized during the WBA Student Seminar.

Outreach Activity: Job Shadow

Date: January 20, 2023

Participating Employees: Nikki Montgomery, Morning Show Talent, WIFC

Event Sponsor: WRIG, Inc. - Midwest Communications

Description of Activity: Ashlev, from ODC, Inc. (Opportunity Development Centers) contacted Nikki regarding one of her clients, Ryan, who had expressed an interest in being an announcer. Nikki talked about the requirements he would need to meet in order to be a candidate for an on-air position. Nikki shared what path she felt would be beneficial for him after he graduated from high school. She also talked to him about possible board operator opportunities to get a ‘taste’ of what radio is about.

Outreach Activity: Interview

Date: February 9, 2023

Participating Employees: Dave Kallaway, Morning Show Talent, WIFC

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Nikki Montgomery, Morning Show Talent, WIFC

Event Sponsor: WRIG, Inc. - Midwest Communications, Inc.

Description of Activity: Kaitlin, a student in the DC Everest High School Innovation & Creation Class asked to interview Dave and Nikki to learn more about their jobs in radio. She was interested in learning how she could use her writing skills in a radio career. She also wanted to know more about how they got into radio and what educational path each of them took that got them to their current positions.

Outreach Activity: Internship and Career Fair

Date: February 28, 2023

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

Event Sponsor: University of Wisconsin/Stevens Point

Description of Activity: Chris represented our Wausau based radio group at this Internship and Career Fair. Chris was able to speak to current students and alumni about our current openings and about other types of jobs available in radio. This Fair was well attended with both job applicants and businesses hoping to fill open positions.

Outreach Activity: Job / Career Fair

Date: February 25, 2023

Participating Employee: Peter Tanz, President
Jon Giroux, Operations Manager

Event Sponsor: Wisconsin Broadcasters Assoc./Midwest Communications, Inc.

Description of Event: This Job/Career Fair was held as part of the WBA's 2023 Student Seminar on Saturday, February 25, 2023 at the Madison Marriott West in Middleton, WI. Peter and Jon met with potential job seekers interested in broadcasting careers. They shared all the various jobs in radio and a potential career path to be successful in this industry. Approximately 75 potential job applicants attended the event.

Outreach Activity: Virtual Careers in Broadcasting

Date: April 11, 2023

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Participating Employee: Jon Albrecht, Director of Sales

Event Sponsor: Wisconsin Broadcasters Association

Description of Event: At this Virtual Mixer, Jon was able to speak with four job seekers. Two were interested in sports broadcasting, another interested in video production and the final job seeker wasn't sure where his interests were; just wanted to learn about what was available in radio. While Jon's purpose was to perhaps find job applicants interested in marketing and/or sales and that didn't happen, Jon felt that it was still important to educate those interested in careers in broadcasting. This Mixer was held on a Tuesday evening, 7pm-8:30pm.

Outreach Activity: EEO Compliance Seminar

Date: April 13, 2023

Participating Employees: Rusty James, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Rusty participated in this seminar hosted by WBA Washington counsel David Oxenford of the law firm Wilkinson Barker Knauer. Attorney Oxenford reviewed all of the FCC's EEO obligations and discussed how we can meet those obligations. He also touched on what might lie in store in the way of future FCC EEO obligations.

Outreach Activity: Job Shadow

Dates: June 9, 2023 and June 12, 2023

Participating Employee: Dave Kallaway, Morning Show Talent, WIFC

Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.

Description of Event: Mikala, whose background was other than radio, expressed an interest in being on-air and asked to do a job shadow specifically on WIFC. She wanted to see if broadcasting was something that she would want to do as a career path. Mikala was later hired as a part-time announcer.

Outreach Activity: EEO Sessions

Date: June 14, 2023

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Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: This session entitled “You’re Looking in All the Wrong Places: How to Find Diverse Talent at Every Level” was part of the WBA Summer Conference held at Osthoff Resort in Elkhart Lake, WI. Michelle Duke, President, NAB Leadership Foundation, Chief Diversity Officer, shared ways to engage diverse job applicants, refine our hiring strategies and comply with FCC requirements helping us attract the best and brightest talent. A second session entitled “How to Identify and Recruit More Successful Talent” was led by Steve Wexler from WEXL Coaching and Development. Steve covered the 14 traits inherent in breakthrough talent along with strategies on how to coach our on-air talent to be more successful.