
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, 2024.

The information contained in this Report covers the time period beginning August 1, 2023 up to and including July 31, 2024 (“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, 2023 to July 31, 2024

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>
Morning Show Co-Host WIFC-FM Radio	8/28/23	7	Midwest Careers	2, 3, 7, 8-25, 26-31, 32, 34, 38
Agency Resource Specialist WIFC/WDEZ/WOZZ/WSAU/WRIG	11/20/23	6	In-House Posting	4, 5, 8-25, 30, 32, 34, 35,
Announcer WDEZ-FM Radio	2/26/24	9	In-House Posting	3, 6, 7, 8-25, 26-31, 32, 34,
Marketing Consultant WIFC/WDEZ/WOZZ/WSAU/WRIG	2/26/24	6	Indeed	4, 5, 8-25, 30, 32, 34, 35
Marketing Consultant WIFC/WDEZ/WOZZ/WSAU/WRIG	6/10/24	6	Inside Referral	4, 5, 8-25, 30, 32, 34, 35, 38
Positions Filled		5		
Number of Persons Interviewed		34		

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcements/Website	Contact	Address	Method of Contact	#Interviews from Source
1. WDEZ/WIFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	1
Internet Sites:				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	8
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	17
6. Country Aircheck	Chuck Aly	914 18 th Avenue South, Nashville, TN 37212	chuck@countryaircheck.com	1
7. ROSTR		Los Angeles, CA	hqrostr.cc	
Postings:				
8. WNCY/WIXX/WYDR WTAQ AM-FM/WNFL	Office Mgr.	115 S. Jefferson St., Green Bay, WI 54302	caitlin.kazik@mwcradio.com	
9. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	craig.vanabel@mwcradio.com	
10. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
11. WTOU/WKZO WZOX-FM/WVFM	Office Mgr. "	4200 West Main Street., Kalamazoo, MI 49002 "	katie.tulin@mwcradio.com "	
12. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
13. WNWN/WFAT	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	mandy.stephenson@mwcradio.com	
14. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
15. KDAL AM-FM/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior/Ste. 380., Duluth, MN 55811	sarah.pugliese@mwcradio.com	
16. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	2
17. WMFG-AM/FM, WDKE WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
18. WMGL/WWVR/WIBQ WTHI-FM/WBOW	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com	
19. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
20. KELO AM/FM, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst. .	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
21. KFGO, KRWK, KVOX, KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	holly.kolden@mwcradio.com	
22. WIKY/WSTO/WABX/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
23. WJXA/WCJK/WCJK	Business Mgr.	504 Rosedale Avenue, Nashville, TN 37211	brenda.mcarthur@mwcradio.com	
24. WIMZ/WJXB/WDKW/WNFZ	Office Mgr.	1100 Sharps Ridge Memorial Drive, Knoxville TN	jennifer.terry@mwcradio.com	
25. WIRL/WMBD/WKZF/ WPBG/WSWT/WXCL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com	

EMAIL

26. Illinois Broadcasters Assoc.	dgray@ilba.org
27. Minnesota Broadcasters Assoc.	tim.hyde@minnesotabroadcasters.com
28. North Dakota Broadcasters Assoc.	bethh@ndba.org
29. South Dakota Broadcasters Assoc.	marla@willardandassociates.com
30. Wisconsin Broadcasters Assoc.	kgeissler@wi-broadcasters.org
31. Ramp	cartermmedia@gmail.com

WEBSITE

	Website Address	
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	3
35. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	
36. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home	
37. Handshake	joinhandshake.com	
38. Inside Referral		2

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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, 2023 through July 31, 2024

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.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: Radio Career Day

Date: September 22, 2023

Participating Employees: Paul (Belky)Beilke, Brand Manager
Mary Radandt, Marketing Consultant
Jon Albrecht, Director of Sales

Event Sponsor: WRIG, Inc. - Midwest Communications

Description of Activity: DC Everest Middle School asked if we could arrange a Career Day visit for students to visit the radio stations and learn more about a potential career in broadcasting. Jon and Mary shared what is involved in being a marketing consultant, what educational path would be helpful, the day-to-
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day tasks of analyzing business needs and creating a marketing plan for that business. Students were able to select their own local business, determine what their needs might be and offer marketing recommendations to create a successful marketing campaign. They toured the Broadcast Center with Paul who discussed all the various positions in radio and then shared the daily routine in programming, learned about how commercials are produced, how music is scheduled, how a live air shift is done and were then put on the air live for a special shout out dedicated to students.

Outreach Activity: Virtual Career Fair

Date: September 29, 2023

Participating Employees: Rusty James, VP/Market Manager – Wausau, WI

Event Sponsor: Wisconsin Broadcasters Association Foundation

Description of Activity: All Wausau based radio stations were represented at the Virtual Career Fair held online September 25-29, 2024. Our stations' job postings included Agency Resource Specialist, Marketing Consultant positions in Wausau and Stevens Point and WDEZ Morning Show Co-host. We received seven applicants with interest in one of our open positions.

Outreach Activity: Virtual Online Mixer

Date: October 23, 2023

Participating Employees: Chris Conley, Operations Manager/Brand Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: This Mixer was held from 7-8pm. Chris was able to meet with students all across Wisconsin in this online platform to talk about broadcasting as a business and to also share with them all of the career opportunities available in a radio station.

Outreach Activity: Tour

Date: November 7, 2023

Participating Employees: Carly Rogers, Announcer
Paul (Belky) Bielke
Michael Leischner, News Director

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Mike Mathers, Announcer

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

Description of Activity: Girl Scout Troop 7232, along with a few parents, came in to tour the broadcast center. They learned about all of the positions that make up a radio station. Carly gave a brief description of what each position entailed. She talked about how important it was for sales and programming to work together. She gave them a tour of the production studios and the on-air studios where they had a chance to meet some of the on-air talent. They learned about the news department from Michael. They talked with Mike about his show on WIFC and then got to talk on air with Belky. They wrapped up doing a recording to play back on WIFC. They loved the tour!

Outreach Activity: Tour

Date: November 8, 2023

Participating Employees: Paul (Belky) Bielke

Event Sponsor: WRIG, Inc. – Midwest Communications

Description of Activity: Belky was approached by students at DC Everest High School to tour our facility. He talked about his position with WIFC and about the other positions that make up a radio station. Students learned how a commercial is written and produced; how music is scheduled and how music is selected for on-air play. Students were able to record a message and then that audio was played on the air.

Outreach Activity: Career and Internship Fair

Date: February 28, 2024

Participating Employee: Paul (Belky) Bielke, Brand Manager
Cindy Maples, Agency Resource Specialist

Event Sponsor: University of Wisconsin-Stevens Point

Description of Event: We had a booth at this Fair which was held in the Dreyfus University Center at UW-Stevens Point from 1-5pm. We were hoping to find Marketing Consultants and part-time and/or full-time on-air talent applicants. Belky and Cindy talked with seven applicants who had an interest in radio/marketing. The Marketing Consultant position didn't

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garner a lot of interest. More interest was shown for the IT field and the on-air possibilities.

Outreach Activity:

Job Shadow

Date:

March 1, 2024

Participating Employee:

Paul (Belky) Bielke, Brand Manager

Event Sponsor:

WRIG, Inc. – Midwest Communications

Description of Event:

Karli and Anitta, seniors at DC Everest High School asked to be able to Job Shadow as part of their Exploration and Creation class. Karli had an interest in pursuing a career in radio broadcasting. They learned about radio as a whole and the various positions available. Belky shared his career path in radio and what they might want to consider as far as educational paths. They were shown our radio projects on air, in studio and how the studio board works. Belky talked about how music is picked and how it is scheduled on a daily basis. They also learned how local commercials are produced.

Outreach Activity:

Weston “You Matter” Day

Date:

May 3, 2024

Participating Employees:

Bryan Scott, Morning Show Host, WDEZ
Mikala Hall, Morning Show Co-Host, WDEZ

Event Sponsor:

Weston Elementary School

Description of Event:

Bryan and Mikala spoke to several 5th grade classes about what it’s like to work in the radio communications field and specifically as the Morning Show on-air personalities on WDEZ. They talked about their path to their current positions and what students might want to consider as far as education was concerned if they were interested in radio as a career.

Outreach Activity:

Job Shadow

Dates:

May 13, 2024

Participating Employee:

Paul (Belky) Bielke, Brand Manager

Event Sponsor:

WRIG, Inc. affiliate of Midwest Communications, Inc.

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Description of Event: Morgan, a student at Northcentral Technial College asked to job shadow Belky as a requirement of her Introduction to Mass Communication course. Morgan was very prepared for the job shadow. Belky talked to her about her career path, how he got started in radio and his path to becoming a Brand Manager. Belky felt she would do very well in our Company should that be her decision. Excellent job shadow!

Outreach Activity: Job/Career Fair

Date: February 24, 2024

Participating Employees: Peter Tanz, President
Craig Van Abel, Director of Sales
Shelly Lukasik, Director of Sales
Rob Sussman, News Director/Announcer
Matt Zimmermann, Brand Manager/Announcer

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: This Career Fair was held at Lambeau Field from 12Noon to 2pm. We promoted this Career Fair on all of our Wisconsin based radio stations. The attendance was great. We had information on all available openings in our Wisconsin markets. Our staff was able to talk to many potential applicants. Resumes collected were distributed to the appropriate managers.

Outreach Activity: EEO Session/Legislative Update

Date: June 19, 2024

Participating Employees: Peter Tanz, President
Steve Schouten, Vice President/Market Manager
Esther Gillis, Vice President/Human Resources
Scott Christensen, Vice President/Market Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: The above individuals represented all of our Wisconsin based radio markets (Green Bay/Appleton/Sheboygan/Wausau/Duluth) at the WBA Summer Conference held at the Hotel Retlaw in Fond du Lac, WI. The EEO Session, hosted by Jean Marie Brown, Senior Fault Lines Trainer, Maynard Institute based in Oakland, CA, covered looking beyond the right places, stepping outside of our own fault lines and biases. She focused on performance, conformity, attribution, etc.

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This was followed by a Legislative Update, hosted by David Oxenford of Wilkinson, Barker, Knauer, LLP law firm based in Washington, DC. David brought us up to date on the latest from the FCC now under new leadership and what that might mean to the broadcasting community.