
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, 2025.

The information contained in this Report covers the time period beginning August 1, 2024 up to and including July 31, 2025 (“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, 2024 to July 31, 2025

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 WIFC/WDEZ/WOZZ/WSAU/WRIG	4/14/25	5	Outside Referral	2, 3, 4, 9-26, 31, 33, 35, 36, 39
VP/Market Manager WIFC/WDEZ/WOZZ/WSAU/WRIG	5/5/25	4	Indeed	2, 3, 4, 9-26, 31, 33, 35, 36, 39
Marketing Consultant WIFC/WDEZ/WOZZ/WSAU/WRIG	7/7/25	6	Outside Referral	2, 3, 4, 9-26, 31, 33, 35, 36, 39
Digital Campaign Administrator Midwest Communications, Inc.	7/15/25	5	Indeed	2, 3, 4, 9-26, 31, 33, 35, 36
Positions Filled		4		
Number of Persons Interviewed		20		

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcements/Website	Contact	Address	Method of Contact	#Interviews from Source
1. WDEZ/WFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	

Internet Sites:

2. Radio Online	Customer Service	3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.com	
3. LinkedIn	David Frankel	1000 W. Maude Ave. Sunnyvale, CA 94085	linkedin.com	4
4. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	11
5. Country Aircheck	Chuck Aly	914 18 th Avenue South, Nashville, TN 37212	chuck@countryaircheck.com	
6. ROSTR		Los Angeles, CA	hqrostr.cc	
7. Radio Insight			radioinsight.com	1
8. Radio Ink			radioink.com/jobs	

Postings:

9. WNCY/WIXX/WYDR WTAQ AM-FM/WNFL	Office Mgr.	115 S. Jefferson St., Green Bay, WI 54302	roberta.chevalier@mwcradio.com	
10. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	craig.vanabel@mwcradio.com	
11. WHBL/WHBZ/WBFB/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	julie.fleming@mwcradio.com	
15. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@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.radtko@mwcradio.com	
18. WMFG-AM/FM, WDKE WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
19. WMGL/WVVR/WIBQ WTHI-FM/WBOW	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	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	holly.kolden@mwcradio.com	
23. WIKY/WSTO/WABX/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
24. WJXA/WCJK/WCJK	Business Mgr.	504 Rosedale Avenue, Nashville, TN 37211	brenda.mcarthur@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
29. North Dakota Broadcasters Assoc.	bethh@ndba.org
30. South Dakota Broadcasters Assoc.	marla@willardandassociates.com
31. Wisconsin Broadcasters Assoc.	kgeissler@wi-broadcasters.org
32. Ramp	cartermmedia@gmail.com

WEBSITE

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

39. Outside Referral	3
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APPENDIX 2

Annual EEO Public File Report

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Covering the Period from August 1, 2024 through July 31, 2025

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: Brian Mitz, 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:** Job/Career Fair
 - Date: September 11, 2024
 - Participating Employees: Chris Conley, Operations Manager
 - Event Sponsor: Wisconsin Broadcasters Assoc.
 - Description of Activity: Chris represented all of our Wisconsin based radio stations at this Career Fair held from 10am to noon at the Madison Marriott West in Middleton, WI. Chris spoke with college students about available positions in our Wisconsin markets. Collected resumes were distributed to the appropriate hiring managers.
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Outreach Activity:	EEO Session
Date:	September 11, 2024
Participating Employees:	Chris Conley, Operations Manager
Event Sponsor:	Wisconsin Broadcasters Association Foundation
Description of Activity:	Chris, representing all of our Wisconsin operations, attended this EEO session entitled "Are you on top of all of your FCC EEO obligations?" was held as part of the fall Broadcasters Clinic at the Madison Marriott West in Middleton, WI. This session was with Attorney David Oxenford and was an important refresher on making sure all of our EEO requirements were handled correctly.
Outreach Activity:	Career/Internship Fair
Date:	September 19, 2024
Participating Employees:	Chris Conley, Operations Manager/Brand Manager
Event Sponsor:	University of Wisconsin/Stevens Point
Description of Activity:	Chris represented our Wausau based radio stations at this Fair attended by recent students and graduates exploring career opportunities, internships and just networking. Chris shared open job opportunities available in our locations as well as information on all of the types of jobs available in broadcasting. Collected resumes were shared with the appropriate hiring managers.
Outreach Activity:	Student Networking/Seminar
Date:	November 7, 2024
Participating Employees:	Peter Tanz, President
Event Sponsor:	Midwest Communications, Inc./Michigan Assoc. of Broadcasters
Description of Activity:	Midwest Communications, Inc. sponsored and participated in the Gret Lakes Broadcast & Sports Media Academy "Speed Networking" event held as part of this Michigan Assoc. of Broadcasters' event held at Ford Field in Detroit, MI. Midwest Communications President Peter Tanz met

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one-on-one with students to discuss their post-graduation career objectives and the many career opportunities in broadcasting.

Outreach Activity: Resume Workshop

Date: February 11, 2025

Participating Employees: Billie Revie, Human Resources Manager
Ty Lee, Human Resources Generalist

Event Sponsor: DC Everest High School, Wausau

Description of Activity: Sara, Community Outreach & Scholarship Coordinator at DC Everest invited Human Resources professionals to meet with students to review their resumes and provide constructive feedback. Billie and Ty each met with a student, evaluated their resumes and made recommendations for enhancements to better attract employers' attention.

Outreach Activity: Job Fair

Date: February 22, 2025

Participating Employees: Chris Conley, Operations Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Chris represented the Wausau stations at this very well attended Job Fair held at Lambeau Field in Green Bay, WI. Chris interacted with a large number of participants talking about his position, his background and talked about current job opportunities with his stations and about all of the types of jobs available in a broadcast operation.

Outreach Activity: Tour

Date: April 18, 2025

Participating Employee: Mike Mathers, WIFC Announcer

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

Description of Event: Mike gave a Girl Scout Troop with their chaperones a tour of the various studios talking about the different formats and what an announcer does in addition to their on-air responsibilities. He shared what the production

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department does and talked about the other jobs that make up a broadcast center. The Troop seemed to enjoy the tour very much.

Outreach Activity: Mentoring & Leadership

Date: June 17-19, 2025

Participating Employee: Neil Raddenbach, Network Administrator, Wausau
Zak Sutter, Network Administrator, Green Bay/Sheboygan
Bryce Kastning, Network Administrator, Duluth

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

Description of Event: Midwest sponsored the WBA Duke Wright Media Technology Institute held in LaCross, WI. The Media Technology Institute (MTI) provides education and mentoring opportunities for Broadcast Managers and Technical Professionals. This year's MTI included education sessions on the business of Broadcasting, Audio Processing, Real Time RF Measurements, Transmitter Site Safety, Data Network Configuration, Audio over IP, Studio Connectivity and Network Security.