



The purpose of this EEO Public File Report (“Report”) is to comply with Section 7302080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WISM-FM, WECL-FM, WEAQ-AM (W240DC), WIAL-FM, WAXX-FM, and WAYY-AM (W286CK). This report is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites..

The information contained in this Report covers the time period beginning August 1, 2020 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 Stations comprising the Station Employment Unit 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the Hiree 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, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the Hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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August 1, 2020 - July 31, 2021

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Brand Ambassador	1-40	33
Brand Ambassador	1-40	33

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcast Compliance Service 1700 Rockville Pike Rockville, Maryland 20852 Phone : (866) 227-4336 Url : http://bcs-ok.com/ Email : RobinCooper@BCS-ok.com Robin Cooper	N	0
2	ChippewaValleyHelpWanted.com 6465 Greenwood Plaza Blvd Suite 400 Centennial, Colorado 80111 Phone : 800-365-8630 Ext. 0247 Url : http://regionallhelpwanted.com/home Aspen Shearn Manual Posting	N	0
3	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
4	Conclave 4517 Minnetonka Blvd, #104 Minneapolis, Minnesota 55416 Phone : Phone (952) 927-4487 Url : http://www.theconclave.com/index.php Email : tomk@theconclave.com Tom Kay	N	0
5	Concordia University 12800 N. Lakeshore Dr. Mequon, Wisconsin 53097 Phone : 262-243-4401 Email : career.services@cuw.edu Fax : 1-262-243-4478 Krista Hasselquist	N	0
6	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : webmaster@enmu.edu Fax : 1-575-562-2215 Alisha ODonovan	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : https://www.myinterfase.com/edgewood/invalidsession.aspx Fax : 1-608-663-2278 Student Resource Center	N	0
8	Former Employee	N	1
9	Goodwill Industries Of Southern Wisconsin, Inc. 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0
10	Internal Job Posting 944 Harlem Street Altoona, Wisconsin 54720 Phone : 715-832-1530 Lynn Bieritz Manual Posting	N	0
11	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Employment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
12	Lakeland College P.O. Box 359 Sheboygan, Wisconsin 54208 Phone : 920-565-1483 Email : stephanlm@lakeland.edu Fax : 1-920-565-1311 Lisa Stephan	Y	0
13	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0

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14	Minnesota Broadcasters 3033 Excelsior Blvd., Suite 440 Minneapolis, Minnesota 55416 Phone : 612-926-8123 Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda LaSere	Y	0
15	MWF Website 730 RAyovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	N	1
16	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : bcrmail@aol.com Lo Jelks	Y	0
17	National Hispanic Media Coalition Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Fax : 1-626-792-6051 Career Services	Y	0
18	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1879 Patti Fenner-Leino	Y	0
19	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rogus@ohio.edu Mary Rogus	Y	0

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20	Ohio/Illinois Centers for Broadcasting 9885 Rockside Road Ste. 160 Valley View, Ohio 44125 Phone : 216-503-5900 Email : dclark@beonair.com Fax : 1-513-271-6060 Don Clark	Y	0
21	Outreach 600 Williamson St. Ste. P-1 Madison, Wisconsin 53703 Phone : 608-255-8582 Email : angier@lgbtoutreach.org Fax : 1-608-255-0018 Angie Rehling	Y	0
22	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
23	South Eastern MN Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
24	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tdugan@siue.edu Tammy Dugan	Y	0
25	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : tcadmission@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0

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26	University of Minnesota, Morris Sargeant Student Center, Suite 245 2900 University Ave. Crookston, Minnesota 50001 Phone : 218-281-8585 Email : cavalier@umn.edu Fax : 1-218-281-8584 Don Cavalier	Y	0
27	University of Wisconsin-Eau Claire Dept. of Communication and Journalism 105 Garfield Ave. Eau Claire, Wisconsin 54701 Phone : 715-836-2528 Email : cj.dept@uwec.edu Fax : 1-715-836-3820 Dept of Communication and Journalism	Y	0
28	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
29	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
30	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Fax : 1-715-836-3923 Career Services	N	0
31	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : hr-contact@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0

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32	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	Y	0
33	WAXX/WAYY/WISM/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2669 Lynn Bieritz Manual Posting	N	3
34	Western Kentucky University Wisconsin Email : employerrelations@wku.edu Robert Unseld	Y	0
35	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Email : lschroeder@rmgmwf.com Lonna Schroeder	N	0
36	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : http://www.wi-broadcasters.org/wba/index.php Email : mendicott@wi-broadcasters.org Mandy Endicott	Y	0
37	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Family Radio Inc.	N	0
38	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : palmerw@workforceconnections.org Fax : 1-608-785-9939 Wanda Palmer	Y	0

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39	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
40	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**EEO PUBLIC FILE REPORT****August 1, 2020 - July 31, 2021****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/17/2020	Participation in scholarship programs	Mid-West Family Eau Claire participated in the WBA's EEO Scholarship program. Part of being included in the WBA's Scholarship program included evaluating the 10 finalists. The participants were judged by GPA, post high school employment/extracurricular activities, awards and honors, broadcasting experience and an essay. The WBA then calculated an average for each student. These averages were then passed on to the Education Committee for those individuals to take into consideration in terms of evaluations.	2	General Manager Office Manager
2	3/5/2021	Participation in Job Fairs	Participated in the Wisconsin Broadcasters Association Virtual Job Fair. The job fair was held the week of March 1-5, 2021. The website received almost 1,000 unique visitors.	1	Sales Manager
3	3/24/2021	Participation in events sponsored by community groups	The Wisconsin Broadcasters Association hosted an EEO Seminar: Staying on Top of Your Broadcast FCC EEO Obligations. This was a webinar held on March 24, 2021.	1	General Manager
4	6/7/2021	Participation in Job Fairs	Technology and the internet have created a new world of opportunity for broadcasters in a lot of ways. And its benefits are boundless. To provide members with a new avenue for employment outreach programs, the WBA facilitated a virtual job fair. We participated in this Wisconsin Broadcasters Association Virtual Job Fair the week of June 7-11, 2021.	1	General Manager
5	6/29/2021	Provision of training to management	Cora Overboe led an EEO training session on June 29, 2021 in the conference room. She handed out an FCC consumer fact sheet for future reference. Cora explained the EEO rules and policies for broadcasters regarding hiring practices. She also provided a toll free phone number if anyone has questions.	7	General Manager Operations Manager Sales Manager Engineer