



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, 2023 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 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.

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM
EEO PUBLIC FILE REPORT
August 1, 2023 - July 31, 2024

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
NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.		

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM
EEO PUBLIC FILE REPORT
August 1, 2023 - July 31, 2024

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
AS NOTED IN SECTION I, NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.			

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**EEO PUBLIC FILE REPORT****August 1, 2023 - July 31, 2024****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/25/2023	Co Sponsoring Job Fair	Participated in the Wisconsin Broadcasters Virtual Job Fair the week of Sept 25, 2023. The participating stations were: WAXX, WAYY, WEAQ, WIAL, WECL, and WISM.	1	Office Manager
2	10/23/2023	Participation in events sponsored by organizations representing the community	WAXX was represented by Phil Tripper at the WBA Careers in Broadcasting Virtual Mixer which was held on Oct 23, 2023.	1	Operations Manager
3	2/15/2024	Participation in events or programs sponsored by educational institutions	Greatest Hits 98.1 Morning Host and Mid-West Family Promotion Coordinator, John Murphy, and Program Director Luc Anthony talked careers and career planning, which starts as early as middle school. Some students from the Altoona Middle School came to the studios on February 15, 2024. John Murphy and Luc Anthony talked about careers in the broadcasting industry and answered questions from the students. About 50 kids attended the hour-long tour.	2	Program Director Promotion Coordinator
4	2/28/2024	Participation in events or programs sponsored by educational institutions	Luc Anthony attended the 2024 Junior Achievement Titan Business Challenge at the University of Wisconsin-Eau Claire Davies Center. He was a co-MC, guiding groups from western Wisconsin high schools in a competition to display aptitude in running a successful business. Luc Anthony was also an advisor for the Marketing portion of the events and taught the students about the varied employment opportunities available in the broadcasting industry. The event took place February 28, 2024.	1	Program Director

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM

EEO PUBLIC FILE REPORT

August 1, 2023 - July 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	4/3/2024	Participation in events sponsored by organizations representing the community	April 3,2024 more than 50 high school juniors from several different Eau Claire area schools including Eau Claire Regis, North, Memorial as well as Altoona. Fall Creek, Augusta and Elk Mound schools toured Mid-West Family Eau Claire's studios to learn more about potential career opportunities in Radio Broadcasting, Digital Media, Technology and Journalism. Leadership Eau Claire is a community outreach program organized by the Eau Claire Chamber of Commerce. The Tours were hosted by Luc Anthony, Program Director of WISM/ Morning personality SportsTalk 105.1 and John Murphy, Mid-West Family Eau Claire Promotion Coordinator and WISM Morning Personality. Students even took a "quiz" about Eau Claire radio, personalities, programming, and community responsibilities.	2	Program Manager Promotion Coordinator
6	4/15/2024	Participation in events sponsored by organizations representing the community	On Monday April 15th, 2024, Mid-West Family Eau Claire's Promotion Coordinator /Greatest Hits 98.1 Morning Personality John Murphy participated in the PRSSA (Public Relations Student Society of America) Mingle and Network event at Dulany Inn on the UW Eau Claire Campus. This two-hour event featured students interested in public relations & communications careers rotating through the room, spending 10-15 minutes with each "expert" representing broadcasting, public relations, news, entertainment, newspaper and other publications and local corporate entities who are active in the community. Mr. Murphy presented information and Ideas about possible internship and employment opportunities to the students attending the special event hosted by PSSA. Approximately 25 guests and presenters participated in the event.	1	Promotion Coordinator

WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM
EEO PUBLIC FILE REPORT
August 1, 2023 - July 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	6/19/2024	Participation in events sponsored by organizations representing the community	WAXX, WAYY, WISM, WECL, WEAQ, and WIAL were represented by Lynn Bieritz at the EEO Session: Looking Beyond the Right Places which was held on June 19, 2024 at the WBA Summer Conference in Fond du Lac, WI.	1	General Manager