



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 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 period beginning August 1, 2024 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 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, 2024 - July 31, 2025**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.		

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2024 - July 31, 2025**

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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, 2024 - July 31, 2025****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	9/11/2024	Participation in Job Fairs	Mid-West Family Wisconsin was represented at the Job/Career Fair which was held on Wednesday, Sept. 11, 2024 from 10a-noon at the Madison Marriott West in Middleton, WI. RJ Brachman represented us at the event and was available to ask questions, the students also got a chance to do an on camera interview, call a sports game on the radio and read from teleprompters on camera.	1	Business Mgr Madison
2	9/11/2024	Participation in events sponsored by organizations representing the community	Mid-West Family Wisconsin was represented at the EEO Session: 'Are you on top of all your FCC EEO obligations?' which was held on Sept. 11, 2024 at the Madison Marriott West in Middleton, WI. The interactive session was presented by DC Counsel David Oxenford. The seminar lasted 90 minutes and discussed general obligations, record keeping requirements, report requirements, non-discrimination hiring and affirmative action requirements.	1	Business Mgr Madison
3	11/3/2024	Participation in events sponsored by organizations representing the community	The Wisconsin Broadcasters Association program offers scholarships for students interested in pursuing a career in broadcasting. Lynn Bieritz, General Manager, reviewed and ranked all applicants based on their application in the area of academics, broadcast experience, work experience, activities and honors. Those rankings were forwarded on to the WBA and used to help determine the winners. Mid-West Family also donates to support and fund the scholarship program. This is the 2nd year of a 2 year program.	1	General Manager
4	2/22/2025	Participation in Job Fairs	Mid-West Family Eau Claire was represented at the Job/Career Fair which was held as part of the WBA's 2025 Student Seminar on Saturday, Feb 22, 2025 from noon to 2pm at Lambeau Field in Green Bay, WI. Job seekers and Student Seminar attendees were on hand.	1	Upper Management

**WAXX, WAYY, WEAQ, WECL, WIAL, WISM-FM****EEO PUBLIC FILE REPORT****August 1, 2024 - July 31, 2025****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
5	4/2/2025	Participation in events sponsored by organizations representing the community	On Wednesday, April 2nd, 2025, Mid-West Family Eau Claire took part in the annual Youth Leadership Eau Claire day. John Murphy and Luc Anthony spoke to Eau Claire-area high school students about the company and careers in radio and broadcasting. This session was held at WEAU 13 News, due to construction in the Mid-West Family Eau Claire building.	2	Promotion Coordinator On Air Personality
6	6/19/2025	Establishment of training programs for station personnel	Lynn Bieritz attended WBA's Summer Conference at The Radisson in La Crosse, WI on June 18th and 19th. They attended several sessions that were held that covered many different topics like: FCC rules and filings, legal issues, challenges in content, sales and management, along with networking with other broadcasters. These sessions will help with education in the industry to apply to current and future positions.	1	General Manager
7	7/22/2025	Provision of training to management	Lynn Bieritz attended the training session 'Recruiting in a Future Forward Workplace' which was held July 22 via webinar. This session provided training on techniques in expanding a broadcaster's hiring network to identify and retain employees at their stations.	1	General Manager