
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WTAQ-AM/FM, WIXX-FM, WRQE-FM (formerly WOZZ-FM), WYDR-FM (formerly WROE-FM), WZDR-FM (formerly WZBY-FM), WNCY-FM, WNFL-AM

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 Northeast Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WRQE-FM (formerly WOZZ-FM) licensed to New London, Wisconsin, WZDR-FM (formerly WZBY-FM) licensed to Sturgeon Bay, Wisconsin, WYDR-FM (formerly WROE-FM) and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, 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, 2011.

The information contained in this Report covers the time period beginning August 1, 2010 to and including July 31, 2011 (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. Please note that 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 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

Midwest Communications, Inc. – Northeast Wisconsin
Covering the Period from August 1, 2010 to July 31, 2011

Stations Comprising Station Employment Unit:

**WTAQ-AM/FM, WIXX-FM, WRQE-FM (formerly WOZZ-FM), WZDR-FM (formerly WZBY-FM),
WYDR-FM (formerly WROE-FM), WNCY-FM, WNFL-AM**

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>
Evening Announcer WIXX-FM Radio	10/11/2010	8	Outside Referral	3, 5, 9, 11-22, 23-164, 165, 166
Marketing Consultant WIXX-FM Radio	3/21/2011	6	Inside Referral	4, 7, 11-22, 23-164, 165, 166
Marketing Consultant WRQE-FM Radio	1/3/2011	9	Outside Referral	1, 4, 11-22, 23-164, 165, 166
Overnight Announcer WIXX-FM Radio	3/31/2011	9	In-House Posting	3, 5, 9, 11-22, 23-164, 165, 166, 168
News Reporter/Anchor WTAQ-AM/FM	5/4/2011	9	All Access	3, 5, 9, 11-22, 23-164, 167
General Sales Manager WIXX-FM Radio	6/20/2011	9	In-House Posting	3, 4, 6, 9, 11-22, 23-164, 165
General Sales Manager WYDR/WZDR-FM Radio	7/01/2011	“	Inside Referral	“ “ “ “ “_“ “_“ “
Total Number of Positions Filled During Applicable Period:			7	
Total Number of Persons Interviewed During Applicable Period:			50	

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact:</u>	<u># Interviews From Source</u>
1. WIXX/WNCY/WRQE/WYDR WZDR/WNFL/WTAQ AM/FM	Jim Tiedt	1420 Bellevue Street., Green Bay, WI 54311	920-435-3771	5

Internet Sites:

3. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	10
4. Monster/Hot Jobs	Robert Braman	5 Clock Tower Place, Maynard, MA 01754	hiring.monster.com	2
5. The Tattler		4517 Minnatonka Blvd., Minneapolis, MN 55416	info@main-st.net	1
6. Career Builder	Leland Short	200 N. LaSalle Street, Chicago, IL 60601	careerbuilder.com	1
7. Indeed		177 Broad Street, 6 th Floor, Stamford, CT 06901	indeed.com	1
8. WI Jobs.com (Monster Company)	622 Third Avenue, 39 th Floor, New York NY 10017		jobs.com	
9. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	www.radioonline.com	4
10. TV and Radio Jobs			tvandradijobs.com	

Postings:

11. WIXX/WNCY//WZDR/ WTAQ-AM-FM/WNFL	Office Mgr.	1420 Bellevue Street, Green Bay, WI 54311	linda.noonan@mwcradio.com	7
12.. WRQE/WYDR-FM	Admin. Asst.	1500 N. Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
13. WHBL/WHBZ/WBFWXER	Admin. Asst.	2100 Washington Street, Sheboygan, WI 53081	melissa.basler@mwcradio.com	
14. WQLR/WNWN-AM/WKZO AM/FM/WVFM	Office Mgr.	4200 W. Main Street, Kalamazoo, MI 49002	amy.burrow@mwcradio.com	
15. WNWN-FM	Office Mgr.	70 W. Michigan Avenue-#700, Battle Creek, MI 49017	jim.siler@mwcradio.com	
16. WYVN/WHTC-AM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
17. WTVB-AM	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	pat.thomas@mwcradio.com	
18. KDAL AM-FM/KTCO/ KHQG/WDSM/WGEE	Office Mgr.	715 E Central Entrance, Duluth, MN 55811	karen.strom@mwcradio.com	
19. WIFC/WDEZ/WSAU-AM/ WOFM/WRIG-AM	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com	
20. WSAU-FM (formerly WIZD) Radio	Admin. Asst.	2460 Plover Road, Plover, WI 54226	felicia.mielke@mwcradio.com	
21. WMGI/WWSY/WINH/WPRS	Office Mgr.	824 S. 3 rd Street, Terre Haute, IN 47807	pam.schalburg@mwcradio.com	
22. WMFG AM/FM, WNMT/ KMFG/WUSZ/WTBX	Office Mgr.	807 West 37 th Street, Hibbing, MN 55746	linda.salo@mwcradio.com	

EEO List: Receive Information on ALL Open Positions

FAX

	<u>Fax #:</u>
23. WI Broadcasters Association	608-256-3986
24. Neighbors Place	715-845-6420
25. NAACP (Milwaukee Chapter)	414-871-1091
26. Milwaukee Urban League	414-374-1995
27. LaCrosse Area Hmong Association	308-781-5011
28. Job Corps	715-359-1907
29. Equal Opp. Comm. (Milwaukee)	414-297-4133
30. Eau Claire Area Hmong Association	715-832-0612

MAIL

	<u>Contact:</u>	<u>Mailing Address:</u>
31. American Indian Issues Advisor		PO Box 7863, Madison, WI 53707
32. Black Women's League		5026 Odana Rd, Madison, WI 53711
33. Marathon County Jail	Rhonda Zastrow	500 Forest Street, Wausau, WI 54403
34. United Asian Community Center		401 9th Street, Green Bay, WI 54304
35. WI Organization of Asian Americans		2830 Stevens St, Madison, WI 53705

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Interviews
From Source:

WEBSITE

	<u>Website Address</u>
36. Alverno College	https://www.myinterfase.com/alverno/employer/home.aspx
37. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi
38. Brown College	https://my.browncollege.edu/mycampus
39. Edgewood College	http://www.edgewood.edu/src/career
40. MAB Job Bank	http://www.michmab.com
41. Midwest Careers	www.midwestcareers.com
42. MN UW System	http://www.myconsortium.com/mcucsa/employer/
43. Monster.com	http://hiring.monster.com
44. Production Hub	http://www.productionhub.com
45. Radio Online	www.radioonline.com
46. Tech Connect	http://www.wisconsintechconnect.com/EmployerLogin.asp
47. UW EC Alumni	http://www.uwec.edu/career/alumnicareerlink/
48. UW Marquette	https://www.myinterfase.com/marquette/employer/
49. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?cck=1&au=&ck=
50. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/
51. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx
52. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/
53. MN Broadcasters Association	http://www.minnesotabroadcasters.com/
54. MN Job Bank	http://employer.mnworks.org/emli.cfm
55. Globe University	http://www.globeuniversity.edu

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WWW.TECHCONNECT.COM

<u>Technical College:</u>	<u>Address:</u>	<u>Website Address:</u>
56. Blackhawk Technical College	6004 Prairie Rd, Janesville, WI 53547	www.techconnect.com
57. Chippewa Valley Technical College	620 W Clairemont Ave, Eau Claire, WI 54701	www.techconnect.com
58. Fox Valley Technical College	1825 N Bluemound Dr, Appleton, WI 54914	www.techconnect.com
59. Gateway Technical College	3520 30 th Ave, Kenosha, WI 53144	www.techconnect.com
60. Lakeshore Technical College	1290 North Ave, Cleveland, WI 53015	www.techconnect.com
61. Madison Area Technical College	3550 Anderson St, Madison, WI 53704	www.techconnect.com
62. Madison Area Technical College--Milwaukee	700 W State St #203, Milwaukee, WI 53233	www.techconnect.com
63. Midstate Technical College	500 32 nd St N, WI Rapids, WI 54494	www.techconnect.com
64. Moraine Park Technical College	235 N National Ave, Fon du Lac, WI 54936	www.techconnect.com
65. Nicolet Area Technical College	Lake Julia Campus Hwy G, Rhineland, WI 54501	www.techconnect.com
66. North East WI Technical College	2740 W Mason St, Green Bay, WI 54307	www.techconnect.com
67. Northcentral Technical College	1000 W Campus Dr, Wausau, WI 54401	www.techconnect.com
68. SW WI Technical College	1800 Bronson Blvd, Fenimore, WI 53809	www.techconnect.com
69. Waukesha County Technical College	892 Main St #C, Pewaukee, WI 53072	www.techconnect.com
70. Western WI Technical College	304 6 th St N, LaCrosse, WI 54602	www.techconnect.com
71. WI Indianhead Technical College	505 Pine Ridge Dr, Shell Lake, WI 54871	www.techconnect.com

EMAIL

	<u>E-Mail Address:</u>
72. ACLU of Wisconsin	liberty@aclu-wi.org
73. Affirmative Action & Compliance (WI)	lapinero@vc.wisc.edu
74. Aurora University	career@aurora.edu
75. Broadcast Employment Services Inc.	info@tvjobs.com
76. Brown College	kbaumeister@browncollege.edu
77. Bryant & Stratton College	lmfleischer@bryantstratton.edu
78. Business & Professional Women	bpwmadison@yahoo.com
79. Centro Hispano	chmarta2000@yahoo.com
80. Chicago Urban League	info@cul-chicago.org
81. Clarke College	martha.intveld@clarke.edu
82. Columbia College	columbiaworks@colum.edu
83. Columbia School of Broadcasting	djtrain@columbiaschoolbroadcast.com
84. Cornell College	jswanson@cornellcollege.edu
85. Dane County Jobs Program	heidt@co.dane.wi.us
86. DeVry Institute Career Services	lpost@devry.edu
87. Duluth Business Univ.	wendyb@dbumn.edu
88. Eastern Illinois University	csllm@eiu.edu
89. Employment & Training Association	jdanford@eata.org
90. Fon du Lac Tribal Comm. College	donnai@fdlcc.edu
91. Goods Entertainment	adam@goodsentertainment.com
92. Hibbing Community College	bretthardt@hcc.mnscu.edu
93. Hmong Mutual Association	mail@hmaaweb.org

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Interviews
From Source

94. Illinois School of Broadcasting	gary@beonair.com
95. Iowa Central College of Broadcasting	omess@triton.iccc.cc.ia.us
96. ITT Technical School	prydell@itt.tech.edu
97. Keller Graduate School of DeVry Univ.	pbergmann@keller.edu
98. Madison Media Institute	smiller@madisonmedia.com
99. Minnesota Workforce Ctr.--Duluth	lstjobs@ngwmail.des.state.mn.us
100. NAACP (Milwaukee Chapter)	rileymarcell@yahoo.com
101. Nation Job (GB Chamber of Commerce)	njlistings@nationjob.com
102. NE WI Action Program (NEWCAP)	kathymurphy@newcap.org
103. NE WI African-American Assoc.	lucasas400@yahoo.com
104. Neighbor's Place	tom@neighborsplace.org
105. NEWAAMA	yarvelle@hotmail.com
106. Phillippine-American Association	bulletinboard@pamana-madison.org
107. UMOs (Corp. Headquarters-Milwaukee)	claudia.frias@umos.org
108. United Amerindian Ctr.	uac@netnet.net
109. Univ of MN--Duluth	glen@d.umn.edu
110. Upper Iowa University	careers@uiu.edu
111. UW Concordia	jean.austine@cuw.edu
112. UW Fox Valley	foxweb@uwc.edu
113. UW Lawrence	careercenter@lawrence.edu
114. UW Manitowoc	manadmit@uwc.edu
115. UW Marathon Center	uwmc@uwc.edu
116. UW Ottawa	admiss.wi@ottawa.edu
117. UW Waukesha	m.menigoz@uwc.edu
118. Wausau Area Hmong Mutual Association	bzhren@wausauhmong.org
119. WI Broadcasters Association	mludy@wi-broadcasters.org
120. Wisconsin Job Network	in@wisconsinjobnetwork.com
121. Women's Center	mail@twcwaukesha.org

WWW.WIPCC.COM

Technical College:

122. Alverno College
123. Beloit College
124. Cardinal Stritch College
125. Carroll College www.wipccc.com
126. Carthage College
127. Concordia College
128. Lakeland College
129. Lawrence College
130. Marian College
131. Marquette College
132. Milwaukee Institute of Art Design
133. Milwaukee School of Engineering
134. Mount Mary College
135. Northland College
136. Ripon College www.wipccc.com
137. Silver Lake College
138. St. Norbert College
139. Viterbo College
140. WI Lutheran College

Website Address:

www.wipccc.com
www.wipccc.com
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AAUW

141. AAUW (Appleton)
142. AAUW (Eau Claire)
143. AAUW (Fort Atkinson)
144. AAUW (Green Bay)
145. AAUW (LaCrosse)
146. AAUW (Madison)
147. AAUW (Manitowoc)
148. AAUW (Milwaukee)
149. AAUW (Oshkosh)
150. AAUW (Rhineland)
151. AAUW (Sheboygan)
152. AAUW (Wausau)
153. AAUW (WI)

Email Address:

cbuckley@wi.rr.com
cbuckley@wi.rr.com
cbuckley@wi.rr.com
cbuckley@wi.rr.com
cbuckley@wi.rr.com
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WI JOBS FOR WI GRADS		# Interviews
<u>School:</u>	<u>Website Address:</u>	from Source
154. UW Eau Claire	http://www.myconsortium.com/wisconsin/employer/home.aspx	
155. UW Green Bay	http://www.myconsortium.com/wisconsin/employer/home.aspx	
156. UW LaCrosse	http://www.myconsortium.com/wisconsin/employer/home.aspx	
157. UW Madison	http://www.myconsortium.com/wisconsin/employer/home.aspx	
158. UW Milwaukee	http://www.myconsortium.com/wisconsin/employer/home.aspx	
159. UW Oshkosh	http://www.myconsortium.com/wisconsin/employer/home.aspx	
160. UW Parkside	http://www.myconsortium.com/wisconsin/employer/home.aspx	
161. UW Platteville	http://www.myconsortium.com/wisconsin/employer/home.aspx	
162. UW River Falls	http://www.myconsortium.com/wisconsin/employer/home.aspx	
163. UW Stevens Point	http://www.myconsortium.com/wisconsin/employer/home.aspx	
164. UW Whitewater	http://www.myconsortium.com/wisconsin/employer/home.aspx	
165. Referral/Current Employee		7
166. Referral/Outside of Company		5
167. Word of Mouth		2
168. BestRadioJobs.com		1

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Northeast Wisconsin

Covering the Period from August 1, 2010 through July 31, 2011

Stations Comprising Station Employment Unit:

**WTAQ-AM/FM, WIXX-FM, WRQE-FM (formerly WOZZ-FM), WZDR-FM (formerly WZBY-FM),
WYDR-FM (formerly WROE-FM), WNCY-FM, WNFL-AM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during
the Report Time Period:

1. Outreach: Website Posting
www.midwestcareers.com www.wtaq.com
www.wixx.com www.wozz.com
www.wroe.com www.wncy.com www.wnflam.com

Date: January 1, 2003 to present
Participating Employees: D.E. (Duke) Wright – Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: 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.
 2. Outreach: Job/Career Fair

Date: January 26, 2011
Participating Employees: Billie Mielke, Human Resources Asst., Midwest Communications, Inc.
Brett Lucht, Market Manager, Central WI Radio Properties

Event Sponsor: Wisconsin Broadcasters Association at Monona Terrace Convention
Center, Madison, WI

Description of Activity: Ms. Mielke and Mr. Lucht attended this Job Fair representing our WI
Radio Properties from 9am-11am. Approximately 75-100 attendees were
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present and we spoke to approximately 45 attendees and collected 35 resumes. Resumes were passed along to the appropriate managers. Ms. Mielke and Mr. Lucht recruited for open Marketing Consultant positions in Green Bay, Appleton, Sheboygan and Duluth. All attendees were directed to our career website, www.midwestcareers.com.

Upon completion of the job fair, Ms. Mielke and Mr. Lucht attended the WBA/EEO Session entitled "Voiding Discrimination in Employment Terminations". The speaker was Wade Harrison of the Godfrey Kahn law firm.

Outreach:	Job/Career Fair
Date:	June 22, 2011
Participating Employees:	Billie Mielke, Human Resources Assistant, Midwest Communications, Inc.
Event Sponsor:	Wisconsin Broadcasters Assoc. at Grand Geneva Resort in Lake Geneva, WI.
Description of Activity:	<p>Ms. Mielke represented all Wisconsin licensed radio stations at this 2 hour Job Fair held from 2-4PM. Approximately 50-65 attendees were present. Ms. Mielke spoke to about 30 attendees and collected 10 resumes. Resumes were passed along to the appropriate managers. Ms. Mielke recruited for open Marketing consultant positions in Wausau, Sheboygan and Duluth as well as for an open Brand Manager position and Digital Media Developer position. All attendees were encouraged to monitor the Midwest Communications, Inc. career site, www.midwestcareers.com.</p> <p>Upon completion of the Fair, Ms. Mielke attended an EEO session also sponsored by the WBA titled "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations – Part 4" again presented by the Godfrey Kahn law firm.</p>
Outreach:	Career Expo 2010
Date:	December 7, 2010 – 8:00am-2:30pm
Participating Employees:	Bob Seering, GSM, WTAQ AM/FM - Mike Oakes Brand Manager, WYDR/WZDR-FM - Jason Hillery, Brand Manager, WRQE-FM, - Craig VanAbeL, GSM, WNCY-FM – Lori Lewis, Website Content Manager, and Mary Stastny, New Revenue Development

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Sponsor: Green Bay Area Chamber of Commerce Partners in Education

Description of Activity: This event at Shopko Hall in Green Bay was attended by approximately 3200 11th grade students from area high schools within a 30 mile range of Green Bay. Approximately 120 Green Bay and Fox Valley businesses provided information and education about various careers to these students. Our staff in attendance talked about careers in radio, educational requirements, internships, etc. Approximately 20 job applications were handed out as well as approximately 75 handouts regarding Careers in Radio and station format info for 93 Rock (WRQE). Our staff in attendance had the opportunity to talk to approximately 100 students total.

Outreach: Fox Valley Workforce Career Fair

Date: March 17, 2011

Participating Employees: Bryan Scott, Afternoon Drive Announcer, WNCY-FM (Y100) Radio

Sponsor: Fox Valley Workforce Development

Description of Activity: Mr. Scott was invited to speak to 8th grade students informing them about careers available in radio and what education is necessary for a career in broadcasting.

Outreach: Careers on Wheels

Date: May 12, 2011

Participating Employees: Tommy Fox, Announcer, WIXX

Sponsor: Partners in Education/Green Bay Area Chamber of Commerce

Description of Activity: Tommy demonstrated the use of vehicles in the role of broadcasting live at events as part of a career in radio. Tommy showed 228 elementary school students from Ashwaubenon School District how to set up a Marti unit and gave examples of when it is used. Tommy also answered general questions about the radio business.

3. Outreach: YMCA Teen Adventure Program

Date: June 23, 2011

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Participating Employees: Casey Jones, Announcer, WIXX-FM

Sponsor: YMCA

Description of Activity: The YMCA Teen Adventure Program from Washington Middle School visited the Midwest Communications broadcast center and recorded public service announcements for their upcoming brat sale fund raiser to benefit the Y's Strong Kids Campaign. Eight teens, ages 11-14 wrote their own PSA's earlier in the day at School along with the help of Y staffers and Casey Jones of WIXX. Casey assisted the teens in the voice-overs, music selection and overall production of the PSA's. Brand Manager of WIXX, Corey Carter, assured students that their PSA's would receive appropriate air-time on the day of the fund raiser, June 30, 2011. The teens toured the broadcast center and were able to meet and talk to some of the on-air talent and support staff about their jobs.

4. Outreach: Job Shadow

Date: October 14, 2010

Participating Employees: Sierra Walker & John Feldhouse, Web Producers

Description of Activity: A student from Fox Valley Technical College studying to be a web designer and programmer shadowed Ms. Walker and Mr. Feldhouse from 8am-4pm learning about a typical day in radio as a web producer. Ms. Walker and Mr. Feldhouse showed him the web infrastructure, programming and design standards for the Company.

Outreach: Job Shadow

Date: January 12, 2011

Participating Employees: Murphy in the Morning, WIXX-FM Radio

Description of Activity: Mr. Murphy hosted a student from Shiocton High School who plans on going to school for broadcasting. He sat in on the morning show on WIXX, was able to participate and learned about what an announcer does and the work involved in putting on a morning show.

Outreach: Job Shadow

Date: January 24, 2011

Participating Employees: Charli McKenzie, Morning Show Announcer, WNCY-FM

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Dan Stone, Brand Manager, WNCY-FM
Corey Carter, Brand Manager, WIXX-FM
Jason Hillery, Brand Manager, WQRE-FM
Jerry Bader, Brand Manager, WNFL AM/FM
Robert Kennedy, News Director
Mary Stastny, New Revenue Development & Marketing

Description of Activity: A senior from Denmark High School asked to job shadow several areas of radio in an effort to determine whether radio communications was the field she should continue to pursue. She was able to spend time in the WNCY studio and then met with each of the Brand Managers, the News Director and New Revenue Development/Marketing person. This student learned about the different jobs available in radio, education required for the various positions, how music is selected on the different formats, how events and promotions factor in and also about protecting the station licenses.

5. Outreach: Tours
Date(s): As indicated below
Participating Employees: As indicated below

Description of Activities: Tours were hosted as follows:

October 21, 2010 – Parkview Middle School

Participating Employees: Dan Stone, Brand Manager, WNCY
Linda Noonan, Office Manager
Jim Scott, Production

Middle school students toured the Broadcast Centre. They visited the WNCY studio and asked Mr. Stone questions about the music, contests and programming. They learned how Facebook, etc. factor into radio. They asked questions of Ms. Noonan about jobs, how many people worked in our building, what she did and did she like it. They also met with our Corporate Engineer and IT person and were able to ask them about what they did and what they needed to do to work in radio. Mr. Scott showed them the production studio and how to record and edit commercials. They received a hand-out on the various careers available in radio.

November 12, 2010 – New Holstein Girl Scout troop

Participating Employees: Bear O'Brien, Announcer-WNCY
Charlie McKenzie, Announcer-WNCY
Nick & Maino, Brand Mgr./Announcer-WNFL
Katie Marx, Otis Dey, Announcers-WIXX
Linda Noonan, Office Manager

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This group of Girl Scouts toured the broadcast center and brought donations for our troops. Mr. Maino talked about how the donations would get to the troops and allowed one of the Girl Scouts who said she was going into radio to “audition” on the air. Ms. Marx talked about how she started in radio as an intern, that they needed to go to college and if interested should apply for an internship. Mr. Dey showed them the studio and explained what his job is. Bear and Charli had them help to record a morning promo for their show in the production studio. Ms. Noonan explained the various careers in radio and gave them a hand-out that gave more information on the many careers available in radio.

December 15, 2010 – Digital Audio Tour

Participating Employees: Jim Tiedt, Production Director

Mr. Tiedt did a video interview and tour of digital equipment and software for a Northeast Wisconsin Technical College student.

February 2, 2011 – Tiger Scout Tour

Participating Employees: David Burns, Asst. Brand Manager, WRQE-FM
Kris Olson, Marketing Consultant, WRQE-FM

A group of Tiger Scouts learned from Mr. Burns about his job in radio and were shown what he does in the studio. Ms. Olson took the students on a tour of the Broadcast Center talking about the various jobs available. A Careers in Radio booklet was handed out and also what they need to do if they plan on going into radio as a career.

June 30, 2011 – YMCA Kamp Kermit

Participating Employees: Katie Marx, Announcer, WIXX-FM
Jim Scott, Production
Sean Bowers, Videographer

This group of children toured the Broadcast Center and learned about production, video and on-air.

6. Outreach

Internships

Participating Employees:

Nick Vitrano, Brand Manager, WNFL-AM Radio
Robert Kennedy, News Director, WTAQ AM/FM Radio
Corey Carter, Brand Manager, WIXX-FM Radio
Dan Stone, Brand Manager, WNCY-FM Radio
Randy Allen, Announcer/Promotions, WNCY-FM Radio

Event Sponsor:

Midwest Communications, Inc.

Description of Activity:

Midwest Communications, Inc. encourages and has a very strong internship program in their NE Wisconsin broadcast centre

WIXX-FM has an established internship program with interns learning about promotions and contesting, live appearances, events, remotes,

MIDWEST COMMUNICATIONS, INC.

and Affiliates

participating in on-air shows, the value of and how data bases are maintained and how the web and radio work together.

WTAQ/WNFL-AM also has an established internship program with interns learning about production, how news is gathered and written, live talk shows, how guests are obtained and the criteria for guests, what makes a good “live” program and the criteria for whether news stories make the air or not.

WNCY-FM has an established internship program with interns learning assisting in the area of promotions, live appearances, data base entry, contesting and events.
