
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-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 Sheboygan, Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WHBL-AM and WBFM-FM licensed to Sheboygan, Wisconsin, WHBZ-FM and WXER-FM licensed to Sheboygan Falls, 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.

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. – Sheboygan, Wisconsin

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

Stations Comprising Station Employment Unit:

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-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 WHBL-AM/WBFM, WXER, WHBZ	10/20/2010	20	WI JobNet	1, 3, 5, 11, 12, 13, 19, 23-165, 166, 167
Marketing Consultant WHBZ-FM	12/20/2010 12/20/2010	16 “	SheboyganJobs.net WXER Radio Ad	1, 3, 5, 11, 12, 13, 19, 23-165
Marketing Consultant WHBL-AM/WBFM, WXER &	7/25/2011 7/25/2011	34 “	WI JobNet WI JobNet	3, 6, 10, 11, 12, 13, 19, 23-165, 169
Market Manager WHBL-AM/WBFM, WXER, WHBZ	8/1/2010	7	Word of Mouth	3, 8, 11-22, 23-165, 166, 167, 168

Total Number of Positions Filled during the Applicable Period: 6
Total Number of Persons Interviewed During Applicable Period: 77

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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. WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Kevin Zimmermann	2100 Washington Ave., Sheboygan, WI 53081	In Person	4
Internet Sites:				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. Monster/Hot Jobs	Robert Braman	5 Clock Tower Place, Maynard, MA 01754	hiring.monster.com	6
4. The Tattler		4517 Minnatonka Blvd., Minneapolis, MN 55416	info@main-st.net	
5. Career Builder	Leland Short	200 N. LaSalle Street, Chicago, IL 60601	careerbuilder.com	4
6. Indeed		177 Broad Street, 6 th Floor, Stamford, CT 06901	indeed.com	1
7. WI Jobs.com (Monster Company)		622 Third Avenue, 39 th Floor, New York NY 10017	jobs.com	
8. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	www.radioonline.com	
9. TV and Radio Jobs			tvandradijobs.com	
10. Simply Hired		2513 Charleston Road, Ste.200, Mountain View CA 94043	success.simplyhired.com	2

Postings:

11. WIXX/WNCY//WZDR/ WTAQ-AM-FM/WNFL	Office Mgr.	1420 Bellevue Street, Green Bay, WI 54311	linda.noonan@mwcradio.com	
12. WRQE/WYDR-FM	Admin. Asst.	1500 N. Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
13. WHBL/WHBZ/WBFMWXER	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/ KMFQ/WUSZ/WTBX	Office Mgr.	807 West 37 th Street, Hibbing, MN 55746	linda.salo@mwcradio.com	

EEO List: Receive Information on ALL Open Positions

<u>FAX</u>	<u>Fax #:</u>	
23. WI Broadcasters Association	608-256-3986	1
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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WEBSITE	Website Address	# Interviews From Source:
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	7
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/	34
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	

WWW.TECHCONNECT.COM

Technical College:	Address:	Website Address:
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

EMAIL	E-Mail Address:
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

153. AAUW (Wausau)
154. AAUW (WI)

cbuckley@wi.rr.com
cbuckley@wi.rr.com

WI JOBS FOR WI GRADS

School:

155. UW Eau Claire
156. UW Green Bay
157. UW LaCrosse
158. UW Madison
159. UW Milwaukee
160. UW Oshkosh
161. UW Parkside
162. UW Platteville
163. UW River Falls
164. UW Stevens Point
165. UW Whitewater

Website Address:

<http://www.myconsortium.com/wisconsin/employer/home.aspx>
<http://www.myconsortium.com/wisconsin/employer/home.aspx>
<http://www.myconsortium.com/wisconsin/employer/home.aspx>
<http://www.myconsortium.com/wisconsin/employer/home.aspx>
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<http://www.myconsortium.com/wisconsin/employer/home.aspx>

2

1

166. Referral/Current Employee
167. Referral/Outside of Company
168. Word of Mouth
169. Craig's List (?)

2

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

1. Outreach: Website Posting
www.midwestcareers.com www.whbl.com
www.b93radio.com www.whbz.com www.wxer.com

Date: January 1, 2003 to present

Participating Employees: Jon Schweitzer – 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 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
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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: 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.

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.

3. Outreach: Radio Station Tours

Date: 1-06-11 – Cut Scout Tour

Participating Employees: Jeff Frieders, Asst. Brand Manager/Announcer – WXER Radio
Matt Scholler, Announcer
Josh Dekker, Announcer
Jon DeMaster, Newsperson

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Description of Activity: All studios and production rooms were explored with an overview of how the equipment works. The announcers explained their roles in their respective radio stations and fielded questions from the Cub Scouts. The Scouts were able to record a commercial, taking turns to be on the microphone utilizing various sound effects.

Date(s): March 2, 2011 – Cub Scout Tour

Participating Employees: Jeff Frieders, Asst. Brand Manager/Announcer – WXER
Josh Dekker, Announcer
Tim Laes, Corporate Engineer (just happened to be in the market)

Description of Activity: In Mr. Frieders words, “What a tour. We explored all of the various studios as well as production rooms. We discussed various job opportunities in radio, such as on-air, production, promotions and sales. Engineer Tim was even on hand to lead a Q&A session. We capped off our excursion by taking turns singing into the microphone. Through the magic of radio production, we were transformed into robots.”

Date: April 1, 2011- Cub Scout Tour

Participating Employees: Matt Scholler, Announcer

Description of Activity: Eight Scouts and five parents toured the facility. Talked to them about syndication on WHBL-AM. They spent some time with Jess Kelley in the WBFM studio and did an on-air break with her. They then visited with Otto in the WHBZ studio and finally Jeff in the WXER studio. Matt explained and took questions on on-air tasks, Maestro computer, sales, traffic, management and production.

Date: April 18, 2011 – Cub Scout Tour

Participating employees: Melissa Basler, Receptionist/Sales Assistant

Description of Activity: Cub Scouts from Lake Country Academy in Sheboygan toured WBFM spending some time with Jess Kelley talking about her role as an announcer. Jess answered questions about the radio station and her job. They then toured the WHBZ studio where they asked and learned about the different roles in radio such as on-air, sales, traffic, engineering, management, etc. We also toured WHBL and WXER. The Scouts asked many questions.

4. Outreach: Internship – WHBL News Department

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Date: June 7, 2011 through August 31, 2011

Participating Employees: Mike Kinzel, News Director

Description of Activity: A journalism/communications student from University of WI/Eau Claire will intern with News Director Mike Kinzel observing the news operation, learning how to write and rewrite news stories, learning how to load stories on the websites and learning how to record news stories.
