

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WOZN-FM, WRIS, WWQM-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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Account Managers	1-67	16
Marketing Account Managers	1-67	16
Marketing Account Managers	1-67	11
Creative Strategist	2-5, 7, 9-11, 16, 20-22, 24-29, 31, 38, 40-42, 44-45, 50-52, 54-61, 63, 65-67	11
Administrative Assistant	2-5, 7, 9-10, 16, 20-22, 24-29, 31, 38, 40-42, 44-45, 50-52, 54-61, 63, 65-67	16

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	1
2	All Access 28955 Pacific Coast Hwy Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : www.allaccess.com Ria Denver Manual Posting	Y	0
3	Big Shoes Network P.O. Box 11725 Milwaukee, Wisconsin 53211-1725 Phone : 414-962-4222 Url : http://www.bigshoesmidwest.com/ Jeff & Martha Carrigan Manual Posting	N	0
4	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : g cotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
5	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
6	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	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	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslist.org/ Hope Quackenboss Manual Posting	N	0
8	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : career.services@enmu.edu Fax : 1-575-562-2215 Danette McGuire	N	0
9	Eau Claire County Job Center` 221 W. Madison St. Suite 140-A Eau Claire, Wisconsin 54703 Phone : 715-836-3036 Email : leslied@workforceresource.org Fax : 1-715-836-3037 Angela Maiorana	Y	0
10	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : https://www.myinterfase.com/edgewood/invalidsession.aspx Student Resource Center Manual Posting	Y	0
11	Employee Referral	N	17
12	Former Employee	N	7
13	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

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14	Ho Chunk Nation P.O. Box 667 Black River Falls, Wisconsin 54615 Phone : 800-294-9343 Fax : 1-715-284-2632 Administration Department	Y	0
15	Illinois Broadcasters Assoc. 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-985-5555 Email : erinc@ilba.org Fax : 1-618-985-6070 Erin Camfield	Y	0
16	Indeed.com 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Indeed.com n/a Manual Posting	N	132
17	Indeed.com	N	1
18	Internal Candidate	N	1
19	Job Fair	N	2
20	KKLH/KOMG/KOSP/KQRA 319 B East Battlefield Springfield, Missouri 65807 Email : mhukriede@mwfmkteting.fm MW SpringMo, Inc.	N	0
21	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

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22	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
23	Linked In	N	53
24	Mid-West Family Broadcasting Madison 730 Rayovac Drive Madison, Wisconsin 53711 Phone : 608-441-3630 Url : www.midwestfamilybroadcasting.com Email : rj.brachman@mwfbg.com R.J. Brachman	N	0
25	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3630 R.J. Brachman Manual Posting	N	9
26	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
27	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : http://www.mbaweb.org/ Mandi Heiland Manual Posting	N	0

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28	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : sara.kiley@midwestfamilymadison.com Sara Kiley	N	6
29	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0
30	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
31	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Career Services	Y	0
32	Non-Employee Referral	N	12
33	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
34	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
35	On Air Recruitment Ad	N	1

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36	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
37	Previous Employee	N	2
38	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
39	Radio Horn Montreal, Canada Phone : 614-602-1808 Email : jobpost@radiohorn.com Chris Bosworth	Y	0
40	Radionotas.com 2999 Overland Ave Ste 203 Los Angeles, California 90064 Phone : xxx-xxx-xxxx Url : http://radionotas.com/ Mario Larios Manual Posting	N	0
41	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
42	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tammtay@siue.edu Tammy Taylor	Y	0

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43	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : jbarker@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0
44	The QTI Group 702 E Washington Ave Madison, Wisconsin 53703 Phone : 608-232-2650 Url : http://www.qtigroup.com/ Laura Bermudo Manual Posting	N	0
45	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
46	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 : 1-715-836-2528 Dept. Communication & Journalism	Y	0
47	University of Wisconsin-LaCrosse 1140 Centennial Hall Lacrosse, Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
48	Unknown Referral Source	N	3
49	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0

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50	UW Consotorium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Career Services Manual Posting	Y	0
51	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : careerplan@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0
52	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : rayw@uwosh.edu Wendell Ray	Y	0
53	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0
54	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
55	Western Kentucky University , Wisconsin Email : employerrelations@wku.edu Robert Onseld	Y	0

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56	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Phone : 815-873-3267 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
57	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
58	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : http://www.wisconsintechconnect.com/ General Information Manual Posting	Y	0
59	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Fax : 1-507-457-5516 Career Services	Y	0
60	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : https://jobcenterofwisconsin.com/default.aspx Customer Service Manual Posting	Y	0
61	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.com Family Radio Inc.	N	0

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62	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : kelly@wnns.com Kelly Standish	N	0
63	WNSN/WHFB/WSBT/WZOC 1301 E Douglans Rd Mishawaka, Indiana 46545 Phone : 574-247-434 Email : pmorris@wsbtradio.com Pat Morris	N	0
64	Word of Mouth Referral	N	1
65	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
66	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
67	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			248

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/11/2024	Participation in events sponsored by organizations representing the community	WBA sponsored "EEO Session: Are you on to of all your FCC EEO obligations?"	1	Business Manager
2	9/11/2024	Participation in Job Fairs	WBA Job Fair at the Madison Marriott West in Middleton, WI from 10am-12pm.	1	Business Manager
3	Ongoing Event	Establishment of training programs for station personnel	<p>Radio Lunch & Learns</p> <p>These one hour Radio Lunch & Learn sessions will help you have a better handle on how to create a radio strategy for clients specific needs.</p> <ul style="list-style-type: none"> • 2/4/25: Customer Due Diligence and Strategy Training <ul style="list-style-type: none"> o Develop skills to effectively manage risks pertaining to client relationship • 3/4/25: Selling Radio and How to Build a Radio Schedule • 3/11/25: How to Sell Events and Promotions • 3/21/25: Selling Ad Libs • 4/9/25: How to Sell a Radio Jingle 	9	VP of Business Development Director of Digital Marketing

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4	Ongoing Event	Establishment of training programs for station personnel	<p>Digital Lunch & Learns</p> <p>These one hour Digital Lunch & Learn sessions will help you have a better handle on digital services and categories to help you better sell to client specific needs.</p> <ul style="list-style-type: none"> • 12/13/24: Understanding SEO & CRO • 1/17/25: Buying and placing ads online with IP and Programmatic targeting • 2/7/25: PPC and Google Ads Training • 2/28/25: Website Builds & Maintenance, Website Audits, and Targeted Emails 	9	VP of Business Development Director of Digital Marketing
5	2/22/2025	Participation in Job Fairs	WBA Job/Career Fair at Lambeau Field in Green Bay, WI from 12pm-2pm	1	General Manager
6	Ongoing Event	Establishment of an intern program designed to assist members of the community	MWFM Sports Broadcasting Internship with the Sports station WOZN-FM/AM.	3	Program Director Intern Intern
7	Ongoing Event	Establishment of an intern program designed to assist members of the community	Agribusiness Internship	3	Farm Director Farm Assistant Intern

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8	Ongoing Event	Establishment of training programs for station personnel	<p>Digital Roundtables</p> <p>These training sessions will be conducted in a roleplay format. Sales reps will bring a need they have from clients or prospects and management will play the role of the client during the pitch. Each roundtable will be an hour and hosted in small groups.</p> <ul style="list-style-type: none"> • 7/21/25: SEO & PPC Roundtable • 7/22/25: SEO & PPC Roundtable • 7/23/25: IP & Programmatic Roundtable • 7/25/25: IP & Programmatic Roundtable 	8	Director of Digital Marketing
9	7/22/2025	Participation in events sponsored by organizations representing the community	WBA Webinar EEO Session: Recruiting in a Future Forward Workplace on July 22, 2025.	1	General Manager
10	7/22/2025	Sponsorship of events in the community designed to increase public awareness	Hosting the Dane County Youth Work Team at the radio stations for a tour and discuss job opportunities within the radio industry past on-air talent	1	Program Director