
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, 2010.

The information contained in this Report covers the time period beginning August 1, 2009 to and including July 31, 2010 (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, 2009 to July 31, 2010

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-FM	11-30-09 11-30-09 11-30-09	19 “ “	WBFM-FM Radio Wisconsin Job Center WHBL-AM Radio	1, 3, 4, 8, 11-24, 25-167
Marketing Consultant WHBL-AM/WBFM, WXER & WHBZ-FM Radio	3-10-10 3-10-10 4-05-10	23 “ “	Yahoo HotJobs Wisconsin Job Center Wisconsin Job Center	1, 3, 4, 6, 7, 8, 11-24, 25-167, 168
WHBL Newsperson	6-14-10	9	Word of Mouth	2, 5, 11-24, 25-167, 170

Total Number of Positions Filled during the Applicable Period: 7

Total Number of Persons Interviewed During Applicable Period: 51

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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-WHBZ-WBFB-FM Radio	Kevin Zimmermann	2100 Washington Ave., Sheboygan, WI 53081	920-458-2107	13
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	3
3. Yahoo Hot Jobs	Michael Parvin	475 Sansome Street, San Francisco, CA 94111	yahoo.com	2
4. Nation Job, Inc.		601 SW 9 th Street, Suites H&J, Des Moines, IA 50309	nationjob.com	1
5. The Tattler		4517 Minnatonka Blvd., Minneapolis, MN 55416	info@main-st.net	
6. Production Hub		1809 E. Winter Park Road, Orland, FL 32803	www.productionhub.com	1
7. Indeed		177 Broad Street, 6 th Floor, Stamford, CT 06901	indeed.com	1
8. CareerBuilder.com	Dominique Betancort	200 N. LaSalle St. Ste. 1100, Chicago, IL 60601	www.careerbuilder.com	3
<u>Newspapers:</u>				
9. Sheboygan Press	Classified	632 Center Avenue, Sheboygan, WI 53081	800-686-3900	
10. The Post-Crescent	Classified	113 S. Monroe Street, Green Bay, WI 54301	920-432-2941	

In-House Posting

11. WIXX/WNCY/WRQE/WROE/WTAQAM-FM/WNFL	Office Mgr.	115 S. Jefferson St., Green Bay, WI 54301	linda.noonan@mwcradio.com
12. WOZZ (Appleton, WI)	Admin. Asst.	1500 N. Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com
13. WHBL/WHBZ/WBFB/WXER	Office Mgr.	2100 Washington Street, Sheboygan, WI 53081	melissabasler@mwcradio.com
14. WNWN-AM/WKZO AM/FM/WQLR/WVFM	Office Mgr.	6021 S. Westnedge Ave., Kalamazoo, MI 49002	amy.burrow@mwcradio.com
15. WNWN-FM	Admin. Asst.	25 W. Michigan Ave., Battle Creek, MI 49017	siler@wnwn.com
16. WYVN/WHTC	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com
17. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	pat.thomas@mwcradio.com
18. KDAL AM-FM/KTCO/			
19. KHQG/WDSM/WGEE	Office Mgr.	715 E Central Entrance, Duluth, MN 55811	karen.strom@mwcradio.com
20. WIFC/WDEZ/WSAU/			
21. WOFM/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com
22. WSAU-FM (Plover, WI)	Admin. Asst.	2460 Plover Road, Plover, WI 54467	felicia.mielke@mwcradio.com
23. WMGI/WWSY/WINH/WPRS	Office Mgr.	824 S. 3 rd Street, Terre Haute, IN 47807	pam.schalburg@mwcradio.com
24. 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

EEO List: Recruitment Sources 28 through 168 receive information on ALL Open Positions

FAX

	<u>Fax #:</u>	
25. LaCrosse Area Hmong Assoc.	1815 Ward Avenue, LaCrosse, WI 54601	608-781-5011
26. Job Corps Career Dvlpmt. & Placement	Federal Bldg. 230 S. Dearborn St./Rm. 676, Chicago, IL 60604	312-596-5471
27. Job Corps Centers in Wisconsin	4155 County Hwy. H, Laona, WI 54541	715-674-7640
28. Milwaukee Urban League	435 W. North Avenue, Milwaukee, WI 53212	414-562-8620
29. Equal Opp. Comm. (Milwaukee)	Reuss Federal Plaza, 310 W. WI Ave./Ste. 800, Milwaukee, WI 53203	414-297-4133
30. Eau Claire Area Hmong Association	423 Wisconsin Street, Eau Claire, WI 54703	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	Jail Administrator	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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<u>WEBSITE</u>	<u>Website Address</u>	<u># of Interviews</u> <u>From Source</u>
37. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi	
38. Brown College	https://my.browncollege.edu/mycampus/index.aspx?err=3	
39. Career Network	http://www.edgewood.edu/src/career	
40. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	1
41. Midwest Careers	www.midwestcareers.com	1
42. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
43. Monster.com	http://hiring.monster.com/indexProspect.aspx?	
44. Production Hub	http://www.productionhub.com/login.aspx?ReturnUrl=%2fjobs%2fpost.aspx	
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=&cck=	
50. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	17
51. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx	
52. WIPCCC	http://www.myconsortium.com/wipcccjobs/employer/	
53. MN Broadcasters Association	http://www.minnesotabroadcasters.com/	
54. MN Job Bank	http://employer.mnworks.org/emli.cfm	

WWW.TECHCONNECT.COM

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

EMAIL

	<u>E-Mail Address:</u>
71. ACLU of Wisconsin	liberty@aclu-wi.org
72. Affirmative Action & Compliance (WI)	lapinero@vc.wisc.edu
73. Aurora University, Aurora, IL 60506	career@aurora.edu
74. Blackwell Job Corps, Laona, WI 54541	Blackwell.jobcorps.gov
75. Broadcast Employment Services Inc., Oceanside, CA 92052	info@tvjobs.com
76. Brown College, Minneapolis, MN	kbaumeister@browncollege.edu
77. Bryant & Stratton College, Milwaukee, WI 53203	kaweiss@bryantstratton.edu
78. Business & Professional Women, Middleton, WI 53562	bpwmadison@yahoo.com
79. Centro Hispano - Madison, WI	chmarta2000@yahoo.com
80. Chicago Urban League, Chicago, IL 60653	info@cul-chicago.org
81. Clarke College, Dubuque, IA 52001	martha.intveld@clarke.edu
82. Columbia College, Chicago, IL 60605	columbiaworks@colum.edu
83. Columbia School of Broadcasting, Fairfax, VA 22030	djtrain@columbiaschoolbroadcasting.com
84. Cornell College, Mount Vernon, IA 52314	jswanson@cornellcollege.edu
85. Dane County Jobs Program, Madison, WI 53704	heidt@co.dane.wi.us
86. DeVry University Career Services, Milwaukee, WI 53202	lpost@devry.edu
87. Duluth Business Univ., Duluth, MN 55807	wendydb@dbumn.edu
88. Eastern Illinois University, Charleston, IL 61920	csllm@eiu.edu
89. Employment & Training Association, Madison, WI 53704	jdanford@eata.org
90. Fon du Lac Tribal Comm. College, Cloquet, MN 55720	donnai@fdlcc.edu
91. Goods Entertainment, Weston, CT	adam@goodsentertainment.com
92. Hibbing Community College, Hibbing, MN 55746	bretthardt@hcc.mnscu.edu

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151. AAUW (Milwaukee)	cbuckley@wi.rr.com	
152. AAUW (Oshkosh)	cbuckley@wi.rr.com	
		# of Interviews
		<u>From Source</u>
153. AAUW (Rhinelander)	cbuckley@wi.rr.com	
154. AAUW (Sheboygan)	cbuckley@wi.rr.com	
155. AAUW (Wausau)	cbuckley@wi.rr.com	
156. AAUW (WI)	cbuckley@wi.rr.com	

WI JOBS FOR WI GRADS

<u>School:</u>	<u>Website Address:</u>	
157. UW Eau Claire	http://www.myconsortium.com/wisconsin/employer/home.aspx	
158. UW Green Bay	http://www.myconsortium.com/wisconsin/employer/home.aspx	
159. UW LaCrosse	http://www.myconsortium.com/wisconsin/employer/home.aspx	
160. UW Madison	http://www.myconsortium.com/wisconsin/employer/home.aspx	
161. UW Milwaukee	http://www.myconsortium.com/wisconsin/employer/home.aspx	
162. UW Oshkosh	http://www.myconsortium.com/wisconsin/employer/home.aspx	
163. UW Parkside	http://www.myconsortium.com/wisconsin/employer/home.aspx	
164. UW Platteville	http://www.myconsortium.com/wisconsin/employer/home.aspx	1
165. UW River Falls	http://www.myconsortium.com/wisconsin/employer/home.aspx	
166. UW Stevens Point	http://www.myconsortium.com/wisconsin/employer/home.aspx	1
167. UW Whitewater	http://www.myconsortium.com/wisconsin/employer/home.aspx	
168. Referral/Current Employee		1
169. Referral/Outside of Company		
170. Call-In		1
171. Walk-In		
172. Word of Mouth		1

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Sheboygan, Wisconsin

Covering the Period from August 1, 2009 through July 31, 2010

Stations Comprising Station Employment Unit:

WHBL-AM, WBFM-FM, WHBZ-FM and WXER

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: Steve Schouten – 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 27, 2010
Participating Employees: Billie Mielke, Human Resources Asst., Midwest Communications, Inc.
Chris Conley, Operations Manager

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

Description of Activity: Ms. Mielke and Mr. Conley represented our Wisconsin radio stations at this two hour (9:00am-11:00am) Job/Career Fair. Approximately 75-100 job seekers attended. Ms. Mielke and Mr. Conley had the opportunity to
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speak with approximately 35 attendees. Nineteen resumes were collected and passed along to the appropriate hiring managers. The positions being recruited at the Fair were for marketing consultants in Wausau, Sheboygan and Green Bay. Attendees were encouraged to visit our employment website, www.midwestcareers.com for the latest job opportunities within Midwest Communications, Inc.

Upon completion of the job fair, Ms. Mielke and Mr. Conley attended an EEO session entitled "Legal Issues in Hiring: effective Strategies to Promote EEO and Prevent Unlawful Discrimination" presented by Wade Harrison of the Godfrey Kahn law firm.

Outreach: Job/Career Fair

Date: June 23, 2010

Participating Employees: Billie Mielke, Human Resources Assistant, Midwest Communications, Inc.

Event Sponsor: Wisconsin Broadcasters Assoc. at Chula Vista Resort, Wisconsin Dells, WI

Description of Activity: Ms. Mielke represented all Wisconsin licensed radio stations at this 2 hour Fair held from 2-4PM. There were approximately 35-40 potential job seekers in attendance. Ms. Mielke spoke with approximately 25 attendees about radio positions in general and in some cases specific openings that were currently available. Ms. Mielke accepted 15 resumes which were distributed to the appropriate hiring managers. Positions being recruited included Marketing Consultants, Announcers, future programming management positions and part-time board operators. Job seekers were also directed to our employment website, www.midwestcareers.com for the latest available positions within our Company.

Upon completion of the Fair, Ms. Mielke attended an EEO session also sponsored by the WBA, "Hiring Smart for Broadcasters: Discrimination Law for Broadcasters; Legal Issues & Effective Strategies to Prevent Unlawful Discrimination" Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations" presented by Daniel Finerty of the Godfrey Kahn law firm.

3. Outreach: Radio Station Tours

Date: 1-11-10

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Participating Employees: Melissa Basler – Administrative Asst./Announcer
Jeff Frieders, Asst. Brand Manager/Announcer – WXER Radio

Description of Activity: A tour of all four station studios was given to a group of Boy Scouts by Ms. Basler and Mr. Frieders. They learned how a radio station is run and the day-to-day operations. The many opportunities in radio were discussed; announcer, sales, promotions, management, production, engineering, office, etc. Questions were asked and answered.

Date(s): Feb. 3, 2010, Feb. 16, 2010, April 5, 2010, April 15, 2010 and April 22, 2010

Participating Employees: Melissa Basler, Administrative Asst./Announcer
Jeff Frieders, Asst. Brand Manager/Announcer – WXER
Dave Nelson, Brand Manager/Announcer – WHBZ

Description of Activity: Tours were given to five (5) Cub Scout groups. Each group toured the 4 station studios and learned how a radio station operates. The formats of each station were discussed as well as the various opportunities for employment in radio. Many questions were asked and answered by the tour host(s). Each group was given our handout “Jobs in Radio”.

4. Outreach: Internship

Date: June 1 through July 24, 2010

Participating Employees: Eddie Ybarra, Brand Manager, WBFM-FM/WXER-FM Radio
Dave Nelson, Brand Manager, WHBZ-FM Radio
Kelly Meyer, Brand Manager, WHBL-AM Radio
Steve Schouten, Market Manager/General Sales Manager

Description of Activity: The goals for this internship were to learn about all aspects of radio. Our intern spend time in programming learning about on air positions, studio equipment, how promotions are put together and executed, shadowed marketing consultants learning about sales. She also spent some time in the front office learning about the administrative side of radio.
