



Annual EEO Public Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 7302080(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: WHLK – DeForest, WI; WJJO - Watertown, WI; WJQM – Mt. Horeb, WI; WLMV – Madison, WI; WMGN – Madison, WI; WTDY – Madison, WI; WTUX – Madison, WI; WWQM – Middleton, WI; and 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 time period beginning August 1, 2007 to and including July 31, 2008 (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 identifies), 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.



Appendix 1

To

EEO Public File Report Form

Covering the Period from August 1, 2007 to July 31, 2008

For

Stations Comprising Station Employment Unit:

WHLK, WJJO, WJQM WLMV, WMGN, WTDY, WTUX, WWQM

Section 1: Vacancy Information

Job	Full-Time Positions	Recruitment Source	Total Number of Interviewees from All Sources for Position
Openings	by Job Title	of Hiree	
1	WLMV Sales Specialist	Position Never Filled	2
2	Sales Executive	Employee Referral	13
	Sales Executive	Radio Commercial	
3	WWQM Midday Host	Internal Posting	2
4	WTDY Air Talent	Position Never Filled	0
5	Traffic Coordinator	Internal Promotion	4
	Traffic Coordinator	Radio Commercial	
6	Sales Assistant	Radio Commercial	3
7	Sales Executive	Career Fair - WSJ	8
	Sales Executive	Radio Commercial	
8	Internet Sales Exec.	Position Never Filled	5
9	jAMZ Air Talent	All Access.com	4
10	WLMV Production Assist.	Internal Posting	1
11	News Reporter	WBA Website	3
12	Farm Assistant	World Dairy Expo	5
13	Sale Executive	Radio Commercial	6
	Sales Executive	Employee Referral	
14	Sales Executive	Customer Referral	9
15	News Reporter	Position Never Filled	0



16	Sales Executive		
17	Q106 Morning Host	All Access.com	3
18	Radio Engineer		

Total Number of Persons Interviewed During Applicable Period: 68

Job Openings #1, #2, #3, #4, and #5 were opened prior to 8/1/07

Job Openings #16 and #18 remain open as of 7/31/08

If there is no number listed for a specific opening it is because that position was filled from the same interviewees as the preceding position.



Appendix 2

To

EEO Public File Report Form

Covering the Period from August 1, 2007 to July 31, 2008

For

Stations Comprising Station Employment Unit:

WHLK, WJJO, WJQM, WLMV, WMGN, WTDY, WTUX, WWQM

Section 2: Recruitment Source Information

Recruitment Source	Mailing Address	Contact	Total Number of Interviewees Provided During This Period	Positions for Which This Source Was Utilized
WBA Career Fairs	44 E. Mifflin St. Madison, WI 53703	Michelle Vetterkind	3	ALL



Internet Postings	WBA website	www.wi-broadcasters.org/	4	ALL
	Job Service	www.dwd.state.wi.us	4	ALL
	WI Tech-Connect	www.wisconsintechconnect.com/		ALL
	Univ. WI – Madison	www.myconsortium.com/wisconsin/employer/		ALL
	Edgewood College	www.myinterfase.com/edgewood/employer/		ALL
Employee Referral			12	ALL
Station Website	http://midwestfamilybroadcasting.com/view.php3?id=3		11	ALL
Radio			15	ALL
Announcement				
Internal Posting			5	ALL
Classifieds Career Fair	Capital Newspapers	Classifieds Desk	4	#6, #7, #8, #9
	1901 Fish Hatchery Rd. Madison, WI 53713			
All Access.com	28955 Pacific Coast HY Malibu, CA 90265	Joel Denver	6	#9, #16
Client Referral			2	#7, #13
World Dairy Expo			2	#12
See Attached Pages for Organizations Notified via Broadcast Compliance Service.				ALL



730 Rayovac Dr.
Madison, WI 53711
608.273.1000
Fax 608.273.3588

Dissemination Listing thru July 31, 2008

Alex	Nogales	National Hispanic Media Coalition University of Northern Iowa - Careers St. Ambrose University Luther College	2514 S. Grand Ave. Student Services Ctr #19 518 W. Locust St. 700 College Dr.	Loa Angeles CA 90007 Cedar Falls IA 50614 319-273-6998 Davenport IA 52803 319-333-6243 Decorah IA 52101 319-387-2628		
Martha	Intveld	Clarke College	1550 Clarke Dr.	Dubuque IA 52001 (563) 588-6302	(563) 588-8173	martha.intveld@clarke.edu
David	Raedeker	Iowa Central College - Broadcasting	330 Avenue M	Ft. Dodge IA 50501 (515) 576-0099x	(515) 576-7724	draedeker@triton.iccc.cc.ia.us
Ken	Beno	Lakeland College	5001 Lake Land Blvd.	Mattoon IL 61938 217-234-5271	217-234-5506	kbeno@lakeland.cc.il.us
John	Poray	Society of Broadcast Engineers	9247 N. Meridian Street Suite 305	Indianapolis IN 46260-194	317-846-9000	317-846-9120
Judy	Owen	Western Kentucky University	Career Services Center	Bowling Green KY 42101		dan.onitsuka@wku.edu
Sarah	Beskow	Michigan Association of Broadcasters Mankato State University	819 N Washington Ave PO Box 8400	Lansing MI 48906 Mankato MN 56002 507-389-5114		
Terry	Miller	Brown Institute Career & Community Learning Minneapolis Urban League	2225 E Lake St 135 Johnston Hall 101 Pleasant St. 2000 Plymouth Ave North	Minneapolis MN 55407 612-721-2481 Minneapolis MN 55455 612-624-7577 Minneapolis MN 55411		terry@broj www.browncollege.edu Jon Jakoblich jjakoblich@class.cla.umn.edu
Jim	Dubois	Minnesota Broadcasters University of Minnesota - Careers St. Olaf College	3033 Excelsior Blvd. 600 E. 4th St. - 201 Behmler HI 1520 St. Olaf Ave.	Minneapolis MN 55416 (612) 926-8123 Morris MN 56267 320-589-1673 Northfield MN 55057 507-646-3626	(612) 926-9761	www.minnesotabroadcasters.com
Bridget	Kenadjian	Northwestern College	720 4th Ave. S. 3003 Snelling Ave. N.	St. Cloud MN 56301 320-654-5167 St. Paul MN 55113 (651) 631-5109		bk2@nwc.edu
Vicki	Decker	Winona State University	PO Box 5838	Winona MN 55987 507-457-5340	507-457-5516	ipalokangas@winona.edu
Jim	Bland	Broadcast Center	2360 Hampton Ave.	St. Louis MO 63139		
Alyson	Young	Carolina School of Broadcasting allaboutcountry.com	3435 Performance Rd 5009 Crosswinds Dr	Charlotte NC 28214 704-395-9272 Wilmington NC 28409 800-310-9702	704-531-7291	csbnc@bellsouth.net Bill Hennes bhennes105@aol.com
Jenny		Ohio State-Career Services Arts & Sciences	5 Brown Hall 190 W. 17th Avenue	Columbus OH 614-292-7055	614-688-3036	
Gail	Basine	International College of Broadcasting Ohio Center for Broadcasting Penn State Career Services MediaJobz.com	6 South Smithville Rd 9000 Sweet Valley Dr 413 Bouke Bldg. PO Box 2083	Dayton OH 45431 937-258-8251 Valley View OH 44125 216-447-9117 University Park PA 16802 814-865-2377	937-258-8714	zenaib@aol.com Gary James gary@beonair.com
Kelly	Bereza	Lawerence University-Career Center	PO Box 599	Roanoke TX 76262 866-821-8233	814-863-0226	support@mediajobz.com
Patti	Fenner-Le	Northland College	1411 Ellis Ave.	Appleton WI 54912 920-832-6561	920-832-7368	
Sandy	Riley	Beloit College Moody Bible Institute	700 College St. 820 N La Salle Dr.	Ashland WI 54806 715-682-1230 Beloit WI 53511 608-363-2673	715-682-1692	pfen-lei@northland.Edu rileys@beloit.edu
Judy	Gatlin	UW - Eau Claire - Comm.	Department of Journalism	Chicago WI 60610		
Lisa	Nielson	UW - Eau Claire-Career Services	230 Schofield Hall	Eau Claire WI 54702 715-836-2528	715-836-3820	gatlini@uwec.edu
Edward	Knudson	Gateway Technical College	400 County Road H	Eau Claire WI 54702-400 715-836-6018	715-836-4023	
June	McKenzie	Multicultural Center NE Wisconsin Technical College UMOS (United Migrant Opportunitites Services Inc. Statewide)	612 Stuart St 2740 W. Mason Street 325 N. Roosevelt	Elkhorn WI 53121 414-741-6115 Green Bay WI 54301 920-438-1660 Green Bay WI 54307-904 920-498-5400 Green Bay WI 54301	414-741-6148	multicultural@itol.com 920-498-5655
Pam	Suster	UW - Green Bay - Careers	2420 Nicolet Drive SS 1916	Green Bay WI 54311-700 (920) 465-2163	(920) 465-2920	susterp@uwgb.edu
Jane	Svenne	Blackhawk Tech.	PO BOX 5009	Green Bay WI 54311-700 (920) 465-2163	608-757-9408	
Jean	Frederick	Carthage College	2001 Alford Park Dr.	Janesville WI 53547 608-757-7704	262-551-5375	jfrederick@carthage.edu
Faith	Pawelski	UW - La Crosse Wisconsin Division of Vocational Rehab. Affirmative Action - City	1725 State St. 333 Buchner Place Wing B 210 Monona Ave. #515	Kenosha WI 53140 262-551-5959 La Crosse WI 54601 608-785-8514 La Crosse WI 54603	608-785-8518	career@uwlax.edu
Joe	Baker	Child Development Inc. Chrysalis Inc.	2012 Fisher Street 844 Williamson Street	Madison WI 53710 Madison WI 53713		
Anthony	Lincoln	City of Madison Affirmative Action Dept	Madison Municipal Bldg, Suite 130/	Madison WI 53701 608-267-8786	608-267-1142	
María	Garcia	Community Action	1717 N. Stoughton Rd.	Madison WI 53704 608-246-4730		

Rose	White	Edgewood College	1000 Edgewood College Drive	Madison	WI	53711 608-663-2281	608-663-3291	careers@edgewood.edu
Annie	Weatherby	Equal Opportunities Communication Focuscorp Inc.	210 Martin Luther King Blvd. RM 503	Madison	WI	53710 608-266-4910		
		Forward Service Corp.	3201 Latham Drive	Madison	WI	53713		
		Kennedy Heights Comm. Ct.	1819 Aberg Ave. #D	Madison	WI	53704-4201		
		Marc Develop Center Inc.	199 Kennedy Heights	Madison	WI	53703 244-0767		
Barbara	Wise	MATC	805 Forward Dr.	Madison	WI	53711-2443		
Tizzy	Hyatt	National Organization for Women-Wisconsin NOW-Madison	3550 Anderson St.	Madison	WI	53704 608-246-6401	608-246-6400	placement@matcmadison.edu
		Operation Fresh Start	122 State Street #403	Madison	WI	53703 608-255-3911	608-255-3911	(wino@execpc.com)
		Urban League of Greater Madison	1925 Winnebago St.	Madison	WI	53704		
Denise	Hardnett	UW - Madison Student Job Center	151 East Gorham Street	Madison	WI	53703 608-251-8550		
Virginia	Zwickey	UW-Madison - Journalism	432 N. Murray St. RM 204	Madison	WI	53706 608-262-5627	608-262-9068	
Erica	Salkin	Wisconsin Broadcasters Association	5134 Vilas Hall	Madison	WI	53706 608-262-5627	608-262-9068	
Michelle	Vetterkind	YWCA	44 E. Mifflin St.	Madison	WI	53703		
Eileen	Mershart	UW - Stout	101 E. Mifflin Street	Madison	WI	53703		
		Alverno College	103 Administration Bldg.	Menomonie	WI	54751 715-232-3595		
Sharon	Safar	Benedict Center	3400 S 43rd St.	Milwaukee	WI	53234 414-382-6404	414-382-6443	
Kit	Murphy M	Cardinal Stritch University	229 E. Wisconsin Ave. Suite 1250	Milwaukee	WI	53202 (414) 347-1774	(414) 347-0148	kit@benedictcenter.org
Tom	Kipp	Goodwill Industries	6801 Yates Rd.	Milwaukee	WI	53217-398 414-410-4157	414-410-4160	tekipp@stritch.edu
Lisa	Norman	Marquette University	6055 N. 91st ST.	Milwaukee	WI	53225 414-353-6400	414-358-4298	
Susan	Yokofich	Marquette University - Broadcast Comm.	1131 West Wisconsin Ave.	Milwaukee	WI	53233 414-288-1705	414-288-3099	
Dr. Michael	Havice	Milwaukee School of Engineering	1217 W. Wisconsin Ave.	Milwaukee	WI	53233 414-288-3495	414-288-3923	michael.havice@marquette.edu
Mary	Spencer	Milwaukee Urban League	1025 N. Broadway	Milwaukee	WI	53202 414-277-4517	414-277-7122	spencer@msoe.edu
Courtney	Barlow	UW - Milwaukee	2800 W. Wright Street	Milwaukee	WI	53210 414-374-5850		
Greg	Krejci	Wisconsin Lutheran College - Careers	3202 N. Maryland Ave.	Milwaukee	WI	53201 414-229-5445	414-229-5132	careerserv@sba.uwm.edu
Jeff	Weber	Keller Graduate School of Management	8800 W. Bluemound Road	Milwaukee	WI	53226 414-443-8800	414-443-8522	careerdevelopment@wlc.edu
		Milwaukee Institute of Art & Design	100 E. Wisconsin Ave	Milwaukee	WI	53202 414-278-7677		
Duane	Seidenstic	UW - Oshkosh - Careers	273 E. Erie St.	Milwaukee	WI	53202 414-847-3274	414-291-8077	careerserv www.miad.edu/careerservices
Ted	Balsler	UW-Platteville - Dept. of Comm Tech	800 Algoma Blvd.	Oshkosh	WI	54901 920-424-2181	920-424-1000	
Becky	Troy	Nicolet Area Technical College	1 University Plaza	Platteville	WI	53818 608-342-1627	608-342-1965	troy@uwplatt.edu
Laurie		Wisconsin Indianhead Tech. College	County Highway G	Rhineland	WI	54501 715-365-4448		
		Ripon College	1900 College Drive	Rice Lake	WI	54868 715-234-5172		
Thomas	Vaubel	UW - River Falls	PO Box 248	Ripon	WI	54971 920-748-8117	920-748-7243	
June	Schubert	UW - Stevens Point - Careers	410 S. 3rd St.	River Falls	WI	54022 715-425-3572	715-425-3573	june.m.schubert@uwrf.edu
Michael	Pagel	Carroll College	134 Old Main Building	Stevens Point	WI	54881-389 715-346-3226	715-346-3724	mpagel@uwsp.edu
Jennifer	Maney	La Casa de Esperanza Inc	100 N. East Ave	Waukesha	WI	53186 262-524-7220	262-524-6892	wyc@carroll1.cc.edu
Veronica	Davis-Quir	Northcentral Technical College	410 Arcadian Ave	Waukesha	WI	53103 262-547-0887	262-547-0735	jobs@lacasadeesperanza.org
Fred	Boller	UW - Whitewater - Careers	1000 W. Campus Cr.	Wausau	WI	54307 920-498-6373	920-498-6313	
		Mid-State Technical College	800 W. Main St.	Whitewater	WI	53190 414-472-5539		
Kate	MacMillan	UW - Fox Valley - Careers	500-32nd St. North	Wis. Rapids	WI	54494 715-422-5451	715-422-5440	
Thomas	Frantz	UW - Fox Valley - Careers	1478 Midway Rd	Menasha	WI	54952 920-832-2719	920-832-2674	tfrantz@uwc.edu
Ted	Dufour	UW-Platteville	1478 Midway Rd	Menasha	WI	54952 920-832-2620	920-832-2850	tdufour@uwc.edu
Paula	Stauffache	Traffic Directors Guild	1 University Plaza - Ullsvik Ctr.	Platteville	WI	53818-309 (608) 342-1183	(608) 342-1172	placement www.uwplatt.edu/~placement pdqa@earthlink.net



Appendix 3

To

EEO Public File Report Form

Covering the Period from August 1, 2007 to July 31, 2008

For

Stations Comprising Station Employment Unit:

WHLK, WJJO, WJQM WLMV, WMGN, WTDY, WTUX, WWQM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WHLK, WJJO, WJQM, WLMV, WMGN, WTDY, WTUX & WWQM.

1. Beginning 7/24/07 – 8/31/07 EEO Dissemination Organization Recruitment Radio Spots across all stations asking for all organizations interested in learning about our current and future job openings to contact Jason McCutchin - EEO Coordinator, for details.
2. WBA Scholarship Program participation. – September, 2007
Tom Walker - President and Jason McCutchin - EEO Coordinator, reviewed and ranked all scholarship applicants based on their application in the areas of academics, broadcast experience, work experience, activities and honors. Those rankings were then forwarded to the WBA and used to help determine the scholarship winner.
3. Wisconsin State Journal Classifieds Career Fair – September 25, 2007 – Exhibition Hall @ The Alliant Energy Center, Madison, WI
J.D. Garfield - Program Director; Luis Montoto - Program Director; Glen Gardner - Program Director; and Jason McCutchin - EEO Coordinator, represented the stations at this event. We received over 40 resumes and distributed approximately 50 applications. Resumes were received in the areas of Sales, Engineering, Air Talent, Promotions and Web Designer.



4. Radio Announcements from 01/08/08 – 1/23/08 promoting the upcoming WBA Job Fair. Announcements ran on all radio stations.
5. WBA Job Fair – Winter Conference 1/23/08 – Monona Terrace, Madison, WI
Tom Walker, President and Amy Ziebell, APD, represented the stations at the Job Fair. We received over 25 applications and resumes from attendees.
6. WBA EEO Workshop – “Hiring Smart for Broadcaster: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination” – Winter Conference 1/23/08 – Monona Terrace, Madison, WI
Tom Walker, President, was in attendance on behalf of the stations at this event.
7. WBA Internship Survey – February, 2008
Jason McCutchin, EEO Coordinator and Bonnie Oleson, Internship Supervisor, reviewed potential station needs of interns and reviewed WBA Internship Survey.
8. Mid-West Family Drive Thru Job Fair – April 9, 2008
We held a drive thru career fair where we handed out bags containing job information from 18 companies to interested applicants at 2 Associated Banks in Madison. Some of the participating companies included PDQ Stores, EBS Resume Service, Physicians Plus, Ace Hardware, Metavante and more. We distributed over 450 bags with employment information from all 18 companies.
9. WBA Job Fair – Summer Conference 6/18/08 – Stone Harbor Resort, Sturgeon Bay, WI
Tom Walker – President, participated in this Job Fair on behalf of the stations. We received 1 resume for a Sales position.
10. WBA EEO Workshop – Summer Conference 6/18/08 – Stone Harbor Resort, Sturgeon Bay, WI
Tom Walker – President, attended “Discrimination Law for Broadcasters: Legal Issues and Effective Strategies to Prevent Unlawful Discrimination – Part 2”
11. Radio Announcements from 05/09/08 – 6/14/08 promoting the upcoming WBA Job Fair. Announcements ran on all radio stations.