



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: WHIT – Madison, WI; WJJO - Watertown, WI; WJQM – Deforest, WI; WLMV – Madison, WI; WMGN – Madison, WI; WTDY – Madison, WI; WWQM – Middleton, WI; WWQN - Mt Horeb, 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, 2008 to and including July 31, 2009 (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, 2008 to July 31, 2009
For
Stations Comprising Station Employment Unit:
WHIT, WJJO, WJQM WLMV, WMGN, WTDY, WWQM-WWQN

Section 1: Vacancy Information

Job Openings	Full-Time Positions by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for Position
1	Broadcast Engineer	Employee Referral	1
2	Internet Writer/Reporter	Employee Referral	3
3	Traffic Coordinator	Website-WI Jobs	7
4	Account Executive	Employee Referral	12
5	Account Executive	Employee Referral	
6	WWQM Program Dir.	All Access	4
7	AM Station Mgr	All Access	2
8	WTDY Air Talent	Internal Posting	5
9	WTDY Air Talent	All Access	

Total Number of Persons Interviewed During Applicable Period: 34

Job Opening #1 was opened prior to 8/1/08

Job Openings #5 and #9 were from the same pool of applicants as #4 and #/8 respectively.



Appendix 2
To
EEO Public File Report Form
Covering the Period from August 1, 2008 to July 31, 2009
For
Stations Comprising Station Employment Unit:
WHIT, WJJO, WJQM, WLMV, WMGN, WTDY, WWQM-WWQN
Section 2: Recruitment Source Information

Recruitment Source	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		ALL
Internet Postings	WBA website www.wi-broadcasters.org/	1	ALL
	Broadcast Compliance Service http://bcs-ok.com/		ALL
	Edgewood College https://www.myinterfase.com/edgewood/employer/		ALL
	WI Tech-Connect www.wisconsintechconnect.com/	1	ALL
	State of WI https://jobcenterofwisconsin.com/	3	ALL
	Univ. WI - Madison www.myconsortium.com/wisconsin/employer/	1	ALL
Internal Postings		4	ALL
Employee Referral		9	ALL
Station Website	http://midwestfamilybroadcasting.com/view.php?id=3	3	ALL



Radio Announcement			5	2
Newspaper Ad	Capital Newspapers 1901 Fish Hatchery Rd. Madison, WI 53713	Classifieds Desk		
All Access.com	28955 Pacific Coast HY Malibu, CA 90265	Joel Denver	6	6
A.D.G.	9130 Galleria Court, Ste 317 Naples, FL 34109 Tim Moore-239-513-9234 www.audiencedevelopmentgroup.com		1	1
See Attached Pages for Organizations Notified via Internal Email Listing.			34	ALL



730 Rayovac Drive
Madison WI, 53711
608-273-1000
608-273-3588

Dissemination Listing thru July 31, 2009

First Name	Last Name	Business	Address	City	State	Zip Code			
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 Cedar Falls Davenport Decorah	CA IA IA IA	90007 50614 319-273-6998 52803 319-333-6243 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	jporay@sbe.org	
Judy	Owen	Western Kentucky University	Career Services Center	Bowling Green	KY	42101		dan.onitsuka@wku.edu	
Sarah	Beskow	Michigan Association of Broadcasters	819 N Washington Ave	Lansing	MI	48906			
Terry	Miller	Mankato State University Brown Institute Career & Community Learning	PO Box 8400 2225 E Lake St 135 Johnston Hall 101 Pleasant St. S.E.	Mankato Minneapolis Minneapolis	MN MN MN	56002 507-389-5114 55407 612-721-2481 55455 612-624-7577		terry@bro. 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 Hl 1520 St. Olaf Ave. 720 4th Ave. S.	Minneapolis Morris Northfield St. Cloud	MN MN MN MN	55411 55416 (612) 926-8123 56267 320-589-1673 55057 507-646-3626 56301 320-654-5167	(612) 926-9761	www.minnesotabroadcasters.com	
Bridget	Kenadjian	Northwestern College	3003 Snelling Ave. N.	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	jalokangas@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 Wilmington	NC NC	28214 704-395-9272 28409 800-310-9702	704-531-7291	csbnc@bellsouth.net	Bill Hennes bhennes105@aol.com
Jenny	Basine	Ohio State-Career Services Arts & Sciences	5 Brown Hall 190 W. 17th Avenue	Columbus	OH	614-292-7055			
Gail		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 P.O. Box 599	Dayton Valley View University Park Roanoke	OH OH PA TX	45431 937-258-8251 44125 216-447-9117 16802 814-865-2377 76262 866-821-8233	937-258-8714	zenaich@aol.com	Gary James gary@beonair.com
Kelly	Bereza	Lawrence University-Career Center	1411 Ellis Ave.	Appleton	WI	54912 920-832-6561		920-832-7368	Adam Gerety support@mediajobz.com
Patti	Fenner-Leino	Northland College	700 College St.	Ashland	WI	54806 715-682-1230		715-682-1692	pfen-lei@northland.edu
Sandy	Riley	Beloit College	820 N La Salle Dr.	Beloit	WI	53511 608-363-2673		608-363-2109	rileys@beloit.edu
Judy	Gatlin	UW - Eau Claire - Comm.-Dept of Journalism	105 Garfield Ave	Chicago	WI	60610			
Lisa	Nielson	UW - Eau Claire-Career Services	230 Schofield Hall	Eau Claire	WI	54702-400 715-836-6018	715-836-3820	gatlinj@uwec.edu	
Edward	Krudson	Gateway Technical College	400 County Road H	Eau Claire	WI	54702-400 715-836-6018	715-836-4023		
June	McKenze	Multicultural Center NE Wisconsin Technical College UMOS (United Migrant Opportunitites Services Inc. Statewide)	612 Stuart St 2740 W. Mason Street 325 N. Roosevelt	Elkhorn Green Bay Green Bay Green Bay	WI WI WI WI	53121 414-741-6115 54301 920-438-1660 54307-904 920-498-5400 54301	414-741-6148	multicultural@itd.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	sustern@uwgb.edu	
Jane	Svenne	Blackhawk Tech.	PO BOX 5009	Janesville	WI	53547 608-757-7704	608-757-9408		
Jean	Frederick	Carthage College	2001 Alford Park Dr.	Kenosha	WI	53140 262-551-5959	262-551-5375	jfrederick@carthage.edu	
Faith	Pawelski	UW - La Crosse	1725 State St.	La Crosse	WI	54601 608-785-8514	608-785-8518	career@uwla.edu	
Joe	Baker	Wisconsin Division of Vocational Rehab. Affirmative Action - City Child Development Inc. Chrysalis Inc.	333 Buchner Place Wing B 210 Monona Ave. #515 2012 Fisher Street 844 Williamson Street	La Crosse Madison Madison Madison	WI WI WI WI	54603 53710 53713 53703			
Anthony	Lincoln	City of Madison Affirmative Action Dept-Madison Municipal Bldg	215 Martin Luther King Jr. Blvd, Suite 130	Madison	WI	53701 608-267-8786	608-267-1142		
Maria	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. Forward Service Corp. Kennedy Heights Comm. Ct. Marc Develop Center Inc.	210 Martin Luther King Blvd. RM 500 3201 Latham Drive 1819 Aberg Ave. #D 199 Kennedy Heights 805 Forward Dr.	Madison Madison Madison Madison Madison	WI WI WI WI WI	53710 608-266-4910 53713 53703 53701 608-267-8786 53704 608-246-4730 53711 608-663-2281 53710 608-266-4910 53713 53704-4201 53703 244-0767 53711-2443			
Barbara	Wise	MATC	3550 Anderson St.	Madison	WI	53704 608-246-6401	608-246-6400	placement@matcmadison.edu	
Tizzy	Hyatt	National Organization for Women-Wisconsin NOW-Madison Operation Fresh Start	122 State Street #403 1925 Winnebago St.	Madison Madison	WI WI	53703 608-255-3911 53704	608-255-3911	winow@execpc.com	
Denise	Hardnett	Urban League of Greater Madison	151 East Gorham Street	Madison	WI	53703 608-251-8550			
Virginia	Zwickey	UW - Madison Student Job Center	432 N. Murray St. RM 204	Madison	WI	53706 608-262-5627	608-262-9068		
Erica	Salkin	UW-Madison - Journalism	5134 Vilas Hall	Madison	WI	53706 608-262-5627	608-262-9068		
Michelle	Vetterkind	Wisconsin Broadcasters Association	44 E. Mifflin St.	Madison	WI	53703			
Eileen	Mershart	YWCA UW - Stout	101 E. Mifflin Street 103 Administration Bldg.	Madison Menomonie	WI WI	53703 54751 715-232-3595			
Sharon	Safar	Alverno College	3400 S 43rd St.	Milwaukee	WI	53234 414-382-6404	414-382-6443		
Kit	Murphy McNally	Benedict Center	229 E. Wisconsin Ave. Suite 1250	Milwaukee	WI	53202 (414) 347-1774	(414) 347-0148	kit@benedictcenter.org	
Tom	Kipp	Cardinal Stritch University	6801 Yates Rd.	Milwaukee	WI	53217-398 414-410-4157	414-410-4160	tekipp@stritch.edu	
Lisa	Norman	Goodwill Industries	6055 N. 91st St.	Milwaukee	WI	53225 414-353-6400	414-358-4298		
Susan	Yokofich	Marquette University	1131 West Wisconsin Ave.	Milwaukee	WI	53233 414-288-1705	414-288-3099		
Dr. Michael	Havice	Marquette University - Broadcast Comm.	1217 W. Wisconsin Ave.	Milwaukee	WI	53233 414-288-3495	414-288-3923	michael.havice@marquette.edu	
Mary	Spencer	Milwaukee School of Engineering	1025 N. Broadway	Milwaukee	WI	53202 414-277-4517	414-277-7122	spencer@msoe.edu	
Courtney	Barlow	Milwaukee Urban League	2800 W. Wright Street	Milwaukee	WI	53210 414-374-5850			
Greg	Krejci	UW - Milwaukee	3202 N. Maryland Ave.	Milwaukee	WI	53201 414-229-5445	414-229-5132	careerserv@sba.uwm.edu	
Jeff	Weber	Wisconsin Lutheran College - Careers	8800 W. Bluemound Road	Milwaukee	WI	53226 414-443-8800	414-443-8522	careerdevelopment@wlc.edu	



730 Rayovac Drive
 Madison WI, 53711
 608-273-1000
 608-273-3588

Duane	Seidensticker	Keller Graduate School of Management	100 E. Wisconsin Ave	Milwaukee	WI	53202 414-278-7677		
Ted	Balsler	Milwaukee Institute of Art & Design	273 E. Erie St.	Milwaukee	WI	53202 414-847-3274	414-291-8077	careerserv www.miad.edu/careerservices
Becky	Troy	UW - Oshkosh - Careers	800 Algoma Blvd.	Oshkosh	WI	54901 920-424-2181	920-424-1000	
Laurie		UW-Platteville - Dept. of Comm Tech	1 University Plaza	Platteville	WI	53818 608-342-1627	608-342-1965	troy@uwplatt.edu
		Nicolet Area Technical College	County Highway G	Rhineland	WI	54501 715-365-4448		
		Wisconsin Indianhead Tech. College	1900 College Drive	Rice Lake	WI	54868 715-234-5172		
Thomas	Vaubel	Ripon College	PO Box 248	Ripon	WI	54971 920-748-8117	920-748-7243	
June	Schubert	UW - River Falls	410 S. 3rd St.	River Falls	WI	54022 715-425-3572	715-425-3573	june.m.schubert@uwrf.edu
Michael	Pagel	UW - Stevens Point - Careers	134 Old Main Building	Stevens Point	WI	54881-389 715-346-3226	715-346-3724	mpagel@uwsp.edu
Jennifer	Maney	Carroll College	100 N. East Ave	Waukesha	WI	53186 262-524-7220	262-524-6892	wyc@carroll1.cc.edu
Veronica	Davis-Quiroz	La Casa de Esperanza Inc	410 Arcadian Ave	Waukesha	WI	53103 262-547-0887	262-547-0735	jobs@lacasadeesperanza.org
Fred	Boller	Northcentral Technical College	1000 W. Campus Cr.	Wausau	WI	54307 920-498-6373	920-498-6313	
		UW - Whitewater - Careers	800 W. Main St.	Whitewater	WI	53190 414-472-5539		
Kate	MacMillan	Mid-State Technical College	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	frantz@uwc.edu
Ted	Dufour	UW - Fox Valley - Careers	1478 Midway Rd	Menasha	WI	54952 920-832-2620	920-832-2850	tdufour@uwc.edu
Paula	Stauffacher	UW-Platteville	1 University Plaza - Ullsvik Ctr.	Platteville	WI	53818-309 (608) 342-1183	(608) 342-1172	placement www.uwplatt.edu/-placement
		Traffic Directors Guild	26000 Avenida Aeropuerto #114	San Juan Capistrano	CA	92675		http://www.tdga.org/



Appendix 3
To
EEO Public File Report Form
Covering the Period from August 1, 2008 to July 31, 2009
For
Stations Comprising Station Employment Unit:
WHIT, WJJO, WJQM WLMV, WMGN, WTDY, WWQM-WWQN

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

1. Midwest Family Broadcasting Drive Through Job Fair-August 20,2008-Associated Banks located at East and West Towne Malls , Madison WI. Radio spots aired 8/01/08 to 8/20/08 encouraging listeners to attend. Mid-west Family organized, coordinated and recruited business's to participate in the event. Over 250 bags were handed out that contained information from 17 companies to interested applicants. Some of the companies included PDQ stores, Zimbrick Inc.,Homewood Suites,Home Depot, and more.
2. Marketplace Career Fair-September 16,2008-Exhibition Center @ The Alliant Energy Center, Madison,WI. Bill Mann – Senior Advisor; Pat O’Neill – Operations Manager; Glen Gardner – Program Director; Tara Arnold – News Director; Ted Waldbillig – Director of Sales; and Ritchie Baumann – Local Sales Manager represented the stations at this event. We received over 40 resumes at the event. Resumes were received in the areas of Sales, Engineering, Air Talent, and Copy Writer. Following the event 111 resumes were received via email. An advertisement was posted in the Capital Newspapers in which directed candidates to the company’s website for all job openings.
3. WBA Scholarship Program Participation – September 2008 –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. Radio announcements aired 9/3/08-10/16/08 on all stations encouraging interested applicants to apply.
4. Radio Announcements from 12/29/08-1/18/09 promoting the upcoming WBA Job Fair. Announcements ran on all radio stations.
5. WBA Assistance Action Plan –Winter Conference 1/28/09-Monona Terrace Convention Center, Madison WI. Tom Walker – President, attended “Avoiding Discrimination & Employment Terminations.” Mr. Walker presented the information from this seminar the following week to the department heads as part of management continuous training.



6. WBA Job/Career Fair – Winter Conference 1/28/09-Monona Terrace Convention Center, Madison WI. Tom Walker, President and Bill Mann, Senior Advisor represented all the stations at the Job Fair. 16 total resumes/applications were received in the areas of Engineering, On-Air Talent, News, and Sales. 20 applications were distributed.
7. WBA Job/Career Fair- Summer Conference 6/17/09-Osthoff Resort, Elkhart Lake, Wisconsin. Tom Walker, President and Bill Mann, Senior Advisor represented all the stations at the job fair. 6 total resumes were received in the areas of Sales and On-Air Talents.
8. WBA Assistance Action Plan – Summer Conference-6/17/09- Osthoff Resort, Elkhart Lake, Wisconsin. Tom Walker, President attended “Compliance With The FCC’s Nondiscrimination and Outreach Regulations Part 4. Mr. Walker presented the information from this seminar the following week to the department heads as part of management continuous training.