

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, 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 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, 2009 to July 31,2010
Stations Comprising Station Employment Unit:
WHIT,WJJO,WJQM,WLMV,WMGN,WTDY,WWQM-WWQN
Section 1 Vacancy Information

Job Openings	Full/Part Time	Positions By Job Title	Recruitment Source of Hiree	Total Number of Interviews from All Sources For Position
1	Full Time	WWQM Afternoon Drive Personality	Internal Posting	5
2	Full Time	Account Executive	Employee Referral	16
3	Full Time	WWQM Promotions Director	Internal Posting	1
4	Full Time	AgriBusiness Assistant	Station Website	12
5	Full Time	Account Executive	Website-WBA	28
6	Full Time	Account Executive	Employee Referral	
7	Full Time	Account Executive	Radio Spot WJQM	
8	Full Time	Account Executive	Radio Spot WWQM	
9	Full Time	News Reporter/Anchor	All Access	5
10	Part Time	Traffic /Anchor		
11	Part Time	WJQM Part Time On Air	Internal Posting	1
12	Full Time	Account Executive	No Hires from this posting	10
13	Full Time	WMGN Air Personality/Music Director	Employee Referral	2
14	Full Time	News Director	All Access	4
15	Part Time	WJJO Announcer	Referral (Former Employee)	5
16	Part Time	WJJO Announcer	Referral (Former Employee)	





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17	Full Time	Interactive Marketing Specialist	Internal Posting	7
18	Part Time	Events Dept Assistant	Employee Referral	1
19	Part Time	Temporary News Anchor	All Access	2
20	Full Time	Account Executive	Radio Spot	10
21	Full Time	Account Executive	Employee Referral	
22	Full Time	Account Executive	Radio Spot	
23	Part Time	Traffic Reporter	\	0
24	Part Time	News Anchor	All Access	3
25	Full Time	Sales Assistant	State of WI Website	5
26	Full Time	Sales Assistant	Employee Referral	
27	Full Time	Agribusiness Sales Coord	Open	
28	Part Time	WJQM Part Time On Air	Open	
29	Full Time	WJQM Full Time On Air	Open	
Total Number of Persons Interviewed During Applicable Period:				117

- *Job Openings #1 and #2 were opened prior to 8/1/09
- *Job Openings 5,6,7, 8, were from the same pool of applicants
- *Job Openings 15 and 16 were from the same pool of applicants
- *Job Openings 20,21,22 were from the same pool of applicants
- *Job Openings 25 and 26 were from the same pool of applicants
- *Job Openings #9 and #10 were from the same pool of applicants & job responsibilities were combined into 1 position
- *Job Opening #23 was never filled. Job responsibilities were acquired by current employee



Appendix 2
To
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Stations Comprising Station Employment Unit:
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Section 2 Recruitment Source Information

Recruitment Sources		Interviewees Provided During This Period	Positions Which This Source Was Utilized
WBA Career Fairs	January 27th, 2010 44 E Mifflin St Madison WI 53703	1	ALL
	June 23rd, 2010 Highway 13 North Wisconsin Dells, WI 53965		ALL
Internet Postings	WBA Website www.wi-broadcasters.org	5	ALL
	Broadcast Compliance Service http://bcs-ok.com/	1	ALL
	Edgewood College https://www.myinterfase.com/edgewood/employer/	1	ALL
	WI Tech Connect www.wisconsintechconnect.com/	2	ALL
	State Of WI https://jobcenterofwisconsin.com	6	ALL
	University of WI-Madison http://www.myconsortium.com/wisconsin/employer/	6	ALL
	All Access (Started Using 6/8/10 for all postings) http://www.allaccess.com		1
	University of WI-Whitewater https://www.myinterfase.com/uww/employer/	1	
	Internal Postings	7	ALL
Referral	28	ALL	
Station Website http://www.midwestfamilybroadcasting.com/	19	ALL	
Radio Announcement	13	5	
MWF Career Fair	1	4	
All Access.com Joel Denver 28955 Pacific Coast HY Malibu, CA 90265	7	14	
TV & Radio Jobs.com http://tvandradijobs.com/cgi-bin/classifieds/classifieds.cgi	2		
Campus Visit	7	1	
Visit	1	1	
*See attached Pages for Organizations Notified via Internal Email Listing			
*All positions listed with Broadcast Compliance Service are distributed nationally.			



Last Name	First Name	Business	Address Line 1	Address Line 2	City	State	Zip	Phone	Ext	Fax	Email
Norman	Lisa	Goodwill Industries of Southeastern Wisconsin Inc.		6055 N 91st Street	Milwaukee	WI	53225	414-353-6400	154	414-358-4298	lisa.norman@goodwillsew.com
Brinkman	Mary	UW-Stout	Career Services	103 Administration Bldg	Menomonie	WI	54751	715-232-1602		715-232-3595	careerservices@uwstout.edu
Cogdill	Anna	Chrysalis, Inc.		844 Williamson Street	Madison	WI	53703	608-256-3102		608-256-3102	chrysalis_se@shoglobal.net
O'Leary	Margaret	UW Whitewater	Career & Leadership Development	800 West main Street	Whitewater	WI	53190	262-472-1472		262-472-5539	career@uwu.edu
Weber	Deb	Carroll University		100 N East Ave	Waukesha	WI	53186	262-524-7624		262-527-7377	dweber@carrollu.edu
Seidensticker	Duane	Milwaukee Institute of Art & Design		273 East Erie Street	Milwaukee	WI	53202	414-847-3274		414-291-8077	careerservices@miad.edu
Keene	Larry	Traffic Director's Guild of America		26000 Avenida Aeropuerto, Bldg 114	San Juan Capistrano	CA	92675	949-429-7063		949-429-7083	tdga@cox.net
Carroll	John	Broadcast Center		2360 Hampton Ave	St Louis	MO	63139-2909	314-647-8181		314-647-1575	placement@broadcastcenterinfo.com
Intveld	Martha	Clarke College	Career Services	1550 Clarke Drive	Dubuque	IA	52001-3198	563-588-6302		563-588-8173	Martha.intveld@clarke.edu
Troy	Becky	UW Platteville	Dept. of Communication Technologies	1 University Plaza	Platteville	WI	53818-3099	608-342-1627		608-342-1517	troy@uwplatt.edu
Powers	Greg	WLKL/Lake Land College	Radio/Tv & Speech Coordinator	5001 Lakeland Blvd	Mattoon	IL	61938	217-234-5335			gpowers@lakeland.cc.il.us
Bald	Karolyn	UW LaCrosse	Career Services	1725 State Street	La Crosse	WI	54601	608-785-8514		608-785-8518	bald.karo@uwlax.edu
Ahrens	Corinne	UW Madison	School of Journalism & Mass Comm.	821 University Ave	Madison	WI	53706	608-262-3691		608-262-1361	cmahrens2@wisc.edu
Hommerding	Karen	St Cloud State University	Career Services CH 215	720 4th Avenue South	St Cloud	MN	56301	320-308-2153		320-308-5167	kahommerding@stcloudstate.edu
Scott	Cynthia	YWCA Empowerment Center		3101 Latham Drive	Madison	WI	53713	608-255-3098		608-255-3378	cscott@ywcamadison.org
Trendt	Diana	UW Platteville	Career Center/Ullsvik Hall 0200	1 University Plaza	Platteville	WI	53818	608-342-1183		608-342-1172	careercenter@uwplatt.edu
Jones	Gary	Ohio Center for Broadcasting		9000 Sweet Valley Drive	Valley View	OH	44125	216-447-9117		216-642-9232	gary@beonair.com
Matteson	Kimberly	St Ambrose University	Career Services	518 W Locust St	Davenport	IA	52803	563-333-6342		563-333-6243	mattesonkimberly@sau.edu
Havice	Dr. Michael	Marquette University	Broadcast & Electronic Communication	1131 W Wisconsin Ave	Milwaukee	WI	53201-1881	414-288-3495		414-288-3923	michael.havice@marquette.edu
Carey	Sheena	Marquette University	College of Communication	1131 W Wisconsin Ave	Milwaukee	WI	53201-1881	414-288-7026		414-288-3923	
Gatlin	Judith	UW Eau Claire	Dept of Communication & Journalism 152	105 Garfield Ave	Eau Claire	WI	54701	715-836-2933		715-836-3820	gatlinj@uwec.edu
Thiele	Chrissy	City of Madison	Department of Civil Rights	210 Martin Luther Kg Blvd Rm 523	Madison	WI	53703	608-266-4910		608-266-6514	Cthiele@cityofmadison.com
Walters	Lorry	UW Stevens Point	Career Services	134 Old Main Bldg	Stevens Point	WI	54481-3897	715-346-3226		715-346-3724	career@uwsp.edu
Meyer	Becky	University of Northern Iowa	Career Services	102 Gilchrist	Cedar Falls	IA	50614-0384			319-273-6401	careercenter@uni.edu
LaSere	Linda	Minnesota Broadcasters Association		3033 Excelsior Blvd Suite 440	Minneapolis	MN	55416	612-926-8123		612-926-9761	llasere@minnesotabroadcasters.com
Blackwell	Vernon	Urban League of Greater Madison		151 East Gorham Street	Madison	WI	53703-2129	608-251-8550	36		jobs@ulgm.org
Calkovsky	April	Ohio State University	ASC Career Services	48 Townshend Hall	Columbus	OH	43210	614-292-6529		614-688-3036	calkovsky.1@osu.edu
Nix	Kristy	Family Radio		201 State Street	La Crosse	WI	54601	608-796-2510		608-782-1170	kristyn@mwfbroadcasting.com
Hostettler	Gina	Long Nine		1510 N Third Street	Riverton	IL	62561	217-462-2802		217-629-7952	ghostettler@wglz.com
Groenke	Judy	WSJM		580 E Napier	Benton Harbor	MI	49022	269-925-1111			judyg@wrx.com
Gulttar	Jeanne	KOSP		319-B East Battlefield	Springfield	MO	65807	417-447-2023			jgulttar@mwfmarketing.fm
Theus	Rita	Community Action Coalition for South Central WI, Inc		1717 N Stoughton Rd	Madison	WI	53704-2605	608-246-4730		608-246-4760	ritat@cacsw.org
Hanson	Virginia	Luther College		700 College Dr	Decorah	IA	52101	563-387-2628		563-387-1025	hansonvi@luther.edu
Denver	Joel	All Access.com		28955 Pacific Coast Hy	Malibu	CA	90265				jdenver@allaccess.com

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

1. Midwest Family Broadcasting's Director of Sales, Ted Waldbillig scheduled and coordinated two college campus recruitment trips at UW Whitewater and UW Madison. Discussions were conducted with several students which prompted 7 interviews to take place with UW Whitewater students and one interview with a UW Madison student which was held at MWF in Madison.
2. WBA Winter Conference/Job Fair & Legislative Day 1/27/10-Monona Terrace Convention Center, Madison WI. Radio spots aired 12/28/09-1/24/10 encouraging applicants to attend. Tom Walker-President and Bill Mann-Senior Advisor attended.
3. WBA Assistance Action Plan-1/27/10 Monona Terrace Convention Center, Madison, WI. Tom Walker-President attended the seminar, "Legal Issues In Hiring." Mr. Walker presented the information from this seminar the following week to the department heads as part of management continuous training.
4. WBA Scholarship Program Participation – September 2009 –Jason McCutchin - CFO and Hope Quackenboss - 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 9/7/09-10/11/09 on all stations encouraging interested applicants to apply.
5. Midwest Family Broadcasting hosted a Job Fair 4/08/2010-730 Rayovac Drive, Madison. Radio spots aired 3/01/10 to 4/07/2010 encouraging listeners to attend. We received 18 resumes at the event in the areas of Audio Engineering, Engineering, Interactive, On-Air, Sales and Traffic. The Job Fair was posted on the corporate website and emailed out to the 2009-2010 dissemination listing. The company was represented by the following employees: Operations Manager-Pat O'Neill, Program Director-Rex Changer, Production Specialist-Mike Lease, Senior Advisor-Bill Mann, General Sales Manager-John Hunt, Interactive Specialist-Tiffany Neely, and Chief Engineer-John Bauer.





Appendix 3 Continued

6. Fall Career Fair Forum-9/17/2009. 145 Employers attended the Kohl Center that evening. Ted Waldbillig, Director of Sales and Bill Mann, Senior Advisor represented Midwestfamily Broadcasting.
7. WBA Summer Job/Career Fair 6/23/2010-Chula Vista Resort Wisconsin Dells, WI. Radio spots aired 5/24/10-6/20/10 encouraging applicants to attend. Tom Walker-President and Bill Mann-Senior Advisor attended. Job Postings at the Fair included Part Time Air Talent, Outside Sales, Sales Assistant and Agribusiness Sales Coordinator; 9 Resumes were received
8. The Walker Management Institute presented by the WBA held a 3 day seminar 5/11/2010-5/13/2010 at UW Madison. Program Directors J.D. Garfield and Rex Charger attended as well as Farm Director Pam Jahnke. This is a 3 year program that provides continuing education to Business Managers on a variety of topics.

