

**Long Nine, Inc.**  
2830 Sandy Hollow Rd.  
Rockford, IL 61109

December 14, 2023

**VIA OPIF**

Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission  
45 L Street NE  
Washington, DC 20554

**Re: 2023 EEO Audit of Station WNTA, Rockford, Illinois**

Dear Ms. Goldin:

Long Nine, Inc. (“Long Nine”), licensee of WNTA(AM), Rockford, Illinois (Facility ID No. 671) (“WNTA”), hereby responds to your EEO Audit Letter dated October 30, 2023 (“Audit Letter”). WNTA operates in a station employment unit (the “Unit”) with the following stations (collectively, the “Stations”):

WDKB(FM), Dekalb, Illinois (Facility ID No. 16408)  
WGFB(FM), Rockton, Illinois (Facility ID No. 73975)  
WRTB(FM), Winnebago, Illinois (Facility ID No. 59620)  
WXRX(FM), Belvidere, Illinois (Facility ID No. 672)

The Unit has five (5) or more full-time employees. Accordingly, Long Nine hereby submits the following statements and documents in response to Section 2(b) of the Audit Letter:

**1. Public File Reports.** Copies of the Unit’s two (2) most recent EEO Public File Reports, as described in Section 73.2080(c)(6) of the Commission’s rules, for the periods covering August 1, 2021 to July 31, 2022 (“First Reporting Period”) and August 1, 2022 to July 31, 2023 (“Second Reporting Period”) (the “First Reporting Period” and “Second Reporting Period,” together, the “Audit Period”) are attached hereto as **Exhibits A** and **B**, respectively.

**2. Website Information.** The websites for the Stations are as follows:

<b><u>Station</u></b>	<b><u>Website</u></b>
WNTA	<a href="https://www.sportsfanrockford.com/">https://www.sportsfanrockford.com/</a>
WDKB	<a href="https://www.949wdkb.com/">https://www.949wdkb.com/</a>
WGFB	<a href="https://www.b103rockford.com/">https://www.b103rockford.com/</a>
WRTB	<a href="https://www.thebullrockford.com/">https://www.thebullrockford.com/</a>
WXRX	<a href="https://www.thexrockford.com/">https://www.thexrockford.com/</a>

Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission  
December 14, 2023  
Page 2

The Unit's most recent EEO Public File Report (i.e., the 2022-2023 EEO Public File Report) has been posted to each Station's website, as required by Section 73.2080(c)(6) of the Commission's rules.

**3. Information Regarding Vacancies.** As required by Section 73.2080(c)(5)(vi) of the Commission's rules, the date of hire for each vacant position filled during the Audit Period is provided in the EEO Public File Reports attached hereto as **Exhibits A** and **B**. Copies of all available communications retained by the Unit announcing the vacancies for the full-time positions filled during the Audit Period, as described in Section 73.2080(c)(5)(iii) of the Commission's rules, are attached hereto as **Exhibit C**. These notices were sent to the recruitment sources listed in the EEO Public File Reports for the Audit Period.

**4. Total Number of Interviewees and Referral Sources.** As required by Section 73.2080(c)(5)(v) of the Commission's rules: (a) the total number of interviewees for each vacancy filled during the Audit Period are provided in the EEO Public File Reports attached hereto as **Exhibits A** and **B**; and (b) the referral source for each interviewee for all the Unit's full-time vacancies filled during the Audit Period is provided in the EEO Public File Reports attached hereto as **Exhibits A** and **B**.

**5. Documentation of Recruitment Initiatives.** The Unit personnel involved in each recruitment initiative performed during the Audit Period is reflected in the EEO Public File Reports attached hereto as **Exhibits A** and **B**. Documentation of the Unit's recruitment initiatives, as described in Section 73.2080(c)(2) of the Commission's rules, is provided in **Exhibit D** attached hereto.

The Unit's current total number of full-time employees is twenty (20). The Stations operate in a market with a population of 250,000 or greater. Therefore, the Unit is required to perform four (4) recruitment initiatives within a two-year period pursuant to Section 73.2080(c)(2) and (e)(3) of the Commission's rules.

**6. Discrimination Complaints.** There are no pending or resolved complaints alleging unlawful discrimination in the employment practices of the Unit during the current license term.

**7. Management's EEO Responsibilities.** The Unit's management is responsible for knowing and complying with the Unit's EEO policies, and ensuring that the Unit's hiring supervisors comply with the EEO policies. The Unit's management is informed of EEO requirements by reviewing written materials from various broadcast associations, other industry publications, and the Unit's legal counsel. The fact that the Unit is an EEO employer is posted at each Station and is contained on printed employment applications and other forms.

Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission  
December 14, 2023  
Page 3

8. **Analysis of EEO Program's Effectiveness.** The Unit periodically reviews its EEO policies and program for compliance and effectiveness. Unit employees involved in hiring attempt to stay abreast of FCC outreach requirements. When the Unit becomes aware of organizations that could refer potential employees to the Stations, they are added to the Unit's list of recruitment sources.

9. **Analysis of Benefits and Promotions.** Long Nine strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that the Unit provides equal opportunities to all employees and applicants.

Long Nine is not a party to any union agreements pertaining to the Stations.

10. **Religious Broadcaster.** Long Nine is not a religious broadcaster.

11. **Time Brokerage Agreements.** None of the Stations are subject to a time brokerage agreement.

Please address any questions concerning this letter to Long Nine's counsel, David Oxenford, of Wilkinson Barker Knauer, LLP, who can be reached at (202) 383-3337 or [doxenford@wbklaw.com](mailto:doxenford@wbklaw.com).

I declare under penalty of perjury that the foregoing is true and correct. Executed on December 14, 2023.

Respectfully submitted,



Mike Paterson  
President

Enclosures

**Exhibit A**

**2021-2022 EEO Public File Report**

**WDKB-FM, WGFB, WNTA, WRFB, WXRX, WXRX-HD-2**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2021 - July 31, 2022**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Content Manager	1-13, 15-55	33
Community Engagement and Events Manager	1-17, 19-32, 34-55	14
Community Engagement and Events Manager	1-17, 19-32, 34-55	14
Multi-Media Reporter	1-13, 15-17, 19-32, 34-55	36

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	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
2	Booker Washington Ctr 524 Kent St Rockford, Illinois 61102 Phone : xxx-xxx-xxxx Career Service Manual Posting	N	0
3	Broadcast Compliance Service 1700 Rockville Pike Rockville, Maryland 20852 Phone : (866) 227-4336 Url : http://bcs-ok.com/ Robin Cooper Manual Posting	N	0
4	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@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	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslis.org/ Hope Quackenboss Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
7	Eastern Illinois University 1745 Buzzard Hall Charleston, Illinois 61920 Phone : 217-581-6954 Email : jdowens@eiu.edu Fax : 1-217-581-6650 Jeff Owens	Y	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	Y	0
9	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : <a href="https://www.myinterfase.com/edgewood/invalidsession.aspx">https://www.myinterfase.com/edgewood/invalidsession.aspx</a> Student Resource Center Manual Posting	Y	0
10	Facebook madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
11	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
12	Illinois Center For Broadcasting 455 Eisenhower Ln South Lombard, Illinois 60148 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
13	Illinois Department of Security 303 N Main St Rockford, Illinois 61101-1049 Lonna Schroeder Manual Posting	N	0
14	Indeed.com	N	4
15	La Voz Latina 412 Market St Flr 2 Rockford, Illinois 61107 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
16	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Emplment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
17	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
18	Linked In	N	1
19	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
20	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

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
21	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : <a href="http://www.mbaweb.org/">http://www.mbaweb.org/</a> Mandi Heiland Manual Posting	N	0
22	N.A.A.C.P. PO Box 121 Rockford, Illinois 61105 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
23	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0
24	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : <a href="mailto:bermail@aol.com">bermail@aol.com</a> Lo Jelks	Y	0
25	National Association of Broadcasters 1771 S Street NW Washington, District of Columbia 20036-2891 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
26	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : <a href="mailto:info@nhmc.org">info@nhmc.org</a> Career Services	Y	0
27	Northern Illinois University Career & Planning Placement Dekalb, Illinois 60015 Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
28	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
29	Northwest Community Center 1325 N Johnston Ave Rockford, Illinois 61101 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
30	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rogus@ohio.edu Mary Rogus	Y	0
31	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
32	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
33	Recruiter	N	2
34	Rock County Job Center 1900 Center Ave Janesville, Wisconsin 53546 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
35	Rock River Training Corp 303 N Main St Ste 200 Rockford, Illinois 61109 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
36	Rock Valley Tech College 3301 North Mulford Rd Rockford, Illinois 61114-5699 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	1
37	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
38	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tdugan@siue.edu Tammy Dugan	Y	0
39	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
40	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services , Wisconsin Phone : 608-785-8514 Email : bald.karo@uwlax.edu Karolyn Bald	Y	0
41	University of Wisconsin-Platteville 0200 Ullsvik Hall 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : careercenter@uwplatt.edu Fax : 1-608-342-1172 Academic and Career Advising Center	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
42	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
43	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : <a href="http://www.myconsortium.com/wisconsin/home.aspx?cl">http://www.myconsortium.com/wisconsin/home.aspx?cl</a> Career Services Manual Posting	Y	0
44	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : davidsor@uwosh.edu Randall Davidson	Y	0
45	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
46	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Email : lschroeder@rmgmwf.com Lonna Schroeder	N	0
47	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : <a href="http://www.wi-broadcasters.org/wba/index.php">http://www.wi-broadcasters.org/wba/index.php</a> Email : mendicott@wi-broadcasters.org Mandy Endicott	Y	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
48	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : <a href="http://www.wisconsintechconnect.com/">http://www.wisconsintechconnect.com/</a> General Information Manual Posting	Y	0
49	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : <a href="mailto:career@winona.edu">career@winona.edu</a> Fax : 1-507-457-5516 Career Services	Y	0
50	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : <a href="https://jobcenterofwisconsin.com/default.aspx">https://jobcenterofwisconsin.com/default.aspx</a> Customer Service Manual Posting	Y	0
51	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : <a href="mailto:kristyn@mwfroadcasting.com">kristyn@mwfroadcasting.com</a> Family Radio Inc.	N	0
52	Womanspace Center 3333 Maria Linden Dr Rockford, Illinois 61111 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
53	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : <a href="mailto:palmerw@workforceconnections.org">palmerw@workforceconnections.org</a> Fax : 1-608-785-9939 Wanda Palmer	Y	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
54	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
55	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>8</b>

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Establishment of a mentoring program	GM has established a regular growth program for the key leaders in the organization to help them grow into executive roles, with one employee being promoted within the last 12 months.	4	
2	4/7/2022	Provision of training to management	Day long managers training session about the power of DEI in the workplace	3	
3	Ongoing Event	Establishment of a mentoring program	In June, Mid-West Family in Rockford hired an intern for our news department from the local community college who is covering area news for the on-air broadcast.	1	
4	Ongoing Event	Participation in other activities designed by the station employment unit	Worked with the United Way on their Middle School campaign which helps MWF promote jobs in broadcast to the students and their parents	1	

**2021-2022  
Annual EEO Audit Report**

**Long Nine, Inc.  
WDKB(FM), Dekalb, Illinois (Facility ID No. 16408)  
WGFB(FM), Rockton, Illinois (Facility ID No. 73975)  
WRTB(FM), Winnebago, Illinois (Facility ID No. 59620)  
WXRX(FM), Belvidere, Illinois (Facility ID No. 672)**

**Amended and Supplemental Vacancy, Interviewee, and Referral Source Information**

<b>#</b>	<b><u>Position</u></b>	<b><u>Date of Hire</u></b>	<b><u>Total Number of Interviewees</u></b>	<b><u>Recruitment Sources</u></b>
1.	Content Manager	August 3, 2021	3	Recruiter LinkedIn
2.	Community Engagement and Events Manager	April 11, 2022	4	Indeed.com
3.	Multi-Media Reporter	June 1, 2022	1	Rock Valley Tech College
		<b>Total:</b>	<b>8</b>	

**Correction:** No recruitment sources listed in Section II to the original 2021-2022 Annual EEO Report requested notification of vacancies.

**2021-2022  
Annual EEO Audit Report**

**Long Nine, Inc.  
WDKB(FM), Dekalb, Illinois (Facility ID No. 16408)  
WGFB(FM), Rockton, Illinois (Facility ID No. 73975)  
WRTB(FM), Winnebago, Illinois (Facility ID No. 59620)  
WXRX(FM), Belvidere, Illinois (Facility ID No. 672)**

**(Amended) Recruitment Initiatives**

#	Recruitment Initiative	Description
1.	<b>Mentoring Program</b>	The General Manager has established a regular growth program for the key leaders in the organization to help them grow into executive roles, with one employee being promoted within the last 12 months. The following employees participated in the program: Operations Manager, Director of Sales, Business Manager, Program Director, Director of Community Engagement.
2.	<b>Management Training</b>	Day-long managers training session about the power of DEI in the workplace occurring on April 7, 2022. The following employees participated in the program: Program Director, On-Air Talent, and Sales Representative.
3.	<b>Mentoring Program (Internship Program)</b>	In June 2022, Mid-West Family in Rockford hired an intern for our news department from the local community college who is covering area news for the on-air broadcast. The following employees participated in the program: Managing Editor and General Manager.
4.	<b>United Way Middle School Campaign</b>	Between January 1, 2021 and December 31, 2021, worked with the United Way on their Middle School campaign which helps the company promote jobs in the broadcast industry to the students and their parents. The following employees participated in the program: General Manager and Director of Community Engagement.

**Exhibit B**

**2022-2023 EEO Public File Report**

**WDKB-FM, WGFB, WNTA, WRFB, WXRX, WXRX-HD-2**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2022 - July 31, 2023**

**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
On-air Programming Assistant	1-30, 32-53	14
Social Media Manager	1-10, 12-13, 15-53	31
WDKB Manager of Brand & Content	1-4, 6-10, 12-30, 32-53	14
Business Development Manager	1-10, 12-13, 15-22, 24-53	31
Traffic & Broadcast Fulfillment Coordinator	1-10, 12-22, 24-28, 30-53	14
Traffic & Broadcast Fulfillment Coordinator	1-10, 12-22, 24-28, 30-53	31

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2022 - July 31, 2023

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	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
2	Booker Washington Ctr 524 Kent St Rockford, Illinois 61102 Phone : xxx-xxx-xxxx Career Service Manual Posting	N	0
3	Broadcast Compliance Service 1700 Rockville Pike Rockville, Maryland 20852 Phone : (866) 227-4336 Url : http://bcs-ok.com/ Robin Cooper Manual Posting	N	0
4	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@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	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslis.org/ Hope Quackenboss Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
7	Eastern Illinois University 1745 Buzzard Hall Charleston, Illinois 61920 Phone : 217-581-6954 Email : jdowens@eiu.edu Fax : 1-217-581-6650 Jeff Owens	Y	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	Y	0
9	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : <a href="https://www.myinterfase.com/edgewood/invalidsession.aspx">https://www.myinterfase.com/edgewood/invalidsession.aspx</a> Student Resource Center Manual Posting	Y	0
10	Facebook madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
11	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
12	Illinois Center For Broadcasting 455 Eisenhower Ln South Lombard, Illinois 60148 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
13	Illinois Department of Security 303 N Main St Rockford, Illinois 61101-1049 Lonna Schroeder Manual Posting	N	0
14	Indeed.com	N	6
15	La Voz Latina 412 Market St Flr 2 Rockford, Illinois 61107 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
16	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Emplment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
17	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
18	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
19	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

**WDKB-FM, WGFB, WNTA, WRFB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT**

August 1, 2022 - July 31, 2023

**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
20	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : <a href="http://www.mbaweb.org/">http://www.mbaweb.org/</a> Mandi Heiland Manual Posting	N	0
21	N.A.A.C.P. PO Box 121 Rockford, Illinois 61105 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
22	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0
23	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : <a href="mailto:bermail@aol.com">bermail@aol.com</a> Lo Jelks	Y	0
24	National Association of Broadcasters 1771 S Street NW Washington, District of Columbia 20036-2891 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
25	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : <a href="mailto:info@nhmc.org">info@nhmc.org</a> Career Services	Y	0
26	Northern Illinois University Career & Planning Placement Dekalb, Illinois 60015 Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRFB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
27	Northwest Community Center 1325 N Johnston Ave Rockford, Illinois 61101 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
28	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
29	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
30	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0
31	Recruiter	N	7
32	Rock County Job Center 1900 Center Ave Janesville, Wisconsin 53546 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
33	Rock River Training Corp 303 N Main St Ste 200 Rockford, Illinois 61109 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
34	Rock Valley Tech College 3301 North Mulford Rd Rockford, Illinois 61114-5699 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
35	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
36	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tdugan@siue.edu Tammy Dugan	Y	0
37	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
38	University of Wisconsin-LaCrosse Rm. 54 Cartwright Center Career Services , Wisconsin Phone : 608-785-8514 Email : bald.karo@uwlax.edu Karolyn Bald	Y	0
39	University of Wisconsin-Platteville 0200 Ullsvik Hall 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : careercenter@uwplatt.edu Fax : 1-608-342-1172 Academic and Career Advising Center	N	0
40	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
41	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : <a href="http://www.myconsortium.com/wisconsin/home.aspx?cl">http://www.myconsortium.com/wisconsin/home.aspx?cl</a> Career Services Manual Posting	Y	0
42	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : <a href="mailto:davidsor@uwosh.edu">davidsor@uwosh.edu</a> Randall Davidson	Y	0
43	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : <a href="mailto:neilbauer@midwestfamilyec.com">neilbauer@midwestfamilyec.com</a> Neil Bauer	N	0
44	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Email : <a href="mailto:lschroeder@rmgmwf.com">lschroeder@rmgmwf.com</a> Lonna Schroeder	N	0
45	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : <a href="http://www.wi-broadcasters.org/wba/index.php">http://www.wi-broadcasters.org/wba/index.php</a> Email : <a href="mailto:mendicott@wi-broadcasters.org">mendicott@wi-broadcasters.org</a> Mandy Endicott	Y	0
46	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : <a href="http://www.wisconsintechconnect.com/">http://www.wisconsintechconnect.com/</a> General Information Manual Posting	Y	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
47	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
48	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : <a href="https://jobcenterofwisconsin.com/default.aspx">https://jobcenterofwisconsin.com/default.aspx</a> Customer Service Manual Posting	Y	0
49	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Family Radio Inc.	N	0
50	Womanspace Center 3333 Maria Linden Dr Rockford, Illinois 61111 Phone : xxx-xxx-xxxx Career Services Manual Posting	N	0
51	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
52	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
53	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>13</b>

**WDKB-FM, WGFB, WNTA, WRTB, WXRX, WXRX-HD-2****EEO PUBLIC FILE REPORT****August 1, 2022 - July 31, 2023****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Establishment of a mentoring program	We concurrently run a mentoring program to help our employees grow into larger roles within the company	2	
2	Ongoing Event	Establishment of training programs for station personnel	There is an on-going training program in the sales department	5	
3	Ongoing Event	Provision of training to management	There is on-going managers training on topics like DEI	5	
4	Ongoing Event	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	President of company works with United Way to assist with their marketing with non-profit companies in areas of job search and placement, including openings in our own organization	1	

**2022-2023  
Annual EEO Audit Report**

**Long Nine, Inc.  
WDKB(FM), Dekalb, Illinois (Facility ID No. 16408)  
WGFB(FM), Rockton, Illinois (Facility ID No. 73975)  
WRTB(FM), Winnebago, Illinois (Facility ID No. 59620)  
WXRX(FM), Belvidere, Illinois (Facility ID No. 672)**

**Amended and Supplemental Vacancy, Interviewee, and Referral Source Information**

<b>#</b>	<b><u>Position</u></b>	<b><u>Date of Hire</u></b>	<b><u>Total Number of Interviewees</u></b>	<b><u>Recruitment Sources</u></b>
1.	On-Air Programming Assistant	October 8, 2022	2	Indeed.com
2.	Social Media Manager	October 10, 2022	1	Recruiter
3.	WDKB Manager of Brand & Content	November 14, 2022	2	Indeed.com
4.	Business Development Manager	May 22, 2023	5	Recruiter
5.	Traffic & Broadcast Fulfillment Coordinator	July 16, 2023	1	Recruiter Indeed.com
6.	Traffic & Broadcast Fulfillment Coordinator	April 17, 2023	2	Recruiter Indeed.com
		Total:	13	

**Correction:** No recruitment sources listed in Section II to the original 2022-2023 Annual EEO Report requested notification of vacancies.

**2022-2023  
Annual EEO Audit Report**

**Long Nine, Inc.  
WDKB(FM), Dekalb, Illinois (Facility ID No. 16408)  
WGFB(FM), Rockton, Illinois (Facility ID No. 73975)  
WRTB(FM), Winnebago, Illinois (Facility ID No. 59620)  
WXRX(FM), Belvidere, Illinois (Facility ID No. 672)**

**(Amended) Recruitment Initiatives**

#	Recruitment Initiative	Description
1.	<b>Mentoring Program</b>	The General Manager has established a regular growth program for the key leaders in the organization to help them grow into executive roles within the company. The following employees participated in the initiative: Operations Manager, Director of Sales, Business Manager, Program Director, and Director of Community Engagement.
2.	<b>Employee Training</b>	Ongoing training program in sales department regarding how to diversify recruitment efforts to attract a broad pool of talent reflecting the communities in which we serve. The following employees participated in the initiative: General Manager, Director of Sales, Sales Representative, Director of Community Engagement, Sales Assistant, and Digital Project Manager.
3.	<b>Management Training</b>	Ongoing training program regarding issues such as DEI in the workplace. The following employees participated in the initiative: Program Director, On-Air Talent, and Sales Representative.
4.	<b>United Way Middle School Campaign</b>	Between January 1, 2022 and December 31, 2022, worked with the United Way on their Middle School campaign which helps the company promote jobs in the broadcast industry to the students and their parents. The following employees participated in the program: General Manager and Director of Community Engagement.

**Exhibit C**

**Vacancy Announcement Documentation**

Navigation sidebar with options: Collapse, Create new, Jobs, Campaigns, Candidates, Search resumes, Interviews, Analytics, Tools.

[← Back to jobs](#)

# Community Events & Promotions Coordinator

[Sponsor this job](#)

Mid-Family Family Northern Illinois – Rockford, IL

## Clicks

■ Your job

### Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week ⓘ

—

[Sponsor job for more clicks](#)

## Candidates

● Closed

[View public job page](#)

### Application Settings

Application method	Email
Require resume	Yes
Application updates	kchadwick@rmgmwf.com Also send an individual email update each time someone applies.
Candidates contact you (email)	Yes, at email address provided

### Details

Posted: February 8, 2022  
Views: 0  
Applications received: **13 total**

### Budget

- × Collapse
- + Create new >
- Jobs**
- Campaigns
- Candidates >
- Search resumes
- Interviews >
- Analytics >
- Tools >

[← Back to jobs](#)

## Content Manager

Mid-West Family Rockford – Rockford, IL

---

### Clicks

■ Your job

**Gathering data...**

Check back tomorrow to see how your job is performing.

Clicks this week ⓘ

—

[Increase budget for more clicks](#)

[Improve job description](#)

[Edit job](#)

● Paused ▾

[View public job page](#)

---

### Details

**Posted:** April 21, 2021

**Views:** 0

**Applications received:** **11 total**

[Add a candidate](#)

---

### Budget

**Job budget:** 12.00 (USD) daily

**Cost:** 0.00 (USD)

[Edit job budget](#)

||| [View performance report](#)

Job Title: Multi-Media Reporter  
Job Category: Media - Journalism - Newspaper  
Open Date: 2/16/2022  
Closing Date: 3/16/2022  
Job Type: Full Time  
City: Rockford, IL  
Zipcode: 61109  
State: Illinois  
Url: <http://www.rockrivercurrent.com>

Job Details: The Rock River Current, an enterprising news startup that covers the Rockford, Illinois, region, is seeking an ambitious and digitally savvy reporter capable of delivering stories across multiple platforms.

The ideal candidate is self-motivated, deeply curious and capable of breaking down complex topics into easily digestible information. The role is suited for journalists with wide-ranging interests who will cover everything from local business to government, arts, entertainment, sports features and culture.

Our coverage runs the gamut from positive stories about local people to the latest economic development and examinations and explanations of the systems at play in our community without focusing on the daily crime, violence or arrest logs.

Experience: Candidates should have at least two years experience in communications or journalism, which can include work at a college newspaper.

Requirements:

- Write 5-10 clean, accurate and thorough articles with photos per week in Associated Press style. The range of stories expected varies based on how much is dedicated to daily coverage and standing features or enterprise and investigative work.
- Create an average of one video story per week.
- Occasionally contribute to broadcast news segments with our radio station partners.
- Work with an editor to pitch and develop original stories.
- Work flexible hours that may include nights and weekends

Salary: Minimum of \$31,000 per year

Contact Details: Email Kevin Haas at [khaas@rmgmwf.com](mailto:khaas@rmgmwf.com)

Job Title: On-air Programming Assistant  
Job Category: Programming  
Open Date: 4/4/2022  
Closing Date: 5/4/2022  
Job Type: Full Time  
City: Rockford  
Zipcode: 61109  
State: Illinois  
Url: <http://www.mid-westfamilybroadcasting.com>

Job Details: **WXRX On Air/Programming Assistant**

Mid-West Family in Rockford is seeking a talented On-Air Talent / Programming Assistant. The ideal candidate is an on-air personality with at least one year of experience who is capable of wearing many hats on the programming team, can assist with the promotions department, and has a passion for radio. The right candidate understands the interaction between the talent, clients, and audience at live broadcasts, appearances, station events, on-air and online are a vital part of the station's success.

This is your chance to be a part of a 30+ year legacy radio station in Rockford, Illinois. Over those years, WXRX and Mid-West Family have strived to put community first in all that we do, and the right person for this job must also possess the same desire to focus on our community.

Experience: **Responsibilities of this position may include:**

- Engaging with listeners via phone calls, contests, and social media.

- Broadcasting live from remote locations and events.

- Introducing programs and music.

- Reading commercial copy and public service announcements.

- Operating control console.

- Conducting on-air interviews.

- Maintaining traffic logs.

- Scheduling/editing music logs.

- Merging music and commercial logs.

- May act as emcee for public and/or private events.

**Requirements of this position include the following:**

- Requires creativity, innovation, original thought in the performance of on-air duties.
- Interest and knowledge within the station's music genre.
- Assist in station and cluster events.
- Retains current knowledge of all relevant social media platforms, shall engage fully in providing, producing, and updating content on all active digital platforms and shall use social referrals in driving listener traffic to all company social media sites.
- Work with Promotions and Sales departments on creative content.
- Assists in special promotions and programming activities.

Requirements: **Qualifications**

A minimum of one-year on-air experience.

A College degree is preferred, but high school diploma or equivalent is required.

Excellent written and verbal communication skills.

Knowledge of all applicable FCC rules and regulations.

Experience in all Microsoft Office programs.

Proficient in use of audio editing software and broadcast equipment.

Must be a team player and work well with management and staff at all levels.

Ability to successfully execute station events and remotes.

Able to relate to the audience and have a strong listener interaction.

Public speaking skills and ability to interact with listeners and clients in a public setting.

Excellent problem solving and prioritizing skills.

Ability to multi-task and handle pressures and deadlines.

Skilled in operation of control board, remote broadcasting, and other related production equipment.

Must be creative and innovative with a strong work ethic.

Must have a valid driver's license and fully insured personal vehicle.

Must be a positive addition to the Mid-West Family team.

**Additional Information:** Preference may be given to candidates who have the above experience plus the following: • Prior broadcast industry experience. • Digital and video editing and social media experience.

**Contact Details:** Contact Lou Lombardo [llombardo@rmgmwf.com](mailto:llombardo@rmgmwf.com)

Job Title: Content Manager  
Job Category: Digital Media  
Open Date: 4/21/2021  
Closing Date: 5/21/2021  
Job Type: Full Time  
City: Rockford  
Zipcode: 61109  
State: Illinois  
Url: <http://www.mid-westfamilybroadcasting.com>

Job Details: Mid-West Family in Rockford is looking for a Content Manager to lead the efforts on content generation in our community and the surrounding areas. This person is part Ben Bradlee, part Ken Burns, part Mike Royko, part Erin Andrews, and part Bob Woodward. The ideal person selected for this role will be able to tell the stories in the community that people want to hear and not just focus on “sensation” or “click bait.”

We are looking for candidates who possess the ability to think both creatively and analytically. Content Manager duties include producing and publishing content, writing, editing and proofreading, formulating content strategies and eventually managing a content team, among other tasks.

The person selected for this role should be comfortable finding creative ways of building an online presence, as well as using analytics in the formulation of a content strategy. Here, content is defined as multimedia articles, blog posts, images or videos that aid in fostering engagement online. This person must be

comfortable working in a cross-functional role, supporting our company's portfolio of brands.

Experience: Writing, editing and proofreading content.  
Building a content team consisting of writers, graphic designers, videographers, etc.  
Formulating a cross-platform content strategy.  
Brainstorm with team members to develop new ideas.  
Build a following on social media.  
Provide editorial, creative and technical support to team members.  
Track web analytics to ascertain content engagement levels.

- Manage content across all platforms, including email and social media.

Requirements: Bachelor's Degree in Communications, Journalism, English or related field.  
3-4 years agency experience or in a similar role.  
Adept at keyword placement and SEO best practices.  
Excellent written and verbal communication skills.  
Highly computer literate and advanced knowledge of HTML.  
Proficiency with popular content management systems.  
Experience with social media management.  
Creativity and the ability to develop original content.  
Ability to develop content that provokes engagement.

**Strong leadership qualities.**

Contact Details: Email Mike Paterson at [mpaterson@rmgmwf.com](mailto:mpaterson@rmgmwf.com) with your interest

Job Title: Social Media Manager  
Job Category: Digital Media  
Open Date: 7/15/2022  
Closing Date: 8/15/2022  
Job Type: Full Time  
City: Rockford  
Zipcode: 61109  
State: Illinois  
Job Details: Mid-West Family in Rockford is looking for a Social Media Manager to join our team!

Are you someone who can't get enough of social media? Do you keep up with the latest digital trends? Or have an eye for creating on-trend content? We are looking for an experienced, passionate, and creative Social Media Manager to join our team. As a Social Media Manager you will be responsible for developing and implementing our social media strategy in order to increase our brand's online presence and improve our marketing and sales efforts, in addition to working with our advertising customers by handling their social media management. You will be working closely with internal brand managers and our sales department.

Mid-West Family in Rockford is a portfolio of brands for today, tomorrow and beyond, providing broadcast radio, digital marketing, social media management, video production, event production, creative, branding, and web solutions to small and medium size businesses across the State of Illinois and serving a variety of industries. Our heritage within radio and the broadcast industry provides transferrable expertise in marketing, communications, and advertising for most industries and sectors, agnostic of medium, creative type, or distribution channel. We are committed to serving our communities with the goal of providing Hometown Solutions to complex marketing problems.

You're joining Mid-West Family with experience in digital marketing, social media management, graphics creation, video editing, content creation, analytic reporting. Experience in photography, photo editing, video content creation and proficiency in Adobe Creative suite is highly recommended.

- Experience:
- 2 years of experience as a Social Media Specialist or similar role
  - Social Media Strategist using social media for brand awareness and impressions
  - Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok and other social media best

practices

- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Basic graphic, photo, and video skills
- Excellent multitasking and time-management skills
- Great leadership skills
- Critical thinker and problem-solving skills
- Great attention to detail
- Great organizational skills
- Great interpersonal, presentation, and communication skills
- Team player
- Degree in Marketing or relevant field preferred

Requirements:

- Collaborate with brand managers and account managers to ensure content is informative and appealing
- Develop, implement, and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with latest social media best practices, technologies, and trends
- Use mutually agreed upon social media marketing tools
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train others in the team
- Provide constructive feedback
- Adhere to rules and regulations
- Present to Senior Management
- Attend educational conferences as able
- Other duties as assigned

Additional Information: Social Media Manager Expected Outcomes in Year One: Build a social media plan for all the MWF brands in the marketplace, along with select plans for customers. Execute the plan on a regular basis Provide data and analytics support for the plan Evolve as a key leader on the MWF team internally and externally

Contact Details: Contact Information If interested and in order to apply, please send a resume and any other qualifying information to Mike Paterson (mpaterson@rmgmwf.com). Mid-West Family is committed to diversity, equity, equality, and inclusion in all of its business and hiring practices.

Job Title: Community Engagement and Events Manager

Job Category: Sales and Marketing

Open Date: 8/3/2021

Closing Date: 3/31/2022

Job Type: Full Time

State: Illinois

Url: <http://www.mid-westfamilybroadcasting.com>

Job Details: We are searching for a **Community Engagement and Events Manager** who is a leader in audience and customer engagement to support Mid-West Family's outcomes in the communities we serve. Selected person to be part of our team located in Rockford. As the **Community Engagement and Events Manager** you will be responsible for managing and implementing strategies that mobilize our audiences, customers, and communities to interact with our brands in our various forms of distribution: on-air, online, on-site with events, and in other areas where we engage with marketing and community partners.

#### **Job Description**

- Manages strategies for engagement of people (both in and out of the workplace) in opportunities to support Mid-West Family's outcomes. Includes designing, implementing and evaluating innovative customer, community, and audience engagement services and experiences for continuous strategic and tactical engagement, including those related to individual MWF brands, ad hoc MWF engagement projects, and seasonal events and other initiatives.
- Designs and manages community engagement services, experiences and initiatives as related to our ownership of events or partnerships with other businesses and individuals.
- Builds local events that can help fulfill the mission of MWF in the community. Events can be physically on-site or in a virtual world through the mediums we own or have access to. This individual will be responsible for events in both spaces along with company on-air and online promotions.
- Manages implementation of promotions and events that support MWF goals and the goals of customers. Includes oversight assigned elements of project management.
- Manages elements of a high functioning community engagement program.
- Manages community engagement-related technology processes to support organizational customer relationship culture, including customer relationship management (CRM) and technology software related to developing and registering audiences for projects. Includes sharing data to inform

development of engagement strategies.

Experience:

- Bachelor's degree preferred, some college required.
- Minimum two years' experience in volunteer management, community impact design, corporate community relations, project management, community organizing or other related areas required; three years' experience preferred.

Requirements:

- Driver's license and valid transportation required.
- Technology skills including expertise with Microsoft Office and database management; willingness to learn new applications and identify innovative ways for technology to support organizational objectives.
- Project management skills: ability to multitask, problem-solve, prioritize, delegate, and to create systems and processes.
- Must be able to work in a collaborative environment.
- Requires excellent knowledge, skills and abilities in data analysis and insight generation, translation of complex issues into actionable efforts.
- Ability to work in a fast-paced environment and juggle multiple priorities, and able to react and adjust quickly to changing conditions.
- Excellent communication skills; able to communicate effectively and articulately in writing and orally.
- Strong customer focus in all tasks and activities, even while at times under pressure.
- Solid relationship management skills enhancing internal organizational relations and external community interactions.
- Dedicated to shared and measurable goals for common good of corporation; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- Some evening and weekend hours required.

Contact Details: Mike Paterson President 2830 Sandy Hollow Road Rockford, IL 61109  
mpaterson@rmgmwf.com

Job Title: WDKB Manager of Brand & Content  
Job Category: Programming  
Open Date: 9/8/2022  
Closing Date: 11/30/2022  
Job Type: Full Time  
City: DeKalb  
Zipcode: 60115  
State: Illinois  
Url: <http://www.mid-westfamilybroadcasting.com>  
Job Details: Manager of Content and Brand, 94-9 WDKB job description:

We are looking for an experienced and passionate Manager of Content and Brand, 94-9 WDKB to join our team. As a Manager, you will be responsible for developing and implementing our brand strategy in order to increase our brand's community and content presence through all distribution channels – you will be the person that oversees how the community perceives and appreciates 94-9 WDKB.

You will be working closely with the Business Development department and other brand managers within the state of IL for MWF.

---

Mid-West Family in DeKalb provides broadcast radio, digital marketing, social media management, video production, event production, creative, branding, and web solutions to small and medium businesses across the State of Illinois and serving a variety of industries.

Our heritage within radio and the broadcast industry provides transferrable expertise in marketing, communications, and advertising for most industries and sectors, agnostic of medium, creative type, or distribution channel. We are committed to serving our communities with the goal of providing Hometown Solutions to complex marketing problems.

*We're Looking for a Manager of Content and Brand for 94-9 WDKB to join our team!*

A Manager of Content and Brand with Mid-West Family in DeKalb is a media master with documented success, loves the creative process within a team environment, and understands brand building.

In order to fit into Mid-West Family, you must understand that this position is more about a lifestyle than a timecard, and it's for someone who is ready to roll up their sleeves and get to work. If you're looking for a corporate environment, this is not the place for

you.

Some of the traits you'll bring to the team:

- You can't get enough of media, marketing, content and brand strategy—you keep up with the latest media and digital trends, have an eye for creating on-trend content, and pay attention to find credible news and content sources.
- You understand that radio is evolving and becoming less about only the FM signal and more about where the brand connects with others: on-air, online, or on-site.
- You understand that radio brands must create content beyond the radio signal and can serve as the “Voice of the Community” in many different mediums: social, web delivery, podcasts, and more.
- You think with a big picture mindset, can find solutions that aren't simply additions to the payroll, and still pay attention to the little details.
- You're obsessed, and keep up with local hot spots, design, wellness, lifestyle and hospitality brands – anything that appeals to our target audience.
- You are comfortable being the media and brand dynamo internally and externally - helping meet customer expectations by crafting a unique voice and channeling internal and external brand sentiment to build authentic, relevant, interactive conversations and relationships.
- You know how to meet and beat deadlines, stay ahead of trends and always look for new ways to stay on top and ahead of content.
- You like to think big and execute grand ideas.
- You're a problem solver.
- You value the relationships you are building with co-workers, customers, and their communities.
- Your writing is thought-provoking and creative, and you possess an almost obsessive attention to detail.
- You value team collaboration and contribute to the company culture.

You're joining Mid-West Family with experience in content creation with radio and other mediums.

Experience: Manager, Brand and Content, 94-9 WDKB requirements and qualifications

- 2 years of leadership experience in a similar role
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of brand, marketing, and media KPIs
- Familiarity with web design and publishing
- Basic graphic, photo, and video skills
- Excellent multitasking skills

- Verifiable leadership skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills
- Degree in Marketing or relevant field

**Requirements:** Manager of Content and Brand, 94-9 WDKB duties and responsibilities

- Develop, implement and manage our brand and content strategy for 94-9 WDKB
- Oversee all audio, video, and social content across all 94-9 WDKB channels.
- Manage assigned 94-9 WDKB staff, who oversee daily operations of the brands.
- Supervise Content and Engagement team in regard to programming, promotions, events, and other content.
- Work closely with technical department to acquire audio/video equipment for engagement on-line (Cameras, lights, mics, backdrops etc.) manage 'look, sound and perception on all platforms audio and digital.
- Manage and oversee all content related to 94-9 WDKB, regardless of channel
- Continuously measure the success content and brand campaigns
- Stay up to date with latest media and brand best practices and technologies
- Use mutually agreed upon brand media and marketing tools
- Collaborate with Sales and Brand Management teams
- Monitor SEO and user engagement and suggest content optimization
- Hire and train others on the team
- Provide constructive feedback
- Adhere to rules and regulations
- Present to Senior Management

**Additional Information:** Manager Brand and Content, 94-9 WDKB Expected Outcomes in Year One: -Build a brand plan for 94-9 WDKB in the marketplace and begin executing that plan after approval from management. -Update, revise, and verify the plan on a regular basis -Provide data and analytics support for the plan -Evolve as a key leader on the MWF team internally and externally

**Contact Details:** Contact information: In order to apply, please send a resume and any other qualifying information to [KDigiovanni@rmgmwf.com](mailto:KDigiovanni@rmgmwf.com) Mid-West Family is committed to diversity, equity, equality, and inclusion in all of its business and hiring practices.

Job Title: Business Development Manager  
Job Category: Sales and Marketing  
Open Date: 12/19/2022  
Closing Date: 1/31/2023  
Job Type: Full Time  
City: DeKalb  
Zipcode: 60115  
State: Illinois  
Url: <http://www.mid-westfamilybroadcasting.com>

Job Details: Mid-West Family is hiring a Business Development Manager for our DeKalb office to lead aspects of our revenue generation department including working directly with local businesses in the DeKalb, Kane, and Ogle County areas. In this role, the BDM will interact with our local community as a leader on marketing, advertising, and media initiatives, in addition to contributing to the overall economic health of the region. The BDM will work as part of a Revenue Generation Team, alongside the VP/Dir. Of Sales, and be a part of the larger leadership team within Mid-West Family in the Rockford/DeKalb area.

The BDM will oversee all radio advertising sales goals, assist in the implementation of promotional and event opportunities for advertisers, and lead structured digital sales opportunities. The BDM will be accountable for revenue goals on a monthly, quarterly, and annual basis.

Experience: The ideal candidate for this role will have the following talents:

- Strong personal accountability and goal-orientation, with a self-management focus
- Ability to understand culture of a team and business operation
- Understanding of HubSpot CRM tools, digital media opportunities
- High sense of mission, competition, exactness, and profit orientation.
- Broadcast media sales track record is preferred. Broadcast sales management experience helpful. Outside sales experience is required (industry agnostic, but focus on experience where you generated leads versus walk-ins).
- Familiarity with the Center for Sales Strategy operating systems and the willingness to work within their process for revenue generation. Willingness to understand the Borrell data for the marketplace and use data to drive revenue.

Requirements: This position will be in-person and based in our DeKalb, IL office. Mid-West Family offers the chance to grow in the

organization with real ownership opportunities for the right candidate. The vision for MWF in IL is to be the long-term multi-media and marketing thought leaders in the areas we serve by directing the community conversations with “all channel marketing” to grow local businesses, create content, and to profit accordingly, thus growing shareholder value. Our mission is to create customers each day.

**Additional Information:** Mid-West Family is an equal opportunity employer, embraces diversity, and encourages all to apply.

**Contact Details:** If you're interested in consideration for this role, please email your resume to Mike Paterson at [mpaterson@rmgmwf.com](mailto:mpaterson@rmgmwf.com) to start a dialogue about the position.

Job Title: Traffic and Broadcast Fulfillment Coordinator  
Job Category: Traffic  
Open Date: 12/19/2022  
Closing Date: 1/31/2023  
Job Type: Part Time  
City: Rockford  
Zipcode: 61109  
State: Illinois  
Url: <http://www.mid-westfamilybroadcasting.com>

Job Details: Do you love to solve puzzles? Would it be fun to essentially get paid for playing Tetris? Mid-West Family of Illinois, located in Rockford, is seeking a Traffic Coordinator, part-time based on skills and hours desired. This position can grow into full-time in the coming months.

Candidates must have strong organizational skills, understand inventory management, be exceptional at attention to detail, have above average computer skills, enjoy a very dynamic fast paced business environment, and be willing to become part of our people-focused growth culture. The individual hired for this position will report to our Director of Sales and work closely with other team managers, as well as members of our Business Development team.

Experience: Reliable, capable of handling daily deadlines and key job functions in a dynamic fast paced business environment. The individual must be proficient in Microsoft Word and Excel and have the ability to adapt to multiple programs. Previous experience in the broadcast industry is preferred but not required.

Requirements: Essential job functions (but not limited to):

- Generate daily commercial program logs, which requires working at a fast pace to accurately enter orders, place commercials as ordered, and help to manage our inventory.
- Reconciling program logs to ensure advertiser's spot placements are as ordered.
- Order entry of national commercial schedules on a weekly basis.
- Completing affidavits for barter/network and client commercials.
- Assigning commercial spot numbers to ensure proper ad rotation and scheduling.
- Printing of weekly and monthly sales reports.
- Other administrative duties, including AP and AR, when needed may also be assigned.
- Must be able to troubleshoot to find solutions to a variety of "puzzle"-like situations that arise.

Additional Information: Salary and Benefits: Hourly based on full-time Monday-Friday 8am-5pm (open to part time if skills fit and desired) Full time earning potential of \$35,000+ annually Health/Dental (if full time) and 401K eligible once certain requirements are met

Contact Details: Contact Details: Thomas Gomez - Business Manager Mid-West Family of Illinois Email both cover letter and resume to [tgomez@rmgmwf.com](mailto:tgomez@rmgmwf.com)

All Access  
28955 Pacific Coast Hwy,  
Suite 210,  
Malibu  
California - 90265  
Phone: 310-457-6616  
Contact Name: Ria Denver  
Contact Email:  
Fax #: 1---

Booker Washington Ctr  
524 Kent St,  
  
Rockford  
Illinois - 61102  
Phone: xxx-xxx-xxxx  
Contact Name: Career Service  
Contact Email:  
Fax #: 1---

Broadcast Compliance Service  
1700 Rockville Pike,  
  
Rockville  
Maryland - 20852  
Phone: (866) 227-4336  
Contact Name: Robin Cooper  
Contact Email:  
Fax #: 1---

Cardinal Stritch University  
Career Services, Mailbox 441,  
6801 N. Yates Rd.,  
Milwaukee  
Wisconsin - 53217  
Phone: 414-410-4157  
Contact Name: Pegs Givhan  
Contact Email: career@stritch.edu  
Fax #: 1-414-410-4160

Comm Action Agency  
2113 N. Wisconsin St.,  
  
Racine  
Wisconsin - 53402  
Phone: 262-637-8377  
Contact Name: Gary Cotton  
Contact Email: gcotton@rkcaa.org  
Fax #: 1-262-637-6419

Conclave  
4517 Minnetonka Blvd, #104,  
  
Minneapolis  
Minnesota - 55416  
Phone: Phone (952) 927-4487  
Contact Name: Tom Kay  
Contact Email: tomk@theconclave.com  
Fax #: 1---

Concordia University  
12800 N. Lakeshore Dr.,  
  
Mequon  
Wisconsin - 53097  
Phone: 262-243-4401  
Contact Name: Krista Hasselquist  
Contact Email: career.services@cuw.edu  
Fax #: 1-262-243-4478

Corporate Report Wisconsin  
PO Box 1080,  
  
Williams Bay  
Wisconsin - 53191  
Phone: 608-220-2120  
Contact Name: Dena Frisch  
Contact Email:  
Fax #: 1---

Craigs List  
Website,  
  
Madison  
Wisconsin -  
Phone: 608-273-1000  
Contact Name: Hope Quackenboss  
Contact Email:  
Fax #: 1---

Eastern Illinois University  
1745 Buzzard Hall,  
  
Charleston  
Illinois - 61920  
Phone: 217-581-6954  
Contact Name: Jeff Owens  
Contact Email: jdowens@eiu.edu  
Fax #: 1-217-581-6650

Eastern New Mexico University  
ENMU Career Services,  
1500 S Ave K, Station #34,  
Portales  
New Mexico - 88130  
Phone: 575-562-2211  
Contact Name: Danette McGuire  
Contact Email: career.services@enmu.edu  
Fax #: 1-575-562-2215

Edgewood College  
1000 Edgewood College Dr,  
  
Madison  
Wisconsin - 53711  
Phone: (608) 663-2281  
Contact Name: Student Resource Center  
Contact Email:  
Fax #: 1---

Facebook  
n/a,  
  
madison  
Wisconsin - 53711  
Phone: 608-441-3612  
Contact Name: Hope Quackenboss  
Contact Email:  
Fax #: 1---

Goodwill Industries Of Southern Wisconsin, Inc.  
6055 N. 91st Street,  
  
Milwaukee  
Wisconsin - 53225  
Phone: 414-847-4830  
Contact Name: Lisa Norman  
Contact Email: lisa.norman@goodwillsew.com  
Fax #: 1-414-358-4298

Hmong American Mutual Assistance Association  
1718 Washington Avenue North,  
  
Minneapolis  
Minnesota - 55411  
Phone: 612-374-2694  
Contact Name: Xee Vang  
Contact Email: xmvang@hamaa.org  
Fax #: 1-612-374-5205

Ho Chunk Nation  
P.O. Box 667,  
  
Black River Falls  
Wisconsin - 54615  
Phone: 800-294-9343  
Contact Name: Administration Department  
Contact Email:  
Fax #: 1-715-284-2632

Illinois Broadcasters Assoc.  
200 Missouri Avenue,  
  
Carterville  
Illinois - 62918  
Phone: 618-985-5555  
Contact Name: Erin Camfield  
Contact Email: erinc@ilba.org  
Fax #: 1-618-985-6070

Illinois Center For Broadcasting  
455 Eisenhower Ln South,  
  
Lombard  
Illinois - 60148  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Illinois Department of Security  
303 N Main St,  
  
Rockford  
Illinois - 61101-1049  
Phone:  
Contact Name: Lonna Schroeder  
Contact Email:  
Fax #: 1---

International College of Broadcasting  
6 South Smithville Rd.,  
  
Dayton  
Ohio - 45431  
Phone: 937-258-8251  
Contact Name: Gary Doster  
Contact Email:  
Fax #: 1---

KKLH/KOMG/KOSP/KQRA  
319 B East Battlefield,  
  
Springfield  
Missouri - 65807  
Phone: n/a  
Contact Name: MW SpringMo, Inc.  
Contact Email: jguittar@mwfmarketing.fm  
Fax #: 1---

La Voz Latina  
412 Market St Flr 2,  
  
Rockford  
Illinois - 61107  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

LaCrosse Area Hmong Mutual Assistance Assoc.  
1815 Ward Ave.,  
Refugee Emplment Coordinator,  
LaCrosse  
Wisconsin - 54601  
Phone: 608-781-5744  
Contact Name: Nevin Xiong  
Contact Email: nevinlaxhmaa1@gmail.com  
Fax #: 1-608-781-5011

Lakeland College  
P.O. Box 359,  
  
Sheboygan  
Wisconsin - 54208  
Phone: 920-565-1483  
Contact Name: Lisa Stephan  
Contact Email: stephanlm@lakeland.edu  
Fax #: 1-920-565-1311

Mid-West Family Broadcasting Madison  
730 Rayovac Drive,

Madison  
Wisconsin - 53711  
Phone: 608-441-3612  
Contact Name: Hope Quackenboss  
Contact Email: hope.q@mwfbg.net  
Fax #: 1---

Mid-West Family Recruitment Ads  
730 Rayovac Dr,

Madison  
Wisconsin - 53711  
Phone: 608-441-3612  
Contact Name: Hope Quackenboss  
Contact Email:  
Fax #: 1---

Minnesota Broadcasters  
3033 Excelsior Blvd., Suite 440,

Minneapolis  
Minnesota - 55416  
Phone: 612-926-8123  
Contact Name: Linda LaSere  
Contact Email: llasere@minnesotabroadcasters.com  
Fax #: 1-612-926-9761

Missouri Broadcasters Association  
1025 Northeast Drive ,

Jefferson City  
Missouri - 65109  
Phone: (573) 636-6692  
Contact Name: Mandi Heiland  
Contact Email:  
Fax #: 1---

MWF Website  
730 RAYovac Drive,

Madison  
Wisconsin - 53711  
Phone: 608-273-1000  
Contact Name: Rhiannon McCafferty  
Contact Email:  
josh.lippman@midwestdigitalmarketing.com  
Fax #: 1---

N.A.A.C.P.  
PO Box 121,

Rockford  
Illinois - 61105  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

NAFB  
1110 Platte Falls Rd,

Platte City  
Missouri - 64079  
Phone:  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

National Assoc. of Black College Broadcasters  
P.O. Box 3191,

Atlanta  
Georgia - 30302  
Phone: 404-523-6136  
Contact Name: Lo Jelks  
Contact Email: bcrmail@aol.com  
Fax #: 1---

National Association of Broadcasters  
1771 S Street NW,

Washington  
District of Columbia - 20036-2891  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

National Hispanic Media Coalition  
n/a,

n/a  
Wisconsin -  
Phone: 626-792-6462  
Contact Name: Career Services  
Contact Email: info@nhmc.org  
Fax #: 1---

Northern Illinois University  
Career & Planning Placement,

Dekalb  
Illinois - 60015  
Phone:  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Northland College  
1411 Ellis Ave.,

Ashland  
Wisconsin - 54806  
Phone: 715-682-1230  
Contact Name: Patti Fenner-Leino  
Contact Email: pfen-lei@northland.edu  
Fax #: 1-715-682-1879

Northwest Community Center  
1325 N Johnston Ave,  
  
Rockford  
Illinois - 61101  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Ohio University  
219 Scripps Hall,  
  
Athens  
Ohio - 45701  
Phone: 740-593-2606  
Contact Name: Mary Rogus  
Contact Email: rogus@ohio.edu  
Fax #: 1---

Ohio/Illinois Centers for Broadcasting  
9885 Rockside Road Ste. 160,  
  
Valley View  
Ohio - 44125  
Phone: 216-503-5900  
Contact Name: Gary James  
Contact Email: gary@beonair.com  
Fax #: 1-513-271-6060

Outreach  
600 Williamson St.,  
Ste. P-1,  
Madison  
Wisconsin - 53703  
Phone: 608-255-8582  
Contact Name: Angie Rehling  
Contact Email: angier@lgbtoutreach.org  
Fax #: 1-608-255-0018

Radio Broadcast School  
700 3rd Street N LL-7,  
  
LaCrosse  
Wisconsin - 54601  
Phone: 507-450-4604  
Contact Name: Joe Deschler  
Contact Email: director@radio1school.com  
Fax #: 1---

Rock County Job Center  
1900 Center Ave,  
  
Janesville  
Wisconsin - 53546  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Rock River Training Corp  
303 N Main St Ste 200,  
  
Rockford  
Illinois - 61109  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Rock Valley Tech College  
3301 North Mulford Rd,  
  
Rockford  
Illinois - 61114-5699  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

South Eastern MN  
n/a,  
  
n/a  
Wisconsin -  
Phone: n/a  
Contact Name: Cindy Kottke  
Contact Email: ckottke@southeastmn.edu  
Fax #: 1---

Southern Illinois Univ Edwardsville  
Campus Box 1620,  
  
Edwardsville  
Illinois - 62025-1620  
Phone: 618-650-3708  
Contact Name: Tammy Dugan  
Contact Email: tdugan@siue.edu  
Fax #: 1---

St. Mary's University  
700 Terrace Heights #6,  
  
Winona  
Minnesota - 55987  
Phone: 507-457-6695  
Contact Name: Jackie Baker  
Contact Email: jbarker@smumn.edu  
Fax #: 1-507-457-6990

The QTI Group  
702 E Washington Ave,  
  
Madison  
Wisconsin - 53703  
Phone: 608-232-2650  
Contact Name: Sam Kruckenberg  
Contact Email:  
Fax #: 1---

University of Minnesota, Morris  
Sargeant Student Center, Suite 245,  
2900 University Ave.,  
Crookston  
Minnesota - 50001  
Phone: 218-281-8585  
Contact Name: Don Cavalier  
Contact Email: cavalier@umn.edu  
Fax #: 1-218-281-8584

University of North Dakota  
221 Centennial Dr. Stop 7169,  
Grand Forks  
North Dakota - 58202  
Phone: 701-777-2659  
Contact Name: Joyce Muz  
Contact Email: joyce.muz@email.und.edu  
Fax #: 1-701-777-3090

University of Wisconsin-Eau Claire  
Dept. of Communication and Journalism,  
105 Garfield Ave.,  
Eau Claire  
Wisconsin - 54701  
Phone: 715-836-2528  
Contact Name: Judy Gatlin  
Contact Email: gatlinj@uwec.edu  
Fax #: 1-715-836-3820

University of Wisconsin-LaCrosse  
Rm. 54 Cartwright Center,  
Career Services,  
n/a  
Wisconsin -  
Phone: 608-785-8514  
Contact Name: Karolyn Bald  
Contact Email: bald.karo@uwlax.edu  
Fax #: 1---

University of Wisconsin-Platteville  
Communication Technologies,  
1 University Plaza,  
Platteville  
Wisconsin - 53818  
Phone: 608-342-1627  
Contact Name: Becky troy  
Contact Email: troy@uwplatt.edu  
Fax #: 1-608-342-1517

University of Wisconsin-Platteville  
0200 Ullsvik Hall,  
1 University Plaza,  
Platteville  
Wisconsin - 53818  
Phone: 608-342-1183  
Contact Name: Academic and Career Advising Center  
Contact Email: careercenter@uwplatt.edu  
Fax #: 1-608-342-1172

UW - Green Bay - Careers  
2420 Nicolet drive SS 1916,  
Green Bay  
Wisconsin - 54311  
Phone: n/a  
Contact Name: Linda Peacock-Landrum  
Contact Email: careers@uwgb.edu  
Fax #: 1---

UW Consatorium  
2420 Nicolet Dr,  
Green Bay  
Wisconsin - 54311  
Phone: 920-465-2163  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

UW Milwaukee  
Career Dev. Center,  
P.O. Box 413,  
Milwaukee  
Wisconsin - 53201  
Phone: 414-229-4487  
Contact Name: Career Development Center  
Contact Email: cdc@uwm.edu  
Fax #: 1-414-229-5347

UW Oshkosh  
800 Algoma Blvd.,  
AC Center W112,  
Oshkosh  
Wisconsin - 54901  
Phone: 920-424-7427  
Contact Name: Randall Davidson  
Contact Email: davidsor@uwosh.edu  
Fax #: 1---

UW Stevens Point  
201 Student Services Center, UWSP,  
Stevens Point  
Wisconsin - 54481  
Phone: 715-346-3226  
Contact Name: Larry Walters  
Contact Email: career@uwsp.edu  
Fax #: 1-715-346-3724

UW-Stout  
103 Administration Bldg.,  
Career Services,  
Menomonie  
Wisconsin - 54751  
Phone: 715-232-1602  
Contact Name: Mary Brinkman  
Contact Email: brinkmanm@uwstout.edu  
Fax #: 1---

WAXX/WAYY/WDRK/WEAQ/WECL/WIAL  
944 Harlem St,  
  
Altoona  
Wisconsin - 54720  
Phone: 715-852-2641  
Contact Name: Neil Bauer  
Contact Email: neilbauer@midwestfamilyec.com  
Fax #: 1---

Western Kentucky University  
n/a,  
  
n/a  
Wisconsin -  
Phone: n/a  
Contact Name: Dan Onitsuka  
Contact Email: dan.onitsuka@wku.edu  
Fax #: 1---

WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX  
2830 Sandy Hollow Road,  
  
Rockford  
Illinois - 61109  
Phone:  
Contact Name: Lonna Schroeder  
Contact Email: lschroeder@rmgmwf.com  
Fax #: 1---

WI Broadcasters Association  
44 E Mifflin Street, Suite 900,  
  
Madison  
Wisconsin - 53703  
Phone: (800) 236-1922  
Contact Name: Mandy Endicott  
Contact Email: mendicott@wi-broadcasters.org  
Fax #: 1---

WI Tech Connect  
4622 University Avenue ,  
  
Madison  
Wisconsin - 53705  
Phone: 608-266-1207  
Contact Name: General Information  
Contact Email:  
Fax #: 1---

Winona St. University  
P.O. Box 5838,  
  
Winona  
Minnesota - 55987  
Phone: 507-457-5878  
Contact Name: Career Services  
Contact Email: career@winona.edu  
Fax #: 1-507-457-5516

Wisconsin Job Center-Website  
1819 Aberg Ave,  
  
Madison  
Wisconsin - 53704  
Phone: 1-888-258-9966  
Contact Name: Customer Service  
Contact Email:  
Fax #: 1---

WIZM/WKTY/WRQT/KQYB/KCLH  
201 State St,  
  
La Crosse  
Wisconsin - 54601  
Phone: n/a  
Contact Name: Family Radio Inc.  
Contact Email: kristyn@mwfroadcasting.com  
Fax #: 1---

WMAY/WNNS/WQLZ/WLCE  
1510 N Third St,  
  
Riverton  
Illinois - 62561  
Phone: n/a  
Contact Name: Long Nine Inc.  
Contact Email: dcarter@alice.fm  
Fax #: 1---

Womanspace Center  
3333 Maria Linden Dr,  
  
Rockford  
Illinois - 61111  
Phone: xxx-xxx-xxxx  
Contact Name: Career Services  
Contact Email:  
Fax #: 1---

Workforce Connections, Inc.  
402 N. 8th St.,  
  
LaCrosse  
Wisconsin - 54601  
Phone: 608-789-5645  
Contact Name: Wanda Palmer  
Contact Email: palmerw@workforceconnections.org  
Fax #: 1-608-785-9939

WSJM/WIRX/WCSY/WYTZ/WCXT  
580 E Napier,  
  
Benton Harbor  
Michigan - 49022  
Phone: n/a  
Contact Name: Career Services  
Contact Email: judyg@wirx.com  
Fax #: 1---

- [Collapse](#)
- [+ Create new >](#)
- [Jobs](#)
- [Campaigns](#)
- [Candidates >](#)
- [Search resumes](#)
- [Interviews >](#)
- [Analytics >](#)
- [Tools >](#)



[← Back to jobs](#)

## Social Media Manager

Mid-West Family Rockford – Rockford, IL

### Clicks

■ Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week [i](#)



[Increase budget for more clicks](#)

[Improve job description](#)

[Edit job](#)

● Paused [v](#)

[View public job page](#)

### Details

Posted: April 21, 2021

Views: 0

Applications received: [48 total](#)

[Add a candidate](#)

### Budget

Job budget: 21.00 (USD) daily

Cost: 0.00 (USD)

[Edit job budget](#)

[View performance report](#)

- [Collapse](#)
- [+ Create new](#)
- [Jobs](#)
- [Campaigns](#)
- [Candidates](#)
- [Search resumes](#)
- [Interviews](#)
- [Analytics](#)
- [Tools](#)



[← Back to jobs](#)

# Business Development Manager - DeKalb County

Mid-West Family – DeKalb, IL

[Sponsor this job](#)

**This job must be sponsored in order to be shown on Indeed.**  
 To ensure the best experience for our job seekers, certain types of jobs must be sponsored in order to be posted on our site.

[Sponsor](#)

## Clicks

■ Your job

Gathering data...

Check back tomorrow to see how your job is performing.



[Edit job](#)

Flagged
 [▼](#)

[View public job page](#)

## Details

Posted: December 19, 2022

Views: 0

Applications received: [14 total](#)

[Add a candidate](#)

## Budget

Job budget: Not sponsored

[Sponsor job](#)

[View performance report](#)

- ✕ Collapse
- + Create new >
- Jobs**
- Campaigns
- Candidates >
- Search resumes
- Interviews >
- Analytics >
- Tools >



[← Back to jobs](#)

# Traffic and Broadcast Fulfillment Coordinator

Mid-West Family – Rockford, IL

[Sponsor this job](#)

## Clicks

■ Your job

Gathering data...

Check back tomorrow to see how your job is performing.



Clicks this week ⓘ



[Sponsor job for more clicks](#)

● Closed ▾

[View public job page](#)

## Details

**Posted:** December 19, 2022

**Views:** 0

**Applications received:** [31 total](#)

## Budget

**Job budget:** Not sponsored

[View performance report](#)

Promote this job for more candidates:



- 
- + New
- Pr
- M
- SH
- SH
- Re
- St
- Sp
- Tr
- St
- 47.04 G
- Ac
- 696.24 G

Job Title: Multi-Media Reporter  
Job Category: Media - Journalism - Newspaper  
Open Date: 2/16/2022  
Closing Date: 3/16/2022  
Job Type: Full Time  
City: Rockford, IL  
Zipcode: 61109  
State: Illinois  
Url: <http://www.rockrivercurrent.com>

Job Details: The Rock River Current, an enterprising news startup that covers the Rockford, Illinois, region, is seeking an ambitious and digitally savvy reporter capable of delivering stories across multiple platforms.

The ideal candidate is self-motivated, deeply curious and capable of breaking down complex topics into easily digestible information. The role is suited for journalists with wide-ranging interests who will cover everything from local business to government, arts, entertainment, sports features and culture.

Our coverage runs the gamut from positive stories about local people to the latest economic development and examinations and explanations of the systems at play in our community without focusing on the daily crime, violence or arrest logs.

Experience: Candidates should have at least two years experience in communications or journalism, which can include work at a college newspaper.

Requirements:

- Write 5-10 clean, accurate and thorough articles with photos per week in Associated Press style. The range of stories expected varies based on how much is dedicated to daily coverage and standing features or enterprise and investigative work.
- Create an average of one video story per week.
- Occasionally contribute to broadcast news segments with our radio station partners.
- Work with an editor to pitch and develop original stories.
- Work flexible hours that may include nights and weekends

Salary: Minimum of \$31,000 per year

Contact Details: Email Kevin Haas at [khaas@rmgmwf.com](mailto:khaas@rmgmwf.com)

WordPress 6.4.1 is available! [Please update now.](#)

## Edit Page [Add New](#)

Please update Astra Theme to version 4.4.0 or higher. Ignore if already updated. ✕

Page updated. [View page](#) ✕

# Multimedia Journalist

Permalink: <https://midwestfamilynorthernillinois.com/careers/multimedia-journalist/> [Edit](#)

Text Editor Page Builder

Page Builder is currently active for this page.  
[Launch Page Builder](#)

### WPCode Page Scripts ^ v ▾

### Yoast SEO ^ v ▴

🔴 SEO
🟢 Readability
📊 Schema
🔗 Social

Focus keyphrase ?

### Lazy Load for Videos ^ v ▴

Thumbnail quality  
Default ▾

### Publish ^ v ▴

[Preview Changes](#)

- 📍 Status: **Published** [Edit](#)
- 👁 Visibility: **Public** [Edit](#)
- 🕒 Revisions: **4** [Browse](#)
- 📅 Published on: **Feb 17, 2022 at 10:00** [Edit](#)
- 📄 **SEO: Not available**
- 📄 **Readability: Good**

[Move to Trash](#) [Update](#)

## DeKalb Market Lead

Permalink: <https://midwestfamilynorthernillinois.com/careers/dekalb-market-lead/> [Edit](#)

Text Editor

Page Builder

Page Builder is currently active for this page.

[Launch Page Builder](#)

### WPCode Page Scripts

### Yoast SEO

[SEO](#) [Readability](#) [Schema](#) [Social](#)

Focus keyphrase [?](#)

Lazy Load for Videos [^](#) [v](#) [▲](#)

Thumbnail quality

Default [v](#)

Publish [^](#) [v](#) [▲](#)

[Preview Changes](#)

 Status: **Published** [Edit](#)

 Visibility: **Public** [Edit](#)

 Revisions: **2** [Browse](#)

 Published on: **Sep 13, 2022 at 11:30**  
[Edit](#)

 [SEO](#): Not available

 [Readability](#): Needs improvement

[Move to Trash](#)

[Update](#)

WordPress 6.4.1 is available! [Please update now.](#)

Edit Page [Add New](#)

Please update Astra Theme to version 4.4.0 or higher. Ignore if already updated.

Page updated. [View page](#)

# Business Development Specialist

Permalink: <https://midwestfamilynorthernillinois.com/careers/business-development-specialist/> [Edit](#)

Text Editor **Page Builder**

Page Builder is currently active for this page.

[Launch Page Builder](#)

WPCode Page Scripts

Yoast SEO

SEO
Readability
Schema
Social

Focus keyphrase ?

Lazy Load for Videos

Thumbnail quality  
Default

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: 2 [Browse](#)

Published on: Dec 20, 2022 at 15:00 [Edit](#)

SEO: Not available

Readability: OK

[Move to Trash](#) [Update](#)

**Exhibit D**

**Recruitment Initiative Documentation**



Thomas Gomez &lt;tgomez@rmgmwf.com&gt;

---

## New Hire Stuff - Mary Sisk

---

Kevin Haas <khaas@rmgmwf.com>  
To: Thomas Gomez <tgomez@rmgmwf.com>  
Cc: Mike Paterson <mpaterson@rmgmwf.com>

Mon, Jun 6, 2022 at 4:54 PM

Mary Sisk was hired as a reporting intern for the Rock River Current with a start date of May 23. There is no end date of the internship as, if successful this summer, we plan to keep her on as a part-time employee in the fall when she returns to school. She's working approximately 18-24 hours per week at a rate of \$15 per hour.

Mike, correct me if I'm wrong on anything.

[Quoted text hidden]

[Quoted text hidden]

### FCC Sponsorship ID Laws

To learn more about FCC Sponsorship ID Laws please [click here](#).

---  
**Kevin Haas**  
*Managing editor*  
*Rock River Current*  
[rockrivercurrent.com](http://rockrivercurrent.com)  
[@KevinMHaas](https://twitter.com/KevinMHaas); [khaas@rockrivercurrent.com](mailto:khaas@rockrivercurrent.com)  
[Facebook.com/RockRiverCurrent](https://www.facebook.com/RockRiverCurrent)

### FCC Sponsorship ID Laws

To learn more about FCC Sponsorship ID Laws please [click here](#).



Jerry,

I'm writing to inform you that Mary Sisk has successfully completed her internship with the Rock River Current.

We brought Mary on as the Current's first reporting intern on May 23, and she's worked roughly 24 hours per week with us since that time.

Our internship is designed to operate much like employment as a reporter, although with a little extra coaching and mentorship opportunities. For example, Mary had the chance to meet with Anna Derocher, former managing editor of the Rockford Register Star, to learn about roles inside and outside of journalism that would apply to her skillset. She also met via Zoom with Kayli Plotner, a former reporter and photographer who later worked as a digital and social media editor for the Chicago Tribune and Denver Post. Plotner is now finishing her PhD and teaching journalism at the University of Colorado.

Mary joined us with little reporting experience but with a natural curiosity about arts and business that helped her discover and report stories on those topics right out of the gate. She takes direction well and proved to be a fast learner.

She has mostly focused on reporting on new businesses and cultural events, but she has also done feature writing on food, arts and entertainment. Aside from writing and reporting, Mary also contributed to our on-air radio news broadcasts on B103, The X, The Bull and 100FM Rockford's Greatest Hits. This pushed her out of her comfort zone, but she handled it well. She even earned some compliments from long-time radio veteran Steve Summers, who said her reports are delivered with confidence.

Mary has work to do to tighten up her writing skills, and would benefit from more time in the field to hone her ability to track down and report news. If she pursued journalism, she'd also need to learn to be more comfortable with the uncomfortable situations of approaching strangers and questioning government officials.

At times, Mary would hit roadblocks in her reporting that put her at a loss for what to do next. That, however, is a common struggle for early-career journalists and would likely be fixed with more time on the job.

Even with little experience in the field, Mary proved to be an asset here. In fact, the Rock River Current set records for pageviews in both June and July thanks in part to well-received stories she reported.

Mary also gained a small subset of her own fans who enjoy reading her articles, and her coworkers found her a joy to be around.

Highlighted below are a few of the articles (with links) that stood out from her time here:

[This 20-year-old entrepreneur wants to spread art and advocacy with her original designs](#)

[Their hiss is worse than their bite, and this time of year they're everywhere in Rockford](#)

[Australian family's traveling cafe aims to create conversation and sense of community in Rockford](#)

[Anonymous confessions become art in Rockfordians latest show](#)

[I didn't get a sticker, but I still cast my first vote today at age 17](#)

We see a lot of potential in Mary, and because of that we offered her the opportunity to continue here as a part-time reporter after the conclusion of her internship.

We're excited to welcome her to the team.

Sincerely,

Kevin Haas  
Managing Editor  
Rock River Current

DEI Training Outline and Topics  
April 7, 2022

- Workplace Diversity Training
  - Why important
  - How it makes us better
- Managing Unconscious Bias
  - How to recognize it
  - How to respond
- Microaggressions Training
- Cultural Competency Training
  - Why embracing different cultures helps us grow
- Religious Sensitivity Training

January 11, 2021

To: Leadership Team

Fr: Mike

Re: Mentorship Program

As part of our commitment to your personal growth and development, we'll spend dedicated time in your 1-on-1s discussing opportunities and paths for you to grow in your roles and be ready for other roles within the company.

Some of the topics we'll discuss include:

- Your personal growth
- Managing managers
- Recruiting diverse and unique individuals to our team
- Creating a welcoming environment for others
- Diversity and its importance for growth
- How to get into the community and participate in circles to help recruit future leaders
- Other topics that you see fit to put into the outline

Your personal growth is important to me as it only helps the company grow. Equipping each of you with skills to push our team forward and your career forward only makes our company a better place to work.

Please let me know if you have any questions or concerns.

July 31, 2022

To Whom It May Concern:

Throughout the course of the last several years, Mike Paterson, as a board member of the United Way of the Rock River Valley, participated in our Move the Middle Program where the United Way worked with students to prepare them for continuing education in secondary schools, careers, and colleges.

Mike worked with us to talk about the value of working with broadcasting, and how the skills involved translate into other work areas. He often spoke about how these careers can help with our communities efforts to grow and be better places to live by working with these community focused broadcast organizations.

Sincerely,

United Way Board of Directors

## Sales Meeting

Apr 18, 2023

- Performance
  - Revenue
    - April
    - May
    - June
    - Remainder of 2023
- Upcoming Important Dates
  - Traffic Deadlines
  - Events:
    - X Shows rescheduled from Apollo
    - Golf Outing
    - Mother's Day Package
- Recruitment and Referrals
  - Why recruiting diversity is important for our growth
  - Why it matters to you
  - How to recruit with diversity and inclusion top of mind
  - Top places for recruitment referrals
  - How to work with others on diversity recruitment

## Lead Managers Meeting

February 6, 2023

### 1 – Vitals:

- Revenue
- Expenses & Profit
- Cash

### 2 – Department Updates

- Content / Programming
  - o B103
  - o Sportsfan
  - o 100-FM
  - o Bull
  - o X
    - § Point 1K
  - o WDKB
  - o Rock River Current
    - § Chapter 2
- Sales
- Business
- AleFest
- Upcoming Events
- Community Involvement
  - o Choc-A-Holic
  - o DeKalb Chamber
- Content Meeting Follow Up
- Tech / Engineering

### 3 – Cross-Departmental Situations

- Phones
- Prizes Post-Lily
- Story-Telling – More than Radio
- Rock River Current Supporters
- Social Media Position and Outcomes
  - o Google Analytics on MWFNI.com site
  - o Social Media "Handles"
  - o Update monthly web stats
- Recruitment
  - o Traffic position
  - o DeKalb Revenue Development Role
  - o IT/Engineer
- Building Configuration / Storage Units
- Board Dates – June 8 / November 29-30

### 4 – Transformational Action Items

- Big Rocks to Attack beyond the Day-to-Day

### 5 – DEI Training Topic

- Bystander Intervention

January 10, 2022

To: Leadership Team  
Fr: Mike

Re: Continuing Mentorship Program

During last year's mentorship program, we had one of you get promoted to a larger role. That will help me and make our team stronger.

As part of our continuing commitment to your personal growth and development, we'll continue to spend dedicated time in your 1-on-1s discussing opportunities and paths for you to grow in your roles and be ready for other roles within the company.

Some of the topics we'll discuss include:

- Your personal growth
- Managing managers
- Recruiting diverse and unique individuals to our team
- Diversity and its importance for growth
- How to get into the community and participate in circles to help recruit future leaders
- An additional topic this year will not just be about recruiting for DEI, but how we make sure that our workplace is welcoming to all individuals so that after we hire them, the individual wants to stay with us.
- Other topics that you see fit to put into the outline

Your personal growth is important to me as it only helps the company grow - as can be evidenced by seeing a co-worker move into a new leadership role. Equipping each of you with skills to push our team forward and your career forward only makes our company a better place to work.

Please let me know if you have any questions or concerns.

July 31, 2023

To Whom It May Concern:

Throughout the course of the last several years, Mike Paterson, as a board member of the United Way of the Rock River Valley, participated in our Move the Middle Program where the United Way worked with students to prepare them for continuing education in secondary schools, careers, and colleges.

Mike worked with us to talk about the value of working with broadcasting, and how the skills involved translate into other work areas. He often spoke about how these careers can help with our communities efforts to grow and be better places to live by working with these community focused broadcast organizations.

Sincerely,

United Way Board of Directors