

**Job Notification Details Report****Date:** 4/25/2024**From:** Madison,WI**Page:** 11/24**Job Notification details between 8/1/2021 to 7/31/2022**

? Contact: Sara Kiley ? Mid-West Family ? 730 Rayovac Dr.? Madison, WI  
 53711? sara.kiley@midwestfamilymadison.com? NO PHONE CALLS PLEASE

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

\*\*\*IMPORTANT\*\*\*

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
2/24/2021	Radio Horn	Yes		1--	
2/24/2021	Indeed.com	No		1--	
2/24/2021	Big Shoes Network	No		1--	
2/24/2021	WNSN/WHFB/WSBT/WZOC	No		1--	
2/24/2021	NAFB	No		1--	
2/24/2021	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
2/24/2021	Radionotas.com	No		1--	
2/24/2021	WI Broadcasters Association	Yes		1--	
2/24/2021	Wisconsin Job Center-Website	Yes		1--	
2/24/2021	MWF Website	No		1--	
2/24/2021	Edgewood College	Yes		1--	
2/24/2021	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
2/24/2021	Mid-West Family Recruitment Ads	No		1--	
2/24/2021	Missouri Broadcasters Association	No		1--	
2/24/2021	The QTI Group	No		1--	
2/24/2021	Southern Illinois Univ Edwardsville	Yes		1--	
2/24/2021	Workforce Connections, Inc.	Yes		1--	
2/24/2021	WIZM/WKTY/WRQT/KQYB/KCLH	No		1--	

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**Job Notification details between 8/1/2021 to 7/31/2022**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
2/24/2021	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
2/24/2021	Winona St. University	Yes		1--	
2/24/2021	Western Kentucky University	Yes		1--	
2/24/2021	UW Oshkosh	Yes		1--	
2/24/2021	UW Milwaukee	Yes		1--	
2/24/2021	UW - Green Bay - Careers	Yes		1--	
2/24/2021	University of Wisconsin- Eau Claire	Yes		1--	
2/24/2021	University of Wisconsin- LaCrosse	Yes		1--	
2/24/2021	University of Minnesota, Morris	Yes		1--	
2/24/2021	South Eastern MN	Yes		1--	
2/24/2021	Radio Broadcast School	Yes		1--	
2/24/2021	Outreach	Yes		1--	
2/24/2021	Ohio University	Yes		1--	
2/24/2021	National Assoc. of Black College Broadcasters	Yes		1--	
2/24/2021	National Hispanic Media Coalition	Yes		1--	
2/24/2021	Northland College	Yes		1--	
2/24/2021	Minnesota Broadcasters	Yes		1--	
2/24/2021	Lakeland College	Yes		1--	
2/24/2021	KKLH/KOMG/KOSP/KQ RA	No		1--	
2/24/2021	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
2/24/2021	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
2/24/2021	Comm Action Agency	Yes		1--	
2/24/2021	Eau Claire County Job Center`	Yes		1--	
2/24/2021	Craigs List	No		1--	

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<b>Notification Date</b>	<b>Agency Name</b>	<b>Prong2</b>	<b>Name</b>	<b>Notification By Fax</b>	<b>Notification By Email</b>
2/24/2021	Conclave	No		1--	
2/24/2021	WI Tech Connect	Yes		1--	
2/24/2021	Mid-West Family Broadcasting Madison	No		1--	
2/24/2021	UW Consitorium	Yes		1--	
2/24/2021	All Access	Yes		1--	
2/24/2021	www.mediagignow.com	No		1--	

**Job Notification details between 8/1/2021 to 7/31/2022**

**Digital Marketing Coordinator (Broadcast1Source tracking number 79274)**

**No. of Agencies were used:** 51

Notification sent to agencies below was identical for Fax and e-mail notifications. A copy of this is shown below:

To

**All recruiting agencies listed in the report below**

**Sent On:** 12/13/2019

**Subject:** Job Notification from Broadcast1Source

**From:** contact@broadcast1source.com

**E-Mail:** rj.brachman@mwfbg.com

**Title:** Digital Marketing Coordinator

**Experience:**

See details

**Requirements:**

See details

**Description:**

Does the ever-changing digital atmosphere excite you? Do you want to help businesses maneuver through the confusing online world? Mid-West Family Madison has an opening of a new position in our digital department. We are looking for one individual to join our current staff to help support our digital marketing initiatives which include website design & development, search engine optimization, search engine marketing, social media marketing, database marketing, targeted display campaigns, content creation and video production.

The main objective of the Digital Marketing Coordinator is to assist in the internal processes that go into creating an online presence for our clients through the use of digital and on-line media. This candidate will help support, develop and implement all digital brand and social media initiatives to drive brand engagement and advocacy as part of integrated brand communications. They will be responsible for assisting in the implementation of all digital programs from campaign briefing to monitoring and measurement of performance. The successful candidate will be required to work closely with the different departments to ensure that all brand initiatives are fully integrated. While the primary function of this role is to support the successful implementation of client campaigns, the Digital Marketing Coordinator will also be expected to manage a small number of accounts on their own.

**Job Notification details between 8/1/2021 to 7/31/2022**

Primary Duties

The candidate will assist our SEO/SEM/Social Media departments with content creation, platform strategy, keyword research, and client deliverables and analytics.

The candidate will also assist in project management and content creation for website design/development and video projects.

The candidate will work directly with clients to gather necessary information to ensure projects move forward and stay on time line.

In addition, the candidate will be expected to provide sales and administrative support as needed, including, but not limited to, proposal development, order entry and client research.

Secondary Duties

Assist in the identification of new digital innovations and opportunities and define if and how the brand should engage.

Assist in the research of consumer insights & online behavior and explore new initiatives and developments which can be brand enhancing.

We are excited to hire an individual with a strong attention to detail, deadline oriented and able to manage multiple projects. Ideally, the successful person will have 2-3 years digital experience either agency side or client experience in digital marketing for the same period of time.

Wages and Benefits

This is a full-time position 8am-5pm Monday-Friday. An additional number of hours may be available in unexpected circumstances. A full benefits package is available which includes Health, Dental, 401K, and Flexible spending. Mid-West Family is an equal opportunity employer. Women and minorities are

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encouraged to apply.

Contact: Sara Kiley  
Mid-West Family  
730 Rayovac Dr.  
Madison, WI 53711  
[sara.kiley@midwestfamilymadison.com](mailto:sara.kiley@midwestfamilymadison.com)  
NO PHONE CALLS PLEASE

**Additional Information:**

**Contact:**

Contact: Sara KileyMid-West Family730 Rayovac Dr.Madison, WI 53711sara.kiley@midwestfamilymadison.comNO PHONE CALLS PLEASE

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

\*\*\*IMPORTANT\*\*\*

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
12/13/2019	Radionotas.com	No		1--	
12/13/2019	Radio Horn	Yes		1--	
12/13/2019	WNSN/WHFB/WSBT/WZOC	No		1--	
12/13/2019	Indeed.com	No		1--	
12/13/2019	Big Shoes Network	No		1--	
12/13/2019	Facebook	No		1--	
12/13/2019	NAFB	No		1--	
12/13/2019	MWF Website	No		1--	
12/13/2019	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
12/13/2019	Edgewood College	Yes		1--	

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**Job Notification details between 8/1/2021 to 7/31/2022**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
12/13/2019	Wisconsin Job Center-Website	Yes		1--	
12/13/2019	WI Broadcasters Association	Yes		1--	
12/13/2019	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
12/13/2019	Mid-West Family Recruitment Ads	No		1--	
12/13/2019	The QTI Group	No		1--	
12/13/2019	Missouri Broadcasters Association	No		1--	
12/13/2019	Southern Illinois Univ Edwardsville	Yes		1--	
12/13/2019	Workforce Connections, Inc.	Yes		1--	
12/13/2019	Winona St. University	Yes		1--	
12/13/2019	WIZM/WKTY/WRQT/KQYB/KCLH	No		1--	
12/13/2019	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
12/13/2019	UW-Stout	Yes		1--	
12/13/2019	UW Milwaukee	Yes		1--	
12/13/2019	Western Kentucky University	Yes		1--	
12/13/2019	UW Oshkosh	Yes		1--	
12/13/2019	UW - Green Bay - Careers	Yes		1--	
12/13/2019	University of Minnesota, Morris	Yes		1--	
12/13/2019	University of Wisconsin-Eau Claire	Yes		1--	
12/13/2019	University of Wisconsin-LaCrosse	Yes		1--	
12/13/2019	South Eastern MN	Yes		1--	
12/13/2019	Radio Broadcast School	Yes		1--	
12/13/2019	Outreach	Yes		1--	
12/13/2019	Ohio University	Yes		1--	

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<b>Notification Date</b>	<b>Agency Name</b>	<b>Prong2</b>	<b>Name</b>	<b>Notification By Fax</b>	<b>Notification By Email</b>
12/13/2019	Northland College	Yes		1--	
12/13/2019	National Hispanic Media Coalition	Yes		1--	
12/13/2019	National Assoc. of Black College Broadcasters	Yes		1--	
12/13/2019	Minnesota Broadcasters	Yes		1--	
12/13/2019	Lakeland College	Yes		1--	
12/13/2019	KKLH/KOMG/KOSP/KQ RA	No		1--	
12/13/2019	Illinois Broadcasters Assoc.	Yes		1--	
12/13/2019	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
12/13/2019	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
12/13/2019	Eau Claire County Job Center`	Yes		1--	
12/13/2019	Comm Action Agency	Yes		1--	
12/13/2019	Conclave	No		1--	
12/13/2019	WI Tech Connect	Yes		1--	
12/13/2019	Craigs List	No		1--	
12/13/2019	Mid-West Family Broadcasting Madison	No		1--	
12/13/2019	UW Consitorium	Yes		1--	
12/13/2019	All Access	Yes		1--	
12/13/2019	www.mediagignow.com	No		1--	



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**Job Notification details between 8/1/2021 to 7/31/2022**

**Marketing Account Managers (Broadcast1Source tracking number 54221)**

**No. of Agencies were used:** 95

Notification sent to agencies below was identical for Fax and e-mail notifications. A copy of this is shown below:

To

**All recruiting agencies listed in the report below**

**Sent On:** 07/01/2017

**Subject:** Job Notification from Broadcast1Source

**From:** contact@broadcast1source.com

**E-Mail:** rj.brachman@mwfbg.com

**Title:** Marketing Account Managers

**Experience:**

**Primary Job**

**Requirements:**

\* Very strong work ethic.

\* Creative  
problem solving and idea development.

\* Strong written  
and verbal communication skills.

\* Highly competitive;  
must be persistent in a professional way.

\* Relentless  
prospecting and networking to develop new accounts.

**Requirements:**

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If you have a desire to make a difference, make a name for yourself and make money...Mid-West Family Marketing is the place for you. We offer a base salary and a bonus plan that's incentive based. We also provide a full benefits package including health and dental care, paid vacation and sick days, and a 401K plan. Midwest Family Marketing is an equal opportunity affirmative action employer. Women and minorities are encouraged to apply.

**Description:**

Do you see yourself capable of making "the pitch" like Don Draper? How about developing an idea from scratch and running with it with a client who is excited about you helping them grow? Mid-West Family Marketing is looking for Marketing Account Managers who can effectively combine the powerful marketing platforms of local radio (Magic 98, Q106, WJJO, JAMZ, The Zone, LaMovida and Classic Country HANK), and event marketing into successful campaigns for local business owners.

**Additional Information:**

**Contact:**

Contact: Jerad Clarkjerad.clark@mwfbg.comNO PHONE CALLS PLEASE

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	Big Shoes Network	No		1--	
6/3/2021	Indeed.com	No		1--	
6/3/2021	Radio Horn	Yes		1--	
6/3/2021	Radionotas.com	No		1--	
6/3/2021	WNSN/WHFB/WSBT/WZOC	No		1--	
6/3/2021	NAFB	No		1--	

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	WAXX/WAYY/WDRK/ WEAQ/WECL/WIAL	No		1--	
6/3/2021	MWF Website	No		1--	
6/3/2021	WI Broadcasters Association	Yes		1--	
6/3/2021	Wisconsin Job Center- Website	Yes		1--	
6/3/2021	Missouri Broadcasters Association	No		1--	
6/3/2021	Mid-West Family Recruitment Ads	No		1--	
6/3/2021	WGFB/WNTA- AM/WNTA- FM/WRTB/WRX	No		1--	
6/3/2021	Edgewood College	Yes		1--	
6/3/2021	Southern Illinois Univ Edwardsville	Yes		1--	
6/3/2021	The QTI Group	No		1--	
6/3/2021	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
6/3/2021	Workforce Connections, Inc.	Yes		1--	
6/3/2021	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
6/3/2021	Winona St. University	Yes		1--	
6/3/2021	Western Kentucky University	Yes		1--	
6/3/2021	UW Oshkosh	Yes		1--	
6/3/2021	UW Milwaukee	Yes		1--	
6/3/2021	UW - Green Bay - Careers	Yes		1--	
6/3/2021	University of Wisconsin- Eau Claire	Yes		1--	
6/3/2021	University of Wisconsin- LaCrosse	Yes		1--	
6/3/2021	University of Minnesota, Morris	Yes		1--	
6/3/2021	South Eastern MN	Yes		1--	

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**Job Notification details between 8/1/2021 to 7/31/2022**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	Radio Broadcast School	Yes		1--	
6/3/2021	Outreach	Yes		1--	
6/3/2021	Ohio University	Yes		1--	
6/3/2021	Northland College	Yes		1--	
6/3/2021	National Hispanic Media Coalition	Yes		1--	
6/3/2021	National Assoc. of Black College Broadcasters	Yes		1--	
6/3/2021	Minnesota Broadcasters	Yes		1--	
6/3/2021	Lakeland College	Yes		1--	
6/3/2021	KKLH/KOMG/KOSP/KQ RA	No		1--	
6/3/2021	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
6/3/2021	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
6/3/2021	Comm Action Agency	Yes		1--	
6/3/2021	Eau Claire County Job Center`	Yes		1--	
6/3/2021	WI Tech Connect	Yes		1--	
6/3/2021	Craigs List	No		1--	
6/3/2021	Conclave	No		1--	
6/3/2021	Mid-West Family Broadcasting Madison	No		1--	
6/3/2021	UW Consitorium	Yes		1--	
6/3/2021	All Access	Yes		1--	
6/3/2021	www.mediagignow.com	No		1--	
7/27/2017	Mid-West Family Recruitment Ads	No		1--	
7/7/2017	Radio Horn	Yes		1--	
7/7/2017	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
7/7/2017	WNSN/WHFB/WSBT/WZOC	No		1--	

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**Job Notification details between 8/1/2021 to 7/31/2022**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
7/7/2017	Edgewood College	Yes		1--	
7/7/2017	MWF Website	No		1--	
7/7/2017	Wisconsin Job Center-Website	Yes		1--	
7/7/2017	WI Broadcasters Association	Yes		1--	
7/7/2017	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
7/7/2017	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
7/7/2017	Workforce Connections, Inc.	Yes		1--	
7/7/2017	Southern Illinois Univ Edwardsville	Yes		1--	
7/7/2017	WMAY/WNNS/WQLZ/WLCE	No		1--	
7/7/2017	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
7/7/2017	Winona St. University	Yes		1--	
7/7/2017	Western Kentucky University	Yes		1--	
7/7/2017	UW Milwaukee	Yes		1--	
7/7/2017	UW Oshkosh	Yes		1--	
7/7/2017	UW-Stout	Yes		1--	
7/7/2017	University of Minnesota, Morris	Yes		1--	
7/7/2017	University of Wisconsin-LaCrosse	Yes		1--	
7/7/2017	University of Wisconsin-Eau Claire	Yes		1--	
7/7/2017	UW - Green Bay - Careers	Yes		1--	
7/7/2017	St. Mary's University	Yes		1--	
7/7/2017	Outreach	Yes		1--	
7/7/2017	South Eastern MN	Yes		1--	

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**Job Notification details between 8/1/2021 to 7/31/2022**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
7/7/2017	Radio Broadcast School	Yes		1--	
7/7/2017	Ohio University	Yes		1--	
7/7/2017	National Hispanic Media Coalition	Yes		1--	
7/7/2017	National Assoc. of Black College Broadcasters	Yes		1--	
7/7/2017	Northland College	Yes		1--	
7/7/2017	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
7/7/2017	KKLH/KOMG/KOSP/KQ RA	No		1--	
7/7/2017	Lakeland College	Yes		1--	
7/7/2017	Minnesota Broadcasters	Yes		1--	
7/7/2017	Illinois Broadcasters Assoc.	Yes		1--	
7/7/2017	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
7/7/2017	Ho Chunk Nation	Yes		1-715-284-2632	
7/7/2017	Eau Claire County Job Center`	Yes		1--	
7/7/2017	Concordia University	Yes		1--	
7/7/2017	Eastern New Mexico University	No		1--	
7/7/2017	Comm Action Agency	Yes		1--	
7/7/2017	Mid-West Family Broadcasting Madison	No		1--	
7/7/2017	UW Consitorium	Yes		1--	
7/7/2017	Conclave	No		1--	
7/7/2017	WI Tech Connect	Yes		1--	
7/7/2017	All Access	Yes		1--	



<b>Client:</b>	
<b>Rep:</b>	
<b>Writer:</b>	
<b>Title:</b>	Recruitment Digital Marketing Coordinator
<b>Length:</b>	:30
<b>Date:</b>	

1	IF YOU BELIEVE THAT LATTES MATTER IF YOU BELIEVE YOU'RE A TECHIE. IF YOU BELIEVE
2	IN THE POWER OF CREATIVITY, WE SHARE A COMMON INTEREST. WE'RE MID-WEST
3	FAMILY MADISON AND WE HAVE AN OPENING FOR A FULL TIME DIGITAL MARKETER WHO
4	CAN DEVELOP SUCCESSFUL MARKETING SOLUTIONS. YOU'LL JOIN A TEAM WHO BELIEVE
5	BUSINESSES DESERVE TO REACH THEIR MAXIMUM POTENTIAL. IF YOU BELIEVE THIS
6	CAREER IS POSSIBLE, VISIT MIDWEST FAMILY MADISON DOT COM.
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**Job Notification Details Report**

**Date:** 4/25/2024

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**Job Notification details between 8/1/2022 to 7/31/2023**

**FULL-TIME PRODUCER/HOST (Broadcast1Source tracking number 113559)**

**No. of Agencies were used:** 41

Notification sent to agencies below was identical for Fax and e-mail notifications. A copy of this is shown below:

To

**All recruiting agencies listed in the report below**

**Sent On:** 06/19/2023

**Subject:** Job Notification from Broadcast1Source

**From:** contact@broadcast1source.com

**E-Mail:** rj.brachman@mwfbg.com

**Title:** FULL-TIME PRODUCER/HOST

**Experience:**

See Details

**Requirements:**

See Details

**Description:**

**Job Notification details between 8/1/2022 to 7/31/2023**

**JOB DESCRIPTION:**

Mid-West Family Marketing in Madison, Wisconsin is searching for a full-time producer and host on 106.7 FM / 1670 AM The Zone and Wisconsin Sports Zone Network. This position involves producing, hosting, getting audio from press conferences and games/events, writing content for website and social media, board-oping, producing on-air sports updates and other recorded content, and fill-in work when needed.

This position may also require personnel to fill air-shifts, including weekends and various remote appearances as scheduled. Qualified candidates should have experience in radio production, on-air presentation, Adobe Audition, podcasting, minor web updating and photo editing. The qualified candidate should also have at least two years of radio station experience.

**PERSONAL REQUIREMENTS:**

Qualified candidates should be creative, imaginative, have good communication and organizational skills. The candidate should have some knowledge of Microsoft Word and Excel and have the ability to meet deadlines and handle multiple projects. Qualified candidates will portray a positive attitude and strong work ethic to ensure a productive and successful environment with the company. In addition, knowledge of the Madison Radio Market is considered a plus, but not required. Mid-West Family Marketing is an equal opportunity employer. Women and Minorities encouraged to apply.

**Additional Information:**

**Contact:**

WOZN The Zone 730 Rayovac Drive Madison WI 53711 zone.madison1670@gmail.com

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/19/2023	Big Shoes Network	No		1--	By User/Other System
6/19/2023	Indeed.com	No		1--	
6/19/2023	WNSN/WHFB/WSBT/WZOC	No		1--	
6/19/2023	Radionotas.com	No		1--	
6/19/2023	WI Broadcasters Association	Yes		1--	
6/19/2023	NAFB	No		1--	
6/19/2023	MWF Website	No		1--	
6/19/2023	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
6/19/2023	Edgewood College	Yes		1--	
6/19/2023	Wisconsin Job Center-Website	Yes		1--	
6/19/2023	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
6/19/2023	Mid-West Family Recruitment Ads	No		1--	
6/19/2023	The QTI Group	No		1--	
6/19/2023	Missouri Broadcasters Association	No		1--	
6/19/2023	Southern Illinois Univ Edwardsville	Yes		1--	
6/19/2023	WIZM/WKTY/WRQT/KQYB/KCLH	No		1--	
6/19/2023	Workforce Connections, Inc.	Yes		1--	
6/19/2023	WSJM/WIRX/WCSY/WYTZ/WCXT	No		1--	
6/19/2023	Winona St. University	Yes		1--	
6/19/2023	UW Oshkosh	Yes		1--	
6/19/2023	Western Kentucky University	Yes		1--	
6/19/2023	UW - Green Bay - Careers	Yes		1--	
6/19/2023	UW Milwaukee	Yes		1--	

**Job Notification Details Report****Date:** 4/25/2024**From:** Madison,WI**Page:** 4/18**Job Notification details between 8/1/2022 to 7/31/2023**

<b>Notification Date</b>	<b>Agency Name</b>	<b>Prong2</b>	<b>Name</b>	<b>Notification By Fax</b>	<b>Notification By Email</b>
6/19/2023	University of Minnesota, Morris	Yes		1--	
6/19/2023	Radio Broadcast School	Yes		1--	
6/19/2023	South Eastern MN	Yes		1--	
6/19/2023	Ohio University	Yes		1--	
6/19/2023	National Hispanic Media Coalition	Yes		1--	
6/19/2023	Minnesota Broadcasters	Yes		1--	
6/19/2023	Lakeland College	Yes		1--	
6/19/2023	KKLH/KOMG/KOSP/KQ RA	No		1--	
6/19/2023	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
6/19/2023	Eau Claire County Job Center`	Yes		1--	
6/19/2023	Craigs List	No		1--	
6/19/2023	Comm Action Agency	Yes		1--	
6/19/2023	Mid-West Family Broadcasting Madison	No		1--	
6/19/2023	UW Consitorium	Yes		1--	
6/19/2023	All Access	Yes		1--	
6/19/2023	WI Tech Connect	Yes		1--	
6/19/2023	Conclave	No		1--	
6/19/2023	www.mediagignow.com	No		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

**Agribusiness Broadcaster (Broadcast1Source tracking number 88138)**

**No. of Agencies were used:** 138

Notification sent to agencies below was identical for Fax and e-mail notifications. A copy of this is shown below:

To

**All recruiting agencies listed in the report below**

**Sent On:** 03/01/2023

**Subject:** Job Notification from Broadcast1Source

**From:** contact@broadcast1source.com

**E-Mail:** rj.brachman@mwfbg.com

**Title:** Agribusiness Broadcaster

**Experience:**

See Details

**Requirements:**

See Details

**Description:**

**Job Notification details between 8/1/2022 to 7/31/2023**

**JOB DESCRIPTION:**

Mid-West Family Broadcasting is looking to expand our growing Farm & Agribusiness Network with another professional radio broadcaster and reporter. If you have interest in working with station events, promotions, ag sales, growing our state-wide farm network as well as on-air reporting, social networking & marketing and public appearances, this may be the position for you.

The ideal candidate for this position has hands-on knowledge of agribusiness AND knows broadcasting. A strong work ethic is a must and you need to be able to relate to the rural community and those businesses that service ag. Previous on-air and/or promotions experience is considered a big plus, but not required. Due to the nature of the position, a flexible schedule will be required.

**PERSONAL REQUIREMENTS:**

Qualified candidates should be creative, imaginative, have good communication and organizational skills. The candidate should have some knowledge of Microsoft Word and Excel, is well versed in working and using social media and have the ability to meet deadlines and handle multiple projects.

Qualified candidates will portray a positive attitude and strong work ethic to ensure a productive and successful environment with the company. Mid-West Family Marketing is an equal opportunity employer. Women and Minorities are encouraged to apply.

**SALARY:**

Salary commensurate with experience and a full benefits package is available.

**CONTACT:**

Please no calls. Mail or e-mail resume and air-check to:

Mid-West Family Marketing

Attn: Pam Jahnke - Farm Director

730 Rayovac Dr.

Madison, WI 53711

[pam@midwestfamilybroadcasting.com](mailto:pam@midwestfamilybroadcasting.com)

**Additional Information:**

**Contact:**

Please no calls. Mail or e-mail resume and air-check to:Mid-West Family MarketingAttn: Pam Jahnke – Farm Director730 Rayovac Dr.Madison, WI 53711pam@midwestfamilybroadcasting.com

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

\*\*\*IMPORTANT\*\*\*

This fax or email has been sent using the services provided by Broadcast1Source. If you want to change your contact details, please email R.J. Brachman at [rj.brachman@mwfbg.com](mailto:rj.brachman@mwfbg.com)

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/15/2022	Radio Horn	Yes		1--	

**Job Notification Details Report**

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/15/2022	Big Shoes Network	No		1--	
6/15/2022	WNSN/WHFB/WSBT/WZOC	No		1--	
6/15/2022	Indeed.com	No		1--	
6/15/2022	Radionotas.com	No		1--	
6/15/2022	NAFB	No		1--	
6/15/2022	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
6/15/2022	MWF Website	No		1--	
6/15/2022	Wisconsin Job Center-Website	Yes		1--	
6/15/2022	WI Broadcasters Association	Yes		1--	
6/15/2022	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
6/15/2022	Edgewood College	Yes		1--	
6/15/2022	Southern Illinois Univ Edwardsville	Yes		1--	
6/15/2022	Mid-West Family Recruitment Ads	No		1--	
6/15/2022	Missouri Broadcasters Association	No		1--	
6/15/2022	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
6/15/2022	The QTI Group	No		1--	
6/15/2022	Workforce Connections, Inc.	Yes		1--	
6/15/2022	WIZM/WKTY/WRQT/KQYB/KCLH	No		1--	
6/15/2022	Winona St. University	Yes		1--	
6/15/2022	Western Kentucky University	Yes		1--	
6/15/2022	UW Oshkosh	Yes		1--	
6/15/2022	UW Milwaukee	Yes		1--	
6/15/2022	UW - Green Bay - Careers	Yes		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/15/2022	University of Wisconsin-Eau Claire	Yes		1--	
6/15/2022	University of Minnesota, Morris	Yes		1--	
6/15/2022	South Eastern MN	Yes		1--	
6/15/2022	Radio Broadcast School	Yes		1--	
6/15/2022	Ohio University	Yes		1--	
6/15/2022	Outreach	Yes		1--	
6/15/2022	National Hispanic Media Coalition	Yes		1--	
6/15/2022	National Assoc. of Black College Broadcasters	Yes		1--	
6/15/2022	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
6/15/2022	Minnesota Broadcasters	Yes		1--	
6/15/2022	Lakeland College	Yes		1--	
6/15/2022	KKLH/KOMG/KOSP/KQ RA	No		1--	
6/15/2022	Eau Claire County Job Center`	Yes		1--	
6/15/2022	Craigs List	No		1--	
6/15/2022	Comm Action Agency	Yes		1--	
6/15/2022	Mid-West Family Broadcasting Madison	No		1--	
6/15/2022	UW Consotorium	Yes		1--	
6/15/2022	Conclave	No		1--	
6/15/2022	WI Tech Connect	Yes		1--	
6/15/2022	All Access	Yes		1--	
8/10/2021	Radio Horn	Yes		1--	
8/10/2021	Indeed.com	No		1--	
8/10/2021	Big Shoes Network	No		1--	
8/10/2021	WNSN/WHFB/WSBT/WZOC	No		1--	
8/10/2021	Radionotas.com	No		1--	



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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
8/10/2021	NAFB	No		1--	
8/10/2021	WAXX/WAYY/WDRK/ WEAQ/WECL/WIAL	No		1--	
8/10/2021	MWF Website	No		1--	
8/10/2021	WI Broadcasters Association	Yes		1--	
8/10/2021	Wisconsin Job Center- Website	Yes		1--	
8/10/2021	Edgewood College	Yes		1--	
8/10/2021	WGFB/WNTA- AM/WNTA- FM/WRTB/WXRX	No		1--	
8/10/2021	Mid-West Family Recruitment Ads	No		1--	
8/10/2021	Missouri Broadcasters Association	No		1--	
8/10/2021	The QTI Group	No		1--	
8/10/2021	Southern Illinois Univ Edwardsville	Yes		1--	
8/10/2021	Workforce Connections, Inc.	Yes		1--	
8/10/2021	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
8/10/2021	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
8/10/2021	Winona St. University	Yes		1--	
8/10/2021	Western Kentucky University	Yes		1--	
8/10/2021	UW Oshkosh	Yes		1--	
8/10/2021	UW - Green Bay - Careers	Yes		1--	
8/10/2021	UW Milwaukee	Yes		1--	
8/10/2021	University of Wisconsin- LaCrosse	Yes		1--	
8/10/2021	University of Wisconsin- Eau Claire	Yes		1--	
8/10/2021	University of Minnesota, Morris	Yes		1--	
8/10/2021	South Eastern MN	Yes		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
8/10/2021	Radio Broadcast School	Yes		1--	
8/10/2021	Ohio University	Yes		1--	
8/10/2021	Northland College	Yes		1--	
8/10/2021	National Hispanic Media Coalition	Yes		1--	
8/10/2021	National Assoc. of Black College Broadcasters	Yes		1--	
8/10/2021	Minnesota Broadcasters	Yes		1--	
8/10/2021	Lakeland College	Yes		1--	
8/10/2021	KKLH/KOMG/KOSP/KQ RA	No		1--	
8/10/2021	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
8/10/2021	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
8/10/2021	Eau Claire County Job Center`	Yes		1--	
8/10/2021	Comm Action Agency	Yes		1--	
8/10/2021	Craigs List	No		1--	
8/10/2021	Mid-West Family Broadcasting Madison	No		1--	
8/10/2021	Conclave	No		1--	
8/10/2021	WI Tech Connect	Yes		1--	
8/10/2021	UW Consitorium	Yes		1--	
8/10/2021	All Access	Yes		1--	
2/24/2021	Radio Horn	Yes		1--	
2/24/2021	Big Shoes Network	No		1--	
2/24/2021	Indeed.com	No		1--	
2/24/2021	WNSN/WHFB/WSBT/WZOC	No		1--	
2/24/2021	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
2/24/2021	Radionotas.com	No		1--	
2/24/2021	NAFB	No		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
2/24/2021	MWF Website	No		1--	
2/24/2021	Edgewood College	Yes		1--	
2/24/2021	WI Broadcasters Association	Yes		1--	
2/24/2021	Wisconsin Job Center-Website	Yes		1--	
2/24/2021	Mid-West Family Recruitment Ads	No		1--	
2/24/2021	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
2/24/2021	Missouri Broadcasters Association	No		1--	
2/24/2021	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
2/24/2021	The QTI Group	No		1--	
2/24/2021	Southern Illinois Univ Edwardsville	Yes		1--	
2/24/2021	Winona St. University	Yes		1--	
2/24/2021	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
2/24/2021	Workforce Connections, Inc.	Yes		1--	
2/24/2021	Western Kentucky University	Yes		1--	
2/24/2021	UW Oshkosh	Yes		1--	
2/24/2021	UW - Green Bay - Careers	Yes		1--	
2/24/2021	UW Milwaukee	Yes		1--	
2/24/2021	University of Wisconsin-LaCrosse	Yes		1--	
2/24/2021	University of Wisconsin-Eau Claire	Yes		1--	
2/24/2021	University of Minnesota, Morris	Yes		1--	
2/24/2021	South Eastern MN	Yes		1--	
2/24/2021	Radio Broadcast School	Yes		1-	

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
2/24/2021	Outreach	Yes		1--	
2/24/2021	Ohio University	Yes		1--	
2/24/2021	Northland College	Yes		1--	
2/24/2021	National Assoc. of Black College Broadcasters	Yes		1--	
2/24/2021	National Hispanic Media Coalition	Yes		1--	
2/24/2021	Minnesota Broadcasters	Yes		1--	
2/24/2021	Lakeland College	Yes		1--	
2/24/2021	KKLH/KOMG/KOSP/KQ RA	No		1--	
2/24/2021	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
2/24/2021	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
2/24/2021	Eau Claire County Job Center`	Yes		1--	
2/24/2021	Craigs List	No		1--	
2/24/2021	Comm Action Agency	Yes		1--	
2/24/2021	Conclave	No		1--	
2/24/2021	Mid-West Family Broadcasting Madison	No		1--	
2/24/2021	All Access	Yes		1--	
2/24/2021	UW Consitorium	Yes		1--	
2/24/2021	WI Tech Connect	Yes		1--	
2/24/2021	www.mediagignow.com	No		1--	

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**Marketing Account Managers (Broadcast1Source tracking number 54221)**

**No. of Agencies were used:** 95

Notification sent to agencies below was identical for Fax and e-mail notifications. A copy of this is shown below:

To

**All recruiting agencies listed in the report below**

**Sent On:** 07/01/2017

**Subject:** Job Notification from Broadcast1Source

**From:** contact@broadcast1source.com

**E-Mail:** rj.brachman@mwfbg.com

**Title:** Marketing Account Managers

**Experience:**

**Primary Job**

**Requirements:**

\* Very strong work ethic.

\* Creative  
problem solving and idea development.

\* Strong written  
and verbal communication skills.

\* Highly competitive;  
must be persistent in a professional way.

\* Relentless  
prospecting and networking to develop new accounts.

**Requirements:**

**Job Notification Details Report****Date:** 4/25/2024**From:** Madison,WI**Page:** 14/18**Job Notification details between 8/1/2022 to 7/31/2023**

If you have a desire to make a difference, make a name for yourself and make money...Mid-West Family Marketing is the place for you. We offer a base salary and a bonus plan that's incentive based. We also provide a full benefits package including health and dental care, paid vacation and sick days, and a 401K plan. Midwest Family Marketing is an equal opportunity affirmative action employer. Women and minorities are encouraged to apply.

**Description:**

Do you see yourself capable of making "the pitch" like Don Draper? How about developing an idea from scratch and running with it with a client who is excited about you helping them grow? Mid-West Family Marketing is looking for Marketing Account Managers who can effectively combine the powerful marketing platforms of local radio (Magic 98, Q106, WJJO, JAMZ, The Zone, LaMovida and Classic Country HANK), and event marketing into successful campaigns for local business owners.

**Additional Information:****Contact:**

Contact: Jerad Clarkjerad.clark@mwfbg.comNO PHONE CALLS PLEASE

**Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

\*\*\*IMPORTANT\*\*\*

This fax or email has been sent using the services provided by Broadcast1Source. If you want to change your contact details, please email R.J. Brachman at [rj.brachman@mwfbg.com](mailto:rj.brachman@mwfbg.com)

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	Big Shoes Network	No		1--	
6/3/2021	Indeed.com	No		1--	
6/3/2021	Radio Horn	Yes		1--	
6/3/2021	Radionotas.com	No		1--	
6/3/2021	WNSN/WHFB/WSBT/WZOC	No		1--	
6/3/2021	NAFB	No		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	WAXX/WAYY/WDRK/ WEAQ/WECL/WIAL	No		1--	
6/3/2021	MWF Website	No		1--	
6/3/2021	Wisconsin Job Center- Website	Yes		1--	
6/3/2021	WI Broadcasters Association	Yes		1--	
6/3/2021	Mid-West Family Recruitment Ads	No		1--	
6/3/2021	WGFB/WNTA- AM/WNTA- FM/WRTB/WXRX	No		1--	
6/3/2021	Missouri Broadcasters Association	No		1--	
6/3/2021	Edgewood College	Yes		1--	
6/3/2021	Southern Illinois Univ Edwardsville	Yes		1--	
6/3/2021	The QTI Group	No		1--	
6/3/2021	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
6/3/2021	Workforce Connections, Inc.	Yes		1--	
6/3/2021	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
6/3/2021	Western Kentucky University	Yes		1--	
6/3/2021	Winona St. University	Yes		1--	
6/3/2021	UW Milwaukee	Yes		1--	
6/3/2021	UW Oshkosh	Yes		1--	
6/3/2021	UW - Green Bay - Careers	Yes		1--	
6/3/2021	University of Wisconsin- Eau Claire	Yes		1--	
6/3/2021	University of Wisconsin- LaCrosse	Yes		1--	
6/3/2021	University of Minnesota, Morris	Yes		1--	
6/3/2021	Radio Broadcast School	Yes		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/3/2021	South Eastern MN	Yes		1--	
6/3/2021	Northland College	Yes		1--	
6/3/2021	Outreach	Yes		1--	
6/3/2021	Ohio University	Yes		1--	
6/3/2021	National Hispanic Media Coalition	Yes		1--	
6/3/2021	National Assoc. of Black College Broadcasters	Yes		1--	
6/3/2021	Minnesota Broadcasters	Yes		1--	
6/3/2021	Lakeland College	Yes		1--	
6/3/2021	KKLH/KOMG/KOSP/KQ RA	No		1--	
6/3/2021	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
6/3/2021	Comm Action Agency	Yes		1--	
6/3/2021	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
6/3/2021	Eau Claire County Job Center`	Yes		1--	
6/3/2021	WI Tech Connect	Yes		1--	
6/3/2021	Conclave	No		1--	
6/3/2021	Craigs List	No		1--	
6/3/2021	Mid-West Family Broadcasting Madison	No		1--	
6/3/2021	All Access	Yes		1--	
6/3/2021	UW Consitorium	Yes		1--	
6/3/2021	www.mediagignow.com	No		1--	
7/27/2017	Mid-West Family Recruitment Ads	No		1--	
7/7/2017	Radio Horn	Yes		1--	
7/7/2017	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	No		1--	
7/7/2017	WNSN/WHFB/WSBT/WZOC	No		1--	



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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
7/7/2017	MWF Website	No		1--	
7/7/2017	Edgewood College	Yes		1--	
7/7/2017	WI Broadcasters Association	Yes		1--	
7/7/2017	Wisconsin Job Center-Website	Yes		1--	
7/7/2017	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	No		1--	
7/7/2017	WSJM/WIRX/WCSY/WY TZ/WCXT	No		1--	
7/7/2017	Workforce Connections, Inc.	Yes		1--	
7/7/2017	Southern Illinois Univ Edwardsville	Yes		1--	
7/7/2017	WMAY/WNNS/WQLZ/WLCE	No		1--	
7/7/2017	WIZM/WKTY/WRQT/K QYB/KCLH	No		1--	
7/7/2017	Winona St. University	Yes		1--	
7/7/2017	UW Oshkosh	Yes		1--	
7/7/2017	Western Kentucky University	Yes		1--	
7/7/2017	UW Milwaukee	Yes		1--	
7/7/2017	UW-Stout	Yes		1--	
7/7/2017	University of Minnesota, Morris	Yes		1--	
7/7/2017	University of Wisconsin-Eau Claire	Yes		1--	
7/7/2017	University of Wisconsin-LaCrosse	Yes		1--	
7/7/2017	UW - Green Bay - Careers	Yes		1--	
7/7/2017	St. Mary's University	Yes		1--	
7/7/2017	Outreach	Yes		1--	
7/7/2017	South Eastern MN	Yes		1--	

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**Job Notification details between 8/1/2022 to 7/31/2023**

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
7/7/2017	Radio Broadcast School	Yes		1--	
7/7/2017	Ohio University	Yes		1--	
7/7/2017	National Hispanic Media Coalition	Yes		1--	
7/7/2017	Northland College	Yes		1--	
7/7/2017	National Assoc. of Black College Broadcasters	Yes		1--	
7/7/2017	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
7/7/2017	Minnesota Broadcasters	Yes		1--	
7/7/2017	KKLH/KOMG/KOSP/KQ RA	No		1--	
7/7/2017	Lakeland College	Yes		1--	
7/7/2017	Illinois Broadcasters Assoc.	Yes		1--	
7/7/2017	Ho Chunk Nation	Yes		1-	
7/7/2017	Goodwill Industries Of Southern Wisconsin, Inc.	Yes		1--	
7/7/2017	Eau Claire County Job Center`	Yes		1--	
7/7/2017	Concordia University	Yes		1--	
7/7/2017	Eastern New Mexico University	No		1--	
7/7/2017	Comm Action Agency	Yes		1--	
7/7/2017	Mid-West Family Broadcasting Madison	No		1--	
7/7/2017	UW Consitorium	Yes		1--	
7/7/2017	Conclave	No		1--	
7/7/2017	WI Tech Connect	Yes		1--	
7/7/2017	All Access	Yes		1--	



<b>Client:</b>	
<b>Rep:</b>	
<b>Writer:</b>	
<b>Title:</b>	Recruitment Marketing Account Manager
<b>Length:</b>	:30
<b>Date:</b>	

1	YOU WAKE UP IN THE MORNING AND INSTEAD OF PUTTING ON ONE SHOE AT A TIME, YOU
2	HAVE THE ABILITY OF JUMPING INTO BOTH WITH ENTHUSIASTIC PRECISION. YOU'VE
3	ALREADY MADE UP YOUR MIND ABOUT YOUR DAY. INSTEAD OF GIVING YOURSELF A FIVE
4	PERCENT RAISE, YOU'RE GOING FOR A FIVE HUNDRED PERCENT RAISE, POSITIVE CHANGE
5	FOR YOU AND THE GOOD OF OTHERS. NOW, DO YOU SEE YOURSELF AS OUR NEXT BRAND
6	AMBASSADOR? FIND OUT MORE AT MIDWEST FAMILY MADISON DOT COM.
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NOTICE: The use of this script is under the control and direction of Mid-West Family Madison Creative Services. Any broadcast, rebroadcast, retransmission of this script or any portion thereof without the expressed written consent of Mid-West Family Madison Creative Services is prohibited.

**Exhibit E**

**Recruitment Initiative Documentation**

# Wisconsin Broadcasters Association



The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
**MICHELLE VETTERKIND, CAE**

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NRG Media, Wausau/Stevens Point  
Rhinelanders

### Vice Chair TV

**JUDSON BECK**  
WFRV-TV, Green Bay

### Treasurer

**JEFF WRIGHT**  
Midwest Communications, Green Bay

### Secretary

**ANNA ENGELHART**  
WKOW-TV, Madison

### Immediate Past Chair

**LUPITA MONTOTO**  
La Movida Radio, WLMV, Madison

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Radio Plus, Fond du Lac

### SEAN DWYER

WXOW-TV, La Crosse

### ANDREA HANSEN

Audacy, Madison/Milwaukee

### RANDY HAWKE

Mid-West Family, Madison

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Sparta/Tomah Broadcasting,  
Sparta/Tomah

### BETSY KEEFE

WSAW-TV, Wausau

### DENNIS KLAS

Heartland Video, Plymouth

### STEVE LAVIN

WBAY-TV, Green Bay

### CHRIS PALMER

WKBT-TV, La Crosse

### TERRY STEVENSON

Seehafer Broadcasting, Manitowoc

### JEFF TYLER

iHeartMedia, Madison/Milwaukee

## STAFF

### LIZ BOYD

NCSA/PEP Coordinator

### KYLE GEISSLER

Vice President, CAE

March 9, 2023

Tom Walker  
Mid-West Family  
730 Rayovac Dr.  
Madison, WI 53711

Tom:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that your station(s) was represented at the Job/Career Fair which was held as part of the WBA's 2023 Student Seminar on Saturday, Feb. 25 from 11 a.m. to 1 p.m. at the Madison Marriott West in Middleton, Wisconsin.

The following stations were represented:  
WLMV, WRIS, WOZN, WHIT, WWQM, WMGN, WJQM, WJJO

Job seekers and Student Seminar attendees were on hand. If you'd like a listing of those who attended the Job/Career Fair, along with their contact information, please contact Kyle Geissler at the [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. **WBA sponsors two job/career fairs each year - one in conjunction with our annual Student Seminar and one in conjunction with our annual Summer Conference.** Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

A handwritten signature in black ink that reads 'Kyle Geissler'.

Kyle Geissler  
WBA Vice President



President & CEO  
MICHELLE VETTERKIND, CAE

OFFICERS

Chair of the Board  
LUPITA MONTOTO  
La Movida Radio, WLMV, Madison

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Sparta/Tomah

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WSAW-TV, Wausau

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WBAY-TV, Green Bay

CHRIS PALMER  
WKBT-TV, La Crosse

TERRY STEVENSON  
Seehafer Broadcasting, Manitowoc

JEFF TYLER  
iHeartMedia, Madison/Milwaukee

Ex-Officio  
JEANNA BERGE  
iHeartMedia, Eau Claire

STAFF

LIZ BOYD  
NCSA/PEP Coordinator

KYLE GEISSLER  
Vice President, CAE

March 9, 2022

Tom Walker  
Mid-West Family  
730 Rayovac Dr.  
Madison, WI 53711

Tom:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that your station(s) was represented at the Job/Career Fair which was held as part of the WBA's 2022 Student Seminar on Saturday, March 5 from 11 a.m. to 1 p.m. at the Madison Marriott West in Middleton, Wisconsin.

The following stations were represented:  
WLMV, WRIS, WOZN, WHIT, WWQM, WMGN, WJQM, WJJO

Job seekers and Student Seminar attendees were on hand. If you'd like a listing of those who attended the Job/Career Fair, along with their contact information, please contact Kyle Geissler at the [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. **WBA sponsors two job/career fairs each year - one in conjunction with our annual Student Seminar and one in conjunction with our annual Summer Conference.** Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

Kyle Geissler  
WBA Director of Operations and Public Affairs

# Wisconsin Broadcasters Association



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### Secretary

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QueenB Radio, Platteville

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### JEFF WRIGHT

Midwest Communications, Green Bay

## STAFF

### LIZ BOYD

NCSA/PEP Coordinator

### KYLE CESSLER

Director of Operations and Public Affairs

May 17, 2023

Shar Hermanson  
Mid-West Family Madison  
730 Rayovac Drive  
Madison, WI 53711

Dear Shar:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that Mid-West Family was represented by Shar Hermanson at the **WBA Careers in Broadcasting Virtual Mixer** which was held on April 11.

Menu option initiatives under the FCC's Outreach Prong 3 give credit for participation in "conventions, career days, workshops, and similar activities" and also give credit for participation in job banks, Internet programs, and other programs designed to promote outreach generally (that are not primarily directed to providing notification of specific job vacancies)". Other menu options include attendance at job fairs and other activities "reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities." We believe that your participation in the Virtual Mixer will entitle you to some FCC EEO credit under these Prong 3 categories. Always consult with your own legal advisor as to exactly how much credit will be awarded for such activities.

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

Kyle Geissler  
WBA Vice President



# Wisconsin Broadcasters Association



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WMTV-TV, Madison

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### TERRY STEVENSON

Seehafer Broadcasting, Manitowoc

### JEFF WRIGHT

Midwest Communications, Green Bay

## STAFF

### LIZ BOYD

NCSA/PEP Coordinator

### KYLE GEISSLER

Director of Operations and Public Affairs

April 14, 2023

R.J. Brachman  
Mid-West Family - Madison  
730 Rayovac Dr.  
Madison, WI 53711

Dear R.J.:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WHIT/WJJO/WJQM/WLMV/WMGN/WOZN/WRIS/WWQM was represented by R.J. Brachman at the **EEO Seminar: A Review of the FCC's EEO Requirements for Broadcasters** which was held as a webinar on April 13.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two-year period. If a station routinely sends management to these courses, by the end of the segment, (two-year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit.

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

Kyle Geissler  
WBA Vice President

# Wisconsin Broadcasters Association



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WKBT-TV, La Crosse

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Seehafer Broadcasting, Manitowoc

### JEFF TYLER

iHeartMedia, Madison/Milwaukee

## STAFF

### LIZ BOYD

NCSA/PEP Coordinator

### KYLE GEISLER

Vice President, CAE

June 30, 2023

Tom Walker  
Mid-West Family  
730 Rayovac Dr.  
Madison, WI 53711

Dear Tom:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WHIT, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS was represented by Tom Walker, Lupita Montoto, and Luis Monoto at the **EEO Session: You're Looking in All the Wrong Places: How to Find Diverse Talent at Every Level** which was held on June 14 at the WBA Summer Conference in Elkhart Lake, Wisconsin.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two-year period. If a station routinely sends management to these courses, by the end of the segment, (two-year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit.

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

A handwritten signature in black ink that reads "Kyle Geissler".

Kyle Geissler  
WBA Vice President

# Wisconsin Broadcasters Association



ON AIR

The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
**MICHELLE VETTERKIND, CAE**

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La Movida Radio, WLMV, Madison

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**Chair Elect**

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iHeartMedia, Milwaukee

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**DON VESELY**

WMTV-TV, Madison

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WDJT-TV/CBS & Telemundo, Milwaukee

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WXOW-TV, La Crosse

**ANNA ENCELHART**

WKOW-TV, Madison

**ANDREA HANSEN**

Audacy, Milwaukee

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Mid-West Family, Madison

**SUZANNE HOFFMAN**

Sparta/Tomah Broadcasting, Sparta/  
Tomah

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**TERRY STEVENSON**

Seehafer Broadcasting, Manitowoc

**JEFF WRIGHT**

Midwest Communications, Green Bay

## STAFF

**LIZ BOYD**

NCSA/PEP Coordinator

**KYLE GEISSLER**

Director of Operations and Public Affairs

July 11, 2022

Lupita Montoto  
Mid-West Family  
730 Rayovac Dr.  
Madison, WI 53711

Dear Lupita:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that the following stations were represented at the **EEO Session: Practical Steps to Diversify Your Station** which was held June 22 at the WBA Summer Conference in La Crosse, Wisconsin: WLMV, WRIS, WOZN, WHIT, WWQM, WMGN, WJQM, WJJO, WAXX, WISM, WEAQ, WIAL, WECL, WAYY, WIZM-AM/FM, WKTY-AM, KCLH, KQYB, WRQT

The following employees were in attendance:  
Lupita and Luis Montoto

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit.

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

Kyle Geissler  
WBA Director of Operations and Public Affairs

# Wisconsin Broadcasters Association



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HeartMedia, Milwaukee

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**DON VESELY**  
WMTV-TV, Madison

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WDJT-TV/CBS & Telemundo, Milwaukee

**HERB CODY**  
Queen3 Radio, Platteville

**SEAN DWYER**  
WXOW-TV, La Crosse

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WKOW-TV, Madison

**ANDREA HANSEN**  
Audacy, Milwaukee

**RANDY HAWKE**  
Mid-West Family, Madison

**SUZANNE HOFFMAN**  
Sparta/Tomah Broadcasting, Sparta/  
Tomah

**DENNIS KLAS**  
Heartland Video, Plymouth

**STEVE LAVIN**  
WBAY-TV, Green Bay

**CHRIS PALMER**  
WKBT-TV, La Crosse

**TERRY STEVENSON**  
Seehafer Broadcasting, Marinette

**JEFF WRIGHT**  
Midwest Communications, Green Bay

## STAFF

**LIZ BOYD**  
NCSA/PEP Coordinator

**KYLE GEISSLER**  
Director of Operations and Public Affairs

July 11, 2022

Brian Jackson  
Mid-West Family  
201 State Street  
La Crosse, WI 54601

Brian:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that your station(s) was represented at the Job/Career Fair which was held as part of the WBA's 2022 Summer Conference on Wednesday, June 22 from 1:30 p.m. to 2:45 p.m. at the La Crosse Radisson.

The following stations were represented:

KCLH, KQYB, WIZM-AM, WIZM-FM, WKTY, WRQT, WAYY, WEAQ, WIAL, WISM, WAXX, WHIT, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM

Job seekers and Student Seminar attendees were on hand. If you'd like a listing of those who attended the Job/Career Fair, along with their contact information, please contact Kyle Geissler at the [kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org).

One of the menu option initiatives under the FCC's Outreach Prong 3 is participation in at least four job fairs or careers fairs by personnel who have substantial responsibility in the making of hiring decisions. **WBA sponsors two job/career fairs each year - one in conjunction with our annual Student Seminar and one in conjunction with our annual Summer Conference.** Full SEU participation in each job/career fair should earn the SEU a 1/4 credit. Accordingly, over a 2-year period of participating in these WBA sponsored job/career fairs, and SEU should earn a full credit.

Please feel free to contact me if you have any questions! The WBA looks forward to helping you, our valued members, with your EEO Compliance.

Sincerely,

Kyle Geissler  
WBA Director of Operations and Public Affairs



RJ Brachman <RJ.brachman@midwestfamilymadison.com>

---

## Fwd: Mid-West Family Sales U Semester 1 & Semester 2 details

1 message

---

**Jerad Clark** <jerad.clark@midwestfamilymadison.com>  
To: RJ Brachman <RJ.brachman@midwestfamilymadison.com>

Thu, May 2, 2024 at 2:02 PM

----- Forwarded message -----

From: **Theresa Timm (Mid-West Family Services)** <theresa.timm@midwestfamilyservices.com>  
Date: Tue, Dec 14, 2021 at 9:56 AM  
Subject: Mid-West Family Sales U Semester 1 & Semester 2 details  
To: heather.wantoch@midwestfamilymadison.com <heather.wantoch@midwestfamilymadison.com>, jerad clark <jerad.clark@midwestfamilymadison.com>  
Cc: Theresa Timm (Mid-West Family Services) <theresa.timm@midwestfamilyservices.com>, Tom Walker <tom.walker@midwestfamilymadison.com>

Hi Heather

Please forward this attachment to Tyler Isham & Amanda Jezo (and please send me their email addresses). Confirm all 6 days work for them. Need confirmation by 12/31/21. I am starting to order materials to ensure manuals are shipped in time - this event is 100% virtual in 2022.

Thank you and Happy Holidays to you and your family!

TK

*Mid-West Family is always looking for Super Star Talent! I'd love to hear from you, even if you're not really looking right now. Click this link and my promise to you - receive your free Top Talent Report - no strings attached!*



**Theresa Timm (TK)**  
Chief Innovation Officer | Partner  
(m) 608-780-0768  
(o) 608-796-2569  
(e) [theresa.timm@midwestfamilyservices.com](mailto:theresa.timm@midwestfamilyservices.com)

*The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.*

—  
Book a meeting with me [here](#) and make sure to subscribe to our [blog](#)!

# MIDWEST FAMILY SALES UNIVERSITY CLASS OF 2022

## ALL VIRTUAL UNIVERSITY ZOOM LINK BELOW

<https://us02web.zoom.us/j/82066523027>

**MWFSU is a two Semester course, Semester 1 is February 8 – February 10, 2022 (Tuesday - Thursday)**

**Semester 2 is May 10- May 12, 2022. (Tuesday-Thursday) Both Semesters will be 100% Virtual – CAMERA'S ON! 📷**

The Mid-West Family Sales University emphasizes the selling philosophies of Fisher, Beveridge, Lytle, Mefford, Doyle, Williams, Timm, Jacobs, Borrell, and Sunshine in an effort to continue evolving our Mid-West Family Selling System. Students will be exposed to the skills, systems, techniques, and characteristics of the MWF sales professional. Content, Success, Fulfillment teams and Station Managers are encouraged to enroll, to “see the other side” and help them become well-rounded in their MWF education. Students will ‘learn by doing’ MWF sales fundamentals, with role playing in class, and by practicing their developing skills “in field” back in their markets. By training at MWFSU, potential GM candidates within our organization will learn invaluable tools in their MWF education.

**ALL CLASSES BEGIN AT 8:00 AM SHARP!**

**At least ONE Master Sales Performer is asked to participate as a student in MWFSU 2022.**

### **THE CRITERIA**

Eligibility for MWFSU 2022 is based on the following criteria:

- Minimum 1 year in sales with Mid-West Family
- Approval of your Sales Manager(s) and General Manager since your markets will be paying 100-percent of the cost of your participation.
- Content Team, Strategists, Fulfillment Team, Project Managers, Success Team, Operations Managers, Program Directors, and key influencers are encouraged to enroll in MWFSU.
- 1 MSP per market is encouraged to attend MWFSU.
- New Sales Management and GM's will need to attend and graduate from MWFSU.

### **THE CURRICULUM**

MWFSU 2022 will consist of two semesters: February 8- February 10, 2022, and May 10 - May 12, 2022

#### **SEMESTER ONE:**

3 Stages of Sales Growth  
Time & Account Management  
9 Steps to Successful Selling (Includes: Prospecting, Plan and Prepare CNA's  
Tactics vs Strategies, Integrated/full funnel strategy)  
Marketing Funnel  
Customer Journey  
Compass Research  
What it Takes to be Successful: A Veteran's Perspective (MSPS)  
Goal Setting  
Win/Win Success Strategies

#### **SEMESTER TWO:**

ITM – Qualifying Quicker  
12 Causes of Marketing Failure  
Marketing Bridge – why it's mandatory for success  
MWF Branding Systems – Broadcast and On-line  
Digital Reporting  
Website – Search - Social  
Fish Philosophy  
Final Exams  
Goal Setting  
Win/Win Success Strategies

***Please direct your questions to Theresa Timm, Chief Innovation Officer | Partner Mid-West Family Services (608) 780- 0768 [theresa.timm@midwestfamilyservices.com](mailto:theresa.timm@midwestfamilyservices.com)***



RJ Brachman <RJ.brachman@midwestfamilymadison.com>

## Fwd: Mid-West Family Sales University Virtual in 2023

1 message

Jerad Clark <jerad.clark@midwestfamilymadison.com>  
To: RJ Brachman <RJ.brachman@midwestfamilymadison.com>

Mon, Apr 29, 2024 at 2:48 PM

----- Forwarded message -----

From: **Theresa Timm (Navaquest)** <theresa.timm@navaquest.com>  
Date: Thu, Dec 15, 2022 at 2:00 PM  
Subject: Mid-West Family Sales University Virtual in 2023  
To: Dave Doetsch <daved@midwestfamilyswmi.com>, Tom Walker <tom.walker@midwestfamilymadison.com>, Brian Tyndall (btyndall@mwfmktg.com) <btyndall@mwfmktg.com>, Brian Jackson <brian.jackson@midwestfamilylacrosse.com>, Bill Gamble <bgamble@midwestfamilysouthbend.com>, mpaterson@rmgmwf.com <mpaterson@rmgmwf.com>, Lynn Bieritz <lynnbieritz@midwestfamilyec.com>, Theresa Timm (Navaquest) <theresa.timm@navaquest.com>  
Cc: Jerad Clark <jerad.clark@midwestfamilymadison.com>, shar. hermanson@midwestfamilymadison.com <shar.hermanson@midwestfamilymadison.com>, Randy Hawke <randy.hawke@wjo.com>, Cedric Friesen <cedric.friesen@midwestfamilylacrosse.com>, Scott Stach <scott.stach@midwestfamilylacrosse.com>, Jen O'Brien <jen.obrien@midwestfamilylacrosse.com>, Dan Gainey <dangainey@midwestfamilyec.com>, michellethompson@midwestfamilyec.com <michellethompson@midwestfamilyec.com>, Lyndsey Slagle <lsagle@mwfmktg.com>, Zack East <zeast@midwestfamilyswmi.com>, Mark Van Allen <mvanallen@rmgmwf.com>, Rob Zavitka <rzavitka@mwfbmedia.com>, Kim DiGiovanni <kdigiovanni@rmgmwf.com>, Joe.Daguanno@Services Alias <joe.daguanno@midwestfamilyservices.com>

Good Afternoon Ladies and Gents,

First THANK YOU to all who have been searching for hotel trade Feb/May in 2023. The best offer I have is in Rhinelander with a food and beverage cash cost that really makes no sense in today's fiscal environment. If you have a client interested in running trade, please let me know, as we have opportunities to use your help: Managers Meetings in April and many BOD meetings in 2023.

There is much planning to do to execute in February 2023, so I made the executive decision to hold the Class of 2023 virtually once again. Not my favorite, but it does the job and makes more sense than spending several thousands of dollars in cash in food and beverage costs to accommodate a live event.

I have attached the MWFSU 2023 Curriculum that includes both semesters' dates. They run consecutively. If you (managers not been through the program (it's 6 virtual full-days + study and test time - you can schedule yourself to be there for 6 full days, 3 per semester) or your student candidates cannot do both semesters, pass on 2023.

Since this is a virtual program your sales, fulfillment, content creators, influencers, digital people, future leadership are encouraged to take the class. No market limit. Please discuss with all department heads not on this email and send me 1 list of your market's COMPLETE list of students along with their email addresses, no later than January 4, 2023.

If you have any questions, please look me up.

Thank you kindly,  
TK

**Need more information from me? Choose your meeting time here:**  
<https://meetings.hubspot.com/theresa-timm>

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