
MIDWEST COMMUNICATIONS, INC.

and Affiliates

EXHIBIT 2

ANNUAL EEO PUBLIC FILE REPORT

WRIG, Inc. affiliate of Midwest Communications, Inc.

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-FM

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of Midwest Communications Inc.'s Central Wisconsin Employment Unit ("SEU"). This SEU is comprised of the following stations: WRIG-AM licensed to Schofield, Wisconsin, WDEZ-FM, WSAU-AM and WIFC-FM licensed to Wausau, Wisconsin, WOZZ-FM licensed to Mosinee, Wisconsin and WSAU-FM (formerly WIZD-FM) licensed to Rudolph, Wisconsin. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to August 1, 2014.

The information contained in this Report covers the time period beginning August 1, 2013 up to and including July 31, 2014 ("the Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the SEU during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO rule), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1 and 2 that follow have been designed, in the aggregate, to provide the required information.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hire actually began working. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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APPENDIX 1

Annual EEO Public File Report

WRIG, Inc. affiliate of Midwest Communications, Inc. – Central Wisconsin

Covering the Period from August 1, 2013 to July 31, 2014

Stations Comprising Station Employment Unit:

WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-FM

Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Marketing Consultant WDEZ/WIFC/WOZZ WSAU AM/FM/WRIG	12/3/2013	8	Outside Referral	8, 9, 10-25, 26-186, 187

Total Number of Positions Filled: 1
Total Number of Persons Interviewed: 8

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcements/Website	Contact	Address	Method of Contact	# Interviews from Source
1. WDEZ/WIFC/WSAU AM-FM/WOZZ/WRIG	John Flesch	557 Scott Street, Wausau, WI 54403	john.flesch@mwcradio.com	
Internet Sites:				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. Radio & Records		10100 Santa Monica Blvd., Los Angeles, CA 90067	webads@radioandrecords.com	
4. The Tattler		4517 Minnetonka Blvd., Minneapolis, MN 55416	info@main-st.net	
5. Nation Job, Inc.	Customer Service	601 SW 9 th Street, Stes. H&J, Des Moines, IA 50309	nationjob.com	
6. Radio Online LLLP	Customer Service	3500 Tripp Avenue, Amarillo, TX 79121-1637	radio-online.com	
7. CareerBuilder	Dominique Betancort	200 N.LaSalle St. Ste. 1100 Chicago, IL 60601	www.careerbuilder.com	
8. Monster.com	Andrea Blader	500 E. 96 th Street/Ste. 200, Indianapolis, IN 46240	Monster.com	
9. Indeed Job Site		470 West Ave. Suite 2002 Stamford CT 06902	Indeed.com (aggregator)	4

Postings:

10. WNCY/WIXX/WYDR WTAQ AM-FM/WNFL	Office Mgr.	115 S. Jefferson St., Green Bay, WI 54302	linda.noonan@mwcradio.com	
11. WRQE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
12. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	melissa.basler@mwcradio.com	
13. WNWN-AM/WQLR WKZO AM/WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	amy.burrow@mwcradio.com	
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
15. WNWN-FM	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	jim.siler@mwcradio.com	
16. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
17. KDAL AM-FM/KTCO/ KDWZ/WDSM/WGEE	Office Mgr.	11 E. Superior/Ste. 380., Duluth, MN 55811	karen.strom@mwcradio.com	
18. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com	1
19. WSAU-FM	Admin. Asst.	2460 Plover Road, Plover, WI 54226	felicia.mielke@mwcradio.com	
20. WUSZ/WMFG-AM & FM KMFG, WNMT, WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	linda.salo@mwcradio.com	
21. WMGI/WWXR/WIBQ/WPRS WBOW-AM/WDWQ-FM	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	pam.schalburg@mwcradio.com	
23. WQTX/WVIC/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	donna.luce@mwcradio.com	
24. KELO AM/FM, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	jennifer.deroo@mwcradio.com	
25. KFGO, KRWK, KMJO, KBVB, WDAY, KVOX	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	jen.mccough@mwcradio.com	

EEO List: Recruitment Sources 26 through 186 receive information on ALL Open Positions

FAX

	Fax #:
26. WI Broadcasters Association	608-256-3986
27. Neighbors Place	715-845-6420
28. NAACP (Milwaukee Chapter)	414-871-1091
29. Milwaukee Urban League	414-374-1995
30. LaCrosse Area Hmong Association	308-781-5011
31. Job Corps	715-359-1907
32. Equal Opp. Comm. (Milwaukee)	414-297-4133
33. Eau Claire Area Hmong Association	715-832-0612

MAIL

	Contact:	Mailing Address:
34. American Indian Issues Advisor		PO Box 7863, Madison, WI 53707
35. Black Women's League		5026 Odana Rd, Madison, WI 53711
36. Marathon County Jail	Rhonda Zastrow	500 Forest Street, Wausau, WI 54403
37. United Asian Community Center		401 9th Street, Green Bay, WI 54304
38. WI Organization of Asian Americans		2830 Stevens St, Madison, WI 53705

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of Interviews
From Source:

WEBSITE

	<u>Website Address</u>	
39. 4EntertainmentJobs.com	www.4entertainmentjobs.com	
40. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi	
41. Brown College	https://mybrowncollege.com	
42. Career Network	http://www.career-network.com	
43. Cornell College	https://cornellcollege-csm.symplicity.com	
44. Globe University/Eau Claire	www.msbcollge.edu/employers/login.asp	
45. Globe University/Black River	www.msbcollge.edu/employers/login.asp	
46. Globe University/LaCross	www.msbcollge.edu/employers/login.asp	
47. Globe University/Lakeville	www.msbcollge.edu/employers/login.asp	
48. Globe University/Madison East	www.msbcollge.edu/employers/login.asp	
49. Globe University/Madison West	www.msbcollge.edu/employers/login.asp	
50. Globe University/Mpls.	www.msbcollge.edu/employers/login.asp	
51. Globe University/Moorhead	www.msbcollge.edu/employers/login.asp	
52. Globe University/Plymouth	www.msbcollge.edu/employers/login.asp	
53. Globe University/Richfield	www.msbcollge.edu/employers/login.asp	
54. Globe University/Shakopee	www.msbcollge.edu/employers/login.asp	
55. Globe University/St. Cloud	www.msbcollge.edu/employers/login.asp	
56. Globe University/Wausau	www.msbcollge.edu/employers/login.asp	
57. Globe University/Woodbury	www.msbcollge.edu/employers/login.asp	
58. Edgewood College	http://www.edgewood.edu/src/career	
59. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
60. Midwest Careers	www.midwestcareers.com	
61. MN UW System	http://www.myconsortium.com/mcucs/employer/	
62. Production Hub	http://www.productionhub.com/login.aspx?ReturnUri=%2fjobs%2fpost.aspx	
63. Radio Online	www.radioonline.com	
64. Rasmussen College/Wausau	https://rasmussen-csm.symplicity.com	
65. TVandRadioJobs.com	http://tvandradijobs.com	
66. Tech Connect	http://www.wisconsin-techconnect.com/EmployerLogin.asp	1
67. UW EC Alumni	http://www.uwec.edu/career/alumni-careerlink/	
68. UW Marquette	https://www.myinterfase.com/marquette/employer/	
69. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?cek=1&au=&ck=	
70. UW Concordia	https://www.myinterfase.com/concordia-wisconsin/employer	
71. Wausau Region Chamber of Commerce	http://www.wausauchamber.com/mx/hm.asp?id=jobs	
72. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	1
73. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx	
74. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/	
75. MN Broadcasters Association	http://www.minnesotabroadcasters.com/	
76. MN Job Bank	http://employer.mnworks.org/emli.cfm	

WWW.TECHCONNECT.COM

Technical College:

	<u>Address:</u>	<u>Website Address:</u>
77. Blackhawk Technical College	6004 Prairie Rd, Janesville, WI 53547	www.techconnect.com
78. Chippewa Valley Technical College	620 W Clairemont Ave, Eau Claire, WI 54701	www.techconnect.com
79. Fox Valley Technical College	1825 N Bluemound Dr, Appleton, WI 54914	www.techconnect.com
80. Gateway Technical College	3520 30 th Ave, Kenosha, WI 53144	www.techconnect.com
81. Lakeshore Technical College	1290 North Ave, Cleveland, WI 53015	www.techconnect.com
82. Madison Area Technical College	3550 Anderson St, Madison, WI 53704	www.techconnect.com
83. Madison Area Technical College--Milwaukee	700 W State St #203, Milwaukee, WI 53233	www.techconnect.com
84. Midstate Technical College	500 32 nd St N, WI Rapids, WI 54494	www.techconnect.com
85. Moraine Park Technical College	235 N National Ave, Fon du Lac, WI 54936	www.techconnect.com
86. Nicolet Area Technical College	Lake Julia Campus Hwy G, Rhineland, WI 54501	www.techconnect.com
87. North East WI Technical College	2740 W Mason St, Green Bay, WI 54307	www.techconnect.com
88. Northcentral Technical College	1000 W Campus Dr, Wausau, WI 54401	www.techconnect.com
89. SW WI Technical College	1800 Bronson Blvd, Fenimore, WI 53809	www.techconnect.com
90. Waukesha County Technical College	892 Main St #C, Pewaukee, WI 53072	www.techconnect.com
91. Western WI Technical College	304 6 th St N, LaCrosse, WI 54602	www.techconnect.com
92. WI Indianhead Technical College	505 Pine Ridge Dr, Shell Lake, WI 54871	www.techconnect.com

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of Interviews
From Source

EMAIL

93. ACLU of Wisconsin
94. Affirmative Action & Compliance (WI)
95. Aurora University
96. Bethany House (Terre Haute)
97. Broadcast Employment Services Inc.
98. Brown College
99. CASDA (Center Against Sexual & Domestic Abuse)
100. Centro Hispano
101. Citizen Action of Wisconsin
102. Clarke College
103. Columbia College
104. Cornell College
105. Dane County Jobs Program
106. DeVry Institute Career Services
107. Disabled Veterans Outreach Program (TH)
108. Duluth Business Univ.
109. Eastern Illinois University
110. Fond du Lac Tribal Comm. College
111. Goods Entertainment
112. Golden House of Green Bay
113. Harbor House of Appleton
114. Hibbing Community College
115. Hmong Mutual Assoc. (Sheboygan)
116. Illinois School of Broadcasting
117. ITT Technical School (Green Bay)
118. Iowa Central College of Broadcasting
119. Keller Graduate School of DeVry Univ.
120. Kelley School of Business/Indiana University
121. LaCrosse Area Hmong Assoc.
122. Madison Media Institute
123. Menominee Indian Tribal Counsel
124. Multicultural Center of Green Bay
125. Multicultural Student Center -- Madison
126. Nation Job (GB Chamber of Commerce)
127. NE WI Action Program (NEWCAP)
128. NE WI African-American Assoc.
129. Neighbor's Place
130. NEWAAMA
131. UMOS (Corp. Headquarters-Milwaukee)
132. Univ of MN--Duluth
133. Upper Iowa University
134. UW Concordia
135. UW Fox Valley
136. UW Lawrence
137. UW Manitowoc
138. UW Marathon Center
139. UW Ottawa
140. UW Waukesha
141. Wausau Area Hmong Mutual Association
142. WI Broadcasters Association
143. Wisconsin Job Network
144. Women's Center
145. Women's Community Shelter
146. Women's Resource Center (all centers)

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lapinero@vc.wisc.edu
career@aurora.edu
derippen@catholiccharitiessterrehaute.org
info@tvjobs.com
kbaumeister@browncollege.edu
tony@chdc.us
chmarta2000@yahoo.com
brian.wooldridge@citizenactionwi.org
martha.intveld@clarke.edu
columbiaworks@colum.edu
jswanson@cornellcollege.edu
heidt@co.dane.wi.us
lpost@devry.edu
dfbrown@dwd.in.gov
wendy@dbumn.edu
cslm@eiu.edu
donnai@flltcc.edu
agoodman@goodsentertainment.com
Stephanie@goldenhouse.org
Micheller@harborhousedap.org
bretthardt@hcc.mnscu.edu
mail@hmaaweb.org
gary@beonair.com
mwitte@itt-tech.edu
orness@triton.iccc.cc.ia
pbergmann@keller.edu
ucso@indiana.edu
xong79@gmail.com
smiller@madisonmedia.com
vschlichting@mitw.org
multiculturalgreenbay@gmail.com
dhillard@studentlife.wisc.edu
njlistings@nationjob.com
kathymurphy@newcap.org
lucasas400@yahoo.com
tom@neighborsplace.org
yaravelle@hotmail.com
claudia.frias@umos.org
glen@d.umn.edu
careers@uiu.edu
jean.austine@cuw.edu
foxweb@uwc.edu
careercenter@lawrence.edu
manadmit@uwc.edu
uwmc@uwc.edu
admiss.wi@ottawa.edu
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APPENDIX 2

Annual EEO Public File Report

WRIG, Inc. affiliate of Midwest Communications, Inc. – Central Wisconsin

Covering the Period from August 1, 2013 through July 31, 2014

Stations Comprising Station Employment Unit:
WRIG-AM/WDEZ-FM/WSAU-AM/WSAU-FM/WIFC-FM/WOZZ-FM

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
by Station Employment Unit during the Report Time Period:

1. Outreach: Website Posting
www.midwestcareers.com www.foxsportsausau.com
www.wdez.com www.wsau.com www.wifc.com
www.rock947.com
Date: January 1, 2003 to present
Participating Employees: Brett Lucht – Market Manager
Event Sponsor: WRIG, Inc. affiliate of Midwest Communications, Inc.
Description of Activity: WRIG, Inc. affiliate of Midwest Communications, Inc. has a general announcement posted on its websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.

 2. Outreach: Job/Career Fair
Date: July 9, 2014
Participating Employees: Brett Lucht, Market Manager
Bob Jung, General Sales Manager
Event Sponsor: Portage County Business Council
Description of Activity: Participated in the Annual Portage County Job Fair along with approximately 48 other businesses. This was sponsored by the Business Council, Furniture & Appliance Mart and NRG Radio. They accepted applications for a sales assistant position currently open, web developer position, web programmer and IT positions. Gathered several resumes
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mainly for digital positions. This event was held from 9am to 1pm at the Stevens Point Airport facility.

Outreach: Job/Career Fair

Date: April 29, 2014

Participating Employees: Esther Gillis, Director of Human Resources
Dave Bachman, Systems Engineer.

Event Sponsor: Congressman Reid Ribble at Northeast Wisconsin Technical College

Description of Activity: This Job Fair was held at NWTC from 9:00am to Noon. Mr. Bachman and Ms. Gillis represented our Green Bay, Wausau and Sheboygan locations looking for advertising sales reps in all three locations as well as a PC/Network Technician for Green Bay and a News Director for our Sheboygan location. We talked to approximately 30 job seekers and actually interviewed 5 job seekers. We received about a dozen resumes and those were distributed to the appropriate managers upon conclusion of the Job Fair. We advised all job seekers that we spoke to that they go to our own job website, MidwestCareers.com for the latest updates on potential jobs within our Company.

Outreach Activity: Job Fair

Date: June 18, 2014

Participating Employees: Esther Gillis, Director of Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Ms. Gillis attended this Job Fair held at the Blue Harbor Resort in Sheboygan, WI from 2-4pm. Approximately 40 broadcast companies participated. Ms. Gillis represented all of our Wisconsin licensed radio stations in Green Bay, Sheboygan, Appleton, Wausau and Duluth. She talked with approximately 15 potential job candidates about radio positions in general and in some cases specific openings that might be currently available. She accepted resumes for programming, production, promotions and web positions. I directed all candidates to MidwestCareers.com, our own internet job site, for the latest positions as they become available. There were approximately 40 job seekers in attendance. Upon completion of the Job Fair, I sent the applications and resumes collected to the appropriate managers for review.

Outreach: Information Technology Job Fair

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Date: April 30, 2014
Participating Employees: Brad Ludwig, Director of Training

Sponsor of Activity: North Central Technical College

Description of Activity: Mr. Ludwig, who is the Chair of the NTC IT Advisory board, attended this Job Fair to gather resumes and/or applications to fill our available positions in IT and Web. This Job Fair was geared to past graduates and those about to graduate. Over 20 businesses participated with approximately 70 potential job applicants in attendance. Mr. Ludwig spoke with thirteen (13) possible job candidates, gathered their resumes and upon return to the Broadcast Center sent or gave them to the hiring managers.

Outreach: Marathon County Business Expo

Date: April 24, 2014
Participating Employees: Sarah Keene, General Sales manager
Dave Kallaway, Stacy Cole, Vanessa Ryan, Bryan Scott – Announcers
Ken Clark – Brand Manager
Krystal Waters – Marketing Consultant

Event Sponsor: Wausau Chamber of Commerce

Description of Activity: The Central Wisconsin Radio stations had two booths, jointly sponsored by programming and sales. We displayed information pertaining to recruitment (job descriptions for current openings/applications) and advertising information. For the sales team, this was an opportunity to network. For programming it was an opportunity to talk about what they do in radio with attendees and give out job descriptions (Brand Manager/Announcer and various web positions) and applications as requested.

Outreach: NTC Spring Job Fair

Date: April 17, 2014
Participating Employees: Brett Lucht, Market Manager
Bob Jung, General Sales Manager
Sarah Keene, General Sales Manager

Event Sponsor: NorthCentral Technical College

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Description of Activity: This Job Fair was held on the NTC Campus from 9am to 2pm with approximately 50-60 businesses represented. we accepted resumes for sales, for a sales assistant, for digital and for a current accounting position. One candidate was interviewed for the sales assistant position at a later date. Resumes collected were given to the appropriate hiring manager upon return to the Broadcast Center.

Outreach: Small Business Week & Expo

Date: April 21-25, 2014 – Expo was on April 24, 2014

Participating Employees: Brett Lucht, Market Manager
Sarah Keene, General Sales Manager
Bob Jung, General Sales Manager

Event Sponsor: Wausau Area Chamber of Commerce

Description of Event: This was an opportunity to get in front of people to let them know what kind of jobs were available within our radio stations. We had job descriptions for open positions and applications along with station info in our booth. While we didn't have a strong response from participants as far as actually taking information and applications, it was still time well spent in the hopes of attracting participants to our industry.

Outreach: Central Wisconsin Collegiate Job Fair

Date: February 19, 2014

Participating Employees: Andrew Gille, Vice-President, Digital Operations
Brad Ludwig, Director of Training

Event Sponsor: UW-SP

Description of Activity: Brad and Andy attended this job fair in the hopes of recruiting potential candidates for a web developer position that has been quite difficult to fill and also for a sales assistant position that was currently open. They were able to collect approximately 25 resumes of which 4 were for the sales assistant position and 11 for the Web Developer position. They talked to approximately 40 individuals and felt at the end of the Fair that they had several very strong candidates for the web developer position and also for the sales assistant. The sales assistant applications/resumes were given to the General Sales Managers who were handling the hiring of that position. This Job Fair was held on the UW-SP campus in the Laird Room (Dreyfus University Center) from 10am to 3pm for the benefit of UW-SP students and alumni. Approximately 35 businesses were present. More than 300 students and alumni were in attendance. Our managers spoke to

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approximately 70 students. Many were interested in part-time positions close to the campus (given they would not be graduating for the most part until May of 2013). Approximately 30 applications were handed out; four were filled out on the spot. No resumes were received. We had several sales positions open as well as a Director of Digital Development position. Unfortunately, no strong candidates were found but information on what the positions entailed and the types of positions that we anticipated going forward was well received. The completed applications for part-time positions (3 interested in board op positions and 1 in the IT area) were shared with the appropriate hiring manager upon their return to the Broadcast Center.

Outreach: Green Bay Career Expo 2013
Date: October 17, 2013
Participating Employees: Brad Ludwig, Director of Training
Event Sponsor: Department of Workforce Development and Green Bay Area Chamber of Commerce

Description of Activity: This Job Fair was held at Shopko Hall in Green Bay. 110 employers were present with approximately 600 potential job seekers. Mr. Ludwig took resumes and applications from 36 individuals who were interested in our openings and distributed those resumes and applications to the appropriate hiring managers upon his return to the Broadcast Center.

Outreach: NorthCentral Technical College – Job Fair
Date: November 6, 2013
Participating Employees: Brad Ludwig, Director of Training
Event Sponsor: NorthCentral Technical College

Description of Activity: This event was held in the main building of NTC located in Wausau, WI from 10am to 2pm and was fairly well attended. Unfortunately the placement of our booth was out of the way of the majority of traffic. The few people who did find us and stopped to talk with Mr. Ludwig were not interested in professional jobs.

Outreach: Rasmussen College Career Expo
Date: September 12, 2013
Participating Employees: Brett Lucht, Market Manager

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Event Sponsor: Rasmussen College

Description of Activity: Mr. Lucht attended this Career & Networking Expo held at the College in Wausau, WI from 1:00m to 3pm. Approximately 50 businesses participated. Current students, alumni and other potential job seekers attended. We recruited for sales, web developers and part-time programming staff. Company info and information on the jobs available in radio were handed out. Resumes received were distributed to the appropriate hiring managers.

Outreach Activity: Virtual Job Fair

Date: June 11-15, 2014

Participating Employees: Susan Knauf, Human Resources Clerk

Event Sponsor: Columbia College, Chicago, IL

Description of Activity: This Virtual Job Fair sponsored by Columbia College directed current students, recent graduates and alumni to job postings on the Columbia Works job board. A total of 250 students were signed up for this event. Midwest Communications, Inc. and our 21 current job openings at that time were promoted at this free event. Positions posted included various on-air talent openings, a Brand Manager opening, a News Director position, two PC/Network Technician openings, a Web Developer position, two Network Administrator and a Payroll Specialist. We received two resumes from this event. They were passed off to the appropriate hiring managers.

3. Outreach: EEO Session

Date: January 22, 2014

Participating Employees: Michael Wright, COO, Midwest Communications, Inc.

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Mr. Wright represented our Wisconsin licensed radio stations (Green Bay, Appleton, Wausau, Sheboygan and Duluth, MN), attending the EEO sessions, "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Employment Opportunity and Prevent Unlawful Discrimination" presented at the WBA's Winter Conference. This was held at the Madison Concourse Hotel from 10:45-11:45am. The session was presented by Attorneys Scott LeBlanc and Rufino Gaytan, III of the Godfrey & Kahn Law Offices.

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Outreach: EEO Session

Date: June 18, 2014

Participating Employees: Esther Gillis, Director of Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: As part of the WBA's summer conference, an EEO session "Legal issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship" was held from 4:00-5:00PM at the Blue Harbor Resort in Sheboygan, WI. Scott LeBlanc and Rufino Gaytan III of the Godfrey & Kohn law firm (Milwaukee, WI offices) discussed how to handle internal investigations when faced with discrimination and/or harassment complaints. They shared several real-life case examples; how they were handled and how they might have gone wrong if not handled appropriately. They also discussed how being proactive and addressing issues as they come up could in some cases prevent complaints being filed. Questions were asked and answered by those in attendance.

4. Outreach: Junior Achievement Marketing Challenge

Date: February 27, 2014

Participating Employees: Terry Stevens, Production, Announcer
John Flesch, Production Director

Sponsor of Activity: Junior Achievement – Wausau, WI

Description of Activity: Junior Achievement invited Terry and John to judge their Marketing Challenge. Teams of high school students competed to create Radio PSA's for JA. Terry and John evaluated each one and determined the winning PSA. The winning team records their PSA at the station for airplay. John and Terry were able to give a presentation on careers in radio at the event. They discussed career options in sales, marketing, IT, digital and on-air. They also discussed the educational requirements for those careers.

Outreach: Wittenberg Middle School Career Day

Date: May 5, 2014

Participating Employees: Krystal Resch, Marketing Consultant

Sponsor of Activity: Educational Talent Search

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- Description of Activity: This was a Career Day for 6th, 7th and 8th graders. Krystal spoke about Midwest and marketing and talked about all the different jobs and careers within the field. She also talked about the advertisers and how they work with them. She talked about the educational processes to get there (classes taken, college courses, etc.). Krystal talked to 3 groups of students throughout the morning.
- Outreach: Job Shadow
- Date: January 16, 2014
- Participating Employees: Paul Belky, Asst. Brand Manager/Announcer WIFC
- Event Sponsor: Midwest Communications
- Description of Event: A senior from DC Everest sat in the studio with Paul. Paul showed him how he scheduled music and how commercials are produced.
- Outreach: Job Shadow
- Date: September 26, 2013
- Participating Employees: Sarah Keene, General Sales Manager
- Event Sponsor: Midwest Communications
- Description of Event: Ben, a senior at the University of Wisconsin-Stevens Point, approached Sarah wanting to learn about the Company's use of Management Information Systems. The hour long interview focused on discussion of the challenges a larger company can have with information gathering and how Midwest works diligently to overcome those challenges. Sarah also discussed the use of market research, competitor scope and the effects of technology has played with regard to radio. Ben's goal was to move into marketing sales. He was very inquisitive and asked for a brief overview of exactly what a Marketing Consultant does.
5. Outreach: Tours
- Dates: July 9, 2014 and July 17, 2014
- Participating Employees: As indicated below
- Event Sponsor: Midwest Communications, Inc.
- Description of Event: On July 9, 2014, Terry Stevens, Production & Announcer, Dave Kallaway, Announcer, Chris Conley, Operations Manager/Announcer and Neil Raddenbach, PC/Network Technician hosted a tour of students from
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MIDWEST COMMUNICATIONS, INC.

and Affiliates

Grades 4-6. They demonstrated how production and broadcast equipment work. They discussed career opportunities and educational requirements for the various jobs available in radio.

On July 17, 2014, Chris Conley, Operations Manager gave a tour of the Broadcast Center for 23 international exchange students from NorthCentral Technical College. They toured the studios, the sales department, web and learned about broadcast operations and the different jobs available.
