

Mid-West Management, Inc.

730 Ray O Vac Drive
Madison, WI 53711

May 6, 2024

VIA OPIF

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

Re: 2024 EEO Audit of Station WOZN(AM), Madison, Wisconsin

Dear Ms. Goldin:

Mid-West Management, Inc. (“MWM”), the licensee of AM broadcast station WOZN, Madison, Wisconsin (Facility ID No. 87154) (“WOZN”), hereby responds to your EEO Audit Letter dated March 22, 2024 (“Audit Letter”). WOZN operates in a station employment unit (the “Unit”) with the following stations (collectively, the “Stations”):

WHIT(AM), Madison, Wisconsin (Facility ID No. 19622)
WJJO(FM), Watertown, Wisconsin (Facility ID No. 73142)
WJQM(FM), De Forest, Wisconsin (Facility ID No. 78226)
WLMV(AM), Madison, Wisconsin (Facility ID No. 41901)
WMGN(FM), Madison, Wisconsin (Facility ID No. 41900)
WRIS-FM, Mount Horeb, Wisconsin (Facility ID No. 89056)
WWQM-FM, Middleton, Wisconsin (Facility ID No. 19623)

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

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

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

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<u>Station</u>	<u>Website</u>
WOZN	www.madcitysportszone.com
WHIT	www.thefarmwi.com
WJJO	www.wjjo.com
WJQM	www.madtownjamz.com
WLMV	www.lamovidaradio.com
WMGN	www.magic98.com
WRIS-FM	www.altmad.com
WWQM-FM	www.q106.com

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

3. Information Regarding Vacancies. As required by Section 73.2080(c)(5)(vi) of the Commission's rules, the date of hire for each vacant position filled during the Audit Period is provided in the chart attached hereto as **Exhibit C**. Copies of all available communications retained by the Unit announcing the vacancies for the full-time positions filled during the Audit Period, as described in Section 73.2080(c)(5)(iii) of the Commission's rules, including announcements sent to organizations entitled to vacancy announcements, are attached hereto as **Exhibit D**. These notices were sent to the recruitment sources listed in the EEO Public File Reports for the Audit Period. The Stations aired vacancy-specific notices for some vacancies. **Exhibit D** contains the text of such notices.

4. Total Number of Interviewees and Referral Sources. As required by Section 73.2080(c)(5)(v) of the Commission's rules, the total number of interviewees for each vacancy and the referral source for each interviewee for all the Unit's full-time vacancies filled during the Audit Period are provided in **Exhibit C** attached hereto.

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

The Unit's current total number of full-time employees is fifty-five (55). The Stations operate in a market with a population of 250,000 or greater. Therefore, the Unit is required to perform four (4) recruitment initiatives within a two-year period pursuant to Section 73.2080(c)(2) and (e)(3) of the Commission's rules.

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

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

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

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

MWM is not party to any union agreements pertaining to the Stations.

10. **Religious Broadcaster.** MWM is not a religious broadcaster.

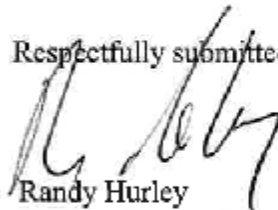
11. **Time Brokerage Agreements.** None of the Stations are subject to a time brokerage agreement.

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

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I declare under penalty of perjury that the foregoing is true and correct. Executed on
May 6, 2024.

Respectfully submitted,



Randy Hurley
Senior Vice President & Secretary

Enclosures

Exhibit A

2021-2022 EEO Public File Report

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Account Managers	1-10, 12-66	10
Marketing Account Managers	1-10, 12-66	16
Marketing Account Managers	1-10, 12-66	16
Digital Marketing Coordinator	1-4, 6, 8-11, 13, 15-16, 19-30, 32-33, 35, 37-41, 43-46, 48-60, 62, 64-66	2
Digital Marketing Coordinator	1-4, 6, 8-11, 13, 15-16, 19-30, 32-33, 35, 37-41, 43-46, 48-60, 62, 64-66	22
Search Specialist	1-4, 6, 8-9, 12-13, 16, 19-21, 23-30, 32- 33, 35, 37-41, 43-46, 48-51, 53-60, 62, 64-66	16
Agribusiness Broadcaster	1-4, 6, 8-10, 13, 16, 19-21, 23-30, 32- 33, 35, 37-41, 43-46, 48-51, 53-60, 62, 64-66	10

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	All Access 28955 Pacific Coast Hwy Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : www.allaccess.com Ria Denver Manual Posting	Y	0
2	Big Shoes Network P.O. Box 11725 Milwaukee, Wisconsin 53211-1725 Phone : 414-962-4222 Url : http://www.bigshoesmidwest.com/ Jeff & Martha Carrigan Manual Posting	N	1
3	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
4	Conclave 4517 Minnetonka Blvd, #104 Minneapolis, Minnesota 55416 Phone : Phone (952) 927-4487 Url : http://www.theconclave.com/index.php Email : tomk@theconclave.com Tom Kay	N	0
5	Concordia University 12800 N. Lakeshore Dr. Mequon, Wisconsin 53097 Phone : 262-243-4401 Email : career.services@cuw.edu Fax : 1-262-243-4478 Krista Hasselquist	Y	0
6	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslis.org/ Hope Quackenboss Manual Posting	N	0

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : career.services@enmu.edu Fax : 1-575-562-2215 Danette McGuire	N	0
8	Eau Claire County Job Center` 221 W. Madison St. Suite 140-A Eau Claire, Wisconsin 54703 Phone : 715-836-3036 Email : leslied@workforceresource.org Fax : 1-715-836-3037 Angela Maiorana	Y	0
9	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : https://www.myinterfase.com/edgewood/invalidsession.aspx Student Resource Center Manual Posting	Y	0
10	Employee Referral	N	17
11	Facebook madison, Wisconsin 53711 Phone : 608-441-3612 Hope Quackenboss Manual Posting	N	0
12	Former Employee	N	3
13	Goodwill Industries Of Southern Wisconsin, Inc. 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Ho Chunk Nation P.O. Box 667 Black River Falls, Wisconsin 54615 Phone : 800-294-9343 Fax : 1-715-284-2632 Administration Department	Y	0
15	Illinois Broadcasters Assoc. 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-985-5555 Email : erinc@ilba.org Fax : 1-618-985-6070 Erin Camfield	Y	0
16	Indeed.com 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Indeed.com n/a Manual Posting	N	82
17	Indeed.com	N	1
18	Job Fair	N	2
19	KKLH/KOMG/KOSP/KQRA 319 B East Battlefield Springfield, Missouri 65807 Email : mhukriede@mwfmmarketing.fm MW SpringMo, Inc.	N	0
20	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Employment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
21	Lakeland College P.O. Box 359 Sheboygan, Wisconsin 54208 Phone : 920-565-1483 Email : stephanlm@lakeland.edu Fax : 1-920-565-1311 Lisa Stephan	Y	0
22	Linked In	N	54

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Mid-West Family Broadcasting Madison 730 Rayovac Drive Madison, Wisconsin 53711 Phone : 608-441-3630 Url : www.midwestfamilybroadcasting.com Email : rj.brachman@mwfbg.com R.J. Brachman	N	0
24	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3630 R.J. Brachman Manual Posting	N	9
25	Minnesota Broadcasters 3033 Excelsior Blvd., Suite 440 Minneapolis, Minnesota 55416 Phone : 612-926-8123 Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda LaSere	Y	0
26	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : http://www.mbaweb.org/ Mandi Heiland Manual Posting	N	0
27	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : sara.kiley@midwestfamilymadison.com Sara Kiley	N	6
28	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : bcrmail@aol.com Lo Jelks	Y	0
30	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Career Services	Y	0
31	Non-Employee Referral	N	12
32	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1879 Patti Fenner-Leino	Y	0
33	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
34	On Air Recruitment Ad	N	1
35	Outreach 600 Williamson St. Ste. P-1 Madison, Wisconsin 53703 Phone : 608-255-8582 Email : angier@lgbtoutreach.org Fax : 1-608-255-0018 Angie Rehling	Y	0
36	Previous Employee	N	2
37	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Radio Horn Montreal, Canada Phone : 614-602-1808 Email : jobpost@radiohorn.com Chris Bosworth	Y	0
39	Radionotas.com 2999 Overland Ave Ste 203 Los Angeles, California 90064 Phone : xxx-xxx-xxxx Url : http://radionotas.com/ Mario Larios Manual Posting	N	0
40	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
41	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tammtay@siue.edu Tammy Taylor	Y	0
42	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : jbarker@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0
43	The QTI Group 702 E Washington Ave Madison, Wisconsin 53703 Phone : 608-232-2650 Url : http://www.qtigroup.com/ Laura Bermudo Manual Posting	N	0
44	University of Minnesota, Morris Sargeant Student Center, Suite 245 2900 University Ave. Crookston, Minnesota 50001 Phone : 218-281-8585 Email : cavalier@umn.edu Fax : 1-218-281-8584 Don Cavalier	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
45	University of Wisconsin-Eau Claire Dept. of Communication and Journalism 105 Garfield Ave. Eau Claire, Wisconsin 54701 Phone : 715-836-2528 Email : cj.dept@uwec.edu Fax : 1-715-836-2528 Dept. Communication & Journalism	Y	0
46	University of Wisconsin-LaCrosse 1140 Cennennial Hall Lacrosse, Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
47	Unknown Referral Source	N	3
48	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
49	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Career Services Manual Posting	Y	0
50	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : careerplan@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0
51	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : rayw@uwosh.edu Wendell Ray	Y	0

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
52	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0
53	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
54	Western Kentucky University , Wisconsin Email : employerrelations@wku.edu Robert Onself	Y	0
55	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Phone : 815-873-3267 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
56	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : http://www.wi-broadcasters.org/wba/index.php Email : mendicott@wi-broadcasters.org Mandy Endicott	Y	7
57	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : http://www.wisconsintechconnect.com/ General Information Manual Posting	Y	0
58	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Fax : 1-507-457-5516 Career Services	Y	0

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
59	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : https://jobcenterofwisconsin.com/default.aspx Customer Service Manual Posting	Y	0
60	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.com Family Radio Inc.	N	0
61	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : kelly@wnns.com Kelly Standish	N	0
62	WNSN/WHFB/WSBT/WZOC 1301 E Douglans Rd Mishawaka, Indiana 46545 Phone : 574-247-434 Email : pmorris@wsbtradio.com Pat Morris	N	0
63	Word of Mouth Referral	N	1
64	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : palmerw@workforceconnections.org Fax : 1-608-785-9939 Wanda Palmer	Y	0
65	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
66	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
TOTAL INTERVIEWS OVER REPORTING PERIOD:			201

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM**EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/8/2022	Establishment of training programs for station personnel	Mid-West Family Sales University 2/8-2/10/22 & 5/10-5/12/22 Emphasizes the selling philosophies of in an effort to continue evolving our Mid-West Family Selling System.	2	Sales Sales
2	3/21/2022	Participation in events or programs sponsored by educational institutions	Pam Jahnke spoke at a class on Mach 21, 2022 from 2:30-3:45pm for the College of Agriculture and Life Sciences at UW-Madison. There she discussed agriculture broadcasting and its connection with the farm and agribusiness industry; including how to get involved in agricultural broadcasting industry	1	Farm Director
3	Ongoing Event	Establishment of an intern program designed to assist members of the community	June to August 2022 To build your knowledge and become and expert in one of the core disciplines of digital marketing and apply those skills and share ideas to help campaigns with Mid-West Family radio stations in the Madison, WI market.	3	Marketing Director Intern Intern
4	6/1/2022	Establishment of an intern program designed to assist members of the community	Summer Agribusins Internship	2	Farm Director Intern
5	6/22/2022	Provision of training to management	EEO Session; Practical Steps to Diversify Your Station at the WBA Summer Conference in La Crosse, WI	8	
6	6/22/2022	Participation in Job Fairs	WBA 2022 Summer Conference Job Fair 1:30-2:45pm	8	GM

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III. RECRUITMENT INITIATIVES (AMENDED)

Date	Brief Description of Activity	Participant Title
2/8/2022 to 2/8/2022 & 5/10/2022 to 5/12/2022	Mid-West Family Sales University Emphasizes the selling philosophies of in an effort to continue evolving our Mid-West Family Selling System.	Sales Sales
6/22/2022	EEO Session: Practical Steps to Diversify Your Station at the WBA Summer Conference in La Crosse, WI	Sales
June to August 2022	Mid-West Family Madison – Marketing Internship To build your knowledge and become and expert in one of the core disciplines of digital marketing and apply those skills and share ideas to help campaigns with Mid-West Family radio stations in the Madison, WI market.	Marketing Director Intern Intern
6/1/2022	Summer Agribusiness Internship Working with station events, promotions, ag sales, growing our state-wide farm network as well as on-air reporting, social networking & marketing and agribusiness broadcasting.	Farm Director Intern
3/5/2022	WBA 2022 Student Seminar Job/Career Fair	General Manager
6/22/2022	WBA 2022 Summer Conference Job/Career Fair	General Manager

Exhibit B

2022-2023 EEO Public File Report

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM
EEO PUBLIC FILE REPORT
August 1, 2022 - July 31, 2023

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	11
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Marketing Account Managers	1-66	15
Agribusiness Broadcaster	1-4, 6, 8-10, 12, 15, 19-21, 23-30, 32-33, 35, 37-41, 43-46, 48-51, 53-60, 62-66	63
FULL-TIME PRODUCER/HOST	1-4, 6, 8-9, 15, 19-21, 23-28, 30, 33, 37, 39-41, 43-44, 48-51, 53-60, 62, 64-66	60

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	All Access 28955 Pacific Coast Hwy Suite 210 Malibu, California 90265 Phone : 310-457-6616 Url : www.allaccess.com Ria Denver Manual Posting	Y	0
2	Big Shoes Network P.O. Box 11725 Milwaukee, Wisconsin 53211-1725 Phone : 414-962-4222 Url : http://www.bigshoesmidwest.com/ Jeff & Martha Carrigan Manual Posting	N	0
3	Comm Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	Y	0
4	Conclave 4517 Minnetonka Blvd, #104 Minneapolis, Minnesota 55416 Phone : Phone (952) 927-4487 Url : http://www.theconclave.com/index.php Email : tomk@theconclave.com Tom Kay	N	0
5	Concordia University 12800 N. Lakeshore Dr. Mequon, Wisconsin 53097 Phone : 262-243-4401 Email : career.services@cuw.edu Fax : 1-262-243-4478 Krista Hasselquist	Y	0
6	Craigs List Website Madison, Wisconsin Phone : 608-273-1000 Url : http://madison.craigslis.org/ Hope Quackenboss Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Eastern New Mexico University ENMU Career Services 1500 S Ave K, Station #34 Portales, New Mexico 88130 Phone : 575-562-2211 Email : career.services@enmu.edu Fax : 1-575-562-2215 Danette McGuire	N	0
8	Eau Claire County Job Center` 221 W. Madison St. Suite 140-A Eau Claire, Wisconsin 54703 Phone : 715-836-3036 Email : leslied@workforceresource.org Fax : 1-715-836-3037 Angela Maiorana	Y	0
9	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : (608) 663-2281 Url : https://www.myinterfase.com/edgewood/invalidsession.aspx Student Resource Center Manual Posting	Y	0
10	Employee Referral	N	14
11	Former Employee	N	7
12	Goodwill Industries Of Southern Wisconsin, Inc. 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lisa.norman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	Y	0
13	Ho Chunk Nation P.O. Box 667 Black River Falls, Wisconsin 54615 Phone : 800-294-9343 Fax : 1-715-284-2632 Administration Department	Y	0

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM
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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Illinois Broadcasters Assoc. 200 Missouri Avenue Carterville, Illinois 62918 Phone : 618-985-5555 Email : erinc@ilba.org Fax : 1-618-985-6070 Erin Camfield	Y	0
15	Indeed.com 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Indeed.com n/a Manual Posting	N	83
16	Indeed.com	N	1
17	Internal Candidate	N	1
18	Job Fair	N	2
19	KKLH/KOMG/KOSP/KQRA 319 B East Battlefield Springfield, Missouri 65807 Email : mhukriede@mwfmktg.com MW SpringMo, Inc.	N	0
20	LaCrosse Area Hmong Mutual Assistance Assoc. 1815 Ward Ave. Refugee Employment Coordinator LaCrosse, Wisconsin 54601 Phone : 608-781-5744 Email : nevinlaxhmaa1@gmail.com Fax : 1-608-781-5011 Nevin Xiong	Y	0
21	Lakeland College P.O. Box 359 Sheboygan, Wisconsin 54208 Phone : 920-565-1483 Email : stephanlm@lakeland.edu Fax : 1-920-565-1311 Lisa Stephan	Y	0
22	Linked In	N	53

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Mid-West Family Broadcasting Madison 730 Rayovac Drive Madison, Wisconsin 53711 Phone : 608-441-3630 Url : www.midwestfamilybroadcasting.com Email : rj.brachman@mwfbg.com R.J. Brachman	N	0
24	Mid-West Family Recruitment Ads 730 Rayovac Dr Madison, Wisconsin 53711 Phone : 608-441-3630 R.J. Brachman Manual Posting	N	9
25	Minnesota Broadcasters 3033 Excelsior Blvd., Suite 440 Minneapolis, Minnesota 55416 Phone : 612-926-8123 Email : llasere@minnesotabroadcasters.com Fax : 1-612-926-9761 Linda LaSere	Y	0
26	Missouri Broadcasters Association 1025 Northeast Drive Jefferson City, Missouri 65109 Phone : (573) 636-6692 Url : http://www.mbaweb.org/ Mandi Heiland Manual Posting	N	0
27	MWF Website 730 RAYovac Drive Madison, Wisconsin 53711 Phone : 608-273-1000 Url : www.midwestfamilybroadcasting.com Email : sara.kiley@midwestfamilymadison.com Sara Kiley	N	6
28	NAFB 1110 Platte Falls Rd Platte City, Missouri 64079 Career Services Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	National Assoc. of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia 30302 Phone : 404-523-6136 Email : bcrmail@aol.com Lo Jelks	Y	0
30	National Hispanic Media Coalition , Wisconsin Phone : 626-792-6462 Email : info@nhmc.org Career Services	Y	0
31	Non-Employee Referral	N	12
32	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1879 Patti Fenner-Leino	Y	0
33	Ohio University 219 Scripps Hall Athens, Ohio 45701 Phone : 740-593-2606 Email : rokus@ohio.edu Mary Rogus	Y	0
34	On Air Recruitment Ad	N	1
35	Outreach 600 Williamson St. Ste. P-1 Madison, Wisconsin 53703 Phone : 608-255-8582 Email : angier@lgbtoutreach.org Fax : 1-608-255-0018 Angie Rehling	Y	0
36	Previous Employee	N	2
37	Radio Broadcast School 700 3rd Street N LL-7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Radio Horn Montreal, Canada Phone : 614-602-1808 Email : jobpost@radiohorn.com Chris Bosworth	Y	0
39	Radionotas.com 2999 Overland Ave Ste 203 Los Angeles, California 90064 Phone : xxx-xxx-xxxx Url : http://radionotas.com/ Mario Larios Manual Posting	N	0
40	South Eastern MN , Wisconsin Email : ckottke@southeastmn.edu Cindy Kottke	Y	0
41	Southern Illinois Univ Edwardsville Campus Box 1620 Edwardsville, Illinois 62025-1620 Phone : 618-650-3708 Email : tammtay@siue.edu Tammy Taylor	Y	0
42	St. Mary's University 700 Terrace Heights #6 Winona, Minnesota 55987 Phone : 507-457-6695 Email : jbarker@smumn.edu Fax : 1-507-457-6990 Jackie Baker	Y	0
43	The QTI Group 702 E Washington Ave Madison, Wisconsin 53703 Phone : 608-232-2650 Url : http://www.qtigroup.com/ Laura Bermudo Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
44	University of Minnesota, Morris Sargeant Student Center, Suite 245 2900 University Ave. Crookston, Minnesota 50001 Phone : 218-281-8585 Email : cavalier@umn.edu Fax : 1-218-281-8584 Don Cavalier	Y	0
45	University of Wisconsin-Eau Claire Dept. of Communication and Journalism 105 Garfield Ave. Eau Claire, Wisconsin 54701 Phone : 715-836-2528 Email : cj.dept@uwec.edu Fax : 1-715-836-2528 Dept. Communication & Journalism	Y	0
46	University of Wisconsin-LaCrosse 1140 Cenntennial Hall Lacrosse, Wisconsin Phone : 608-785-8514 Email : adettmann@uwlax.edu Aiyana Dettmann	Y	0
47	Unknown Referral Source	N	3
48	UW - Green Bay - Careers 2420 Nicolet drive SS 1916 Green Bay, Wisconsin 54311 Email : careers@uwgb.edu Linda Peacock-Landrum	Y	0
49	UW Consortium 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : http://www.myconsortium.com/wisconsin/home.aspx?cl Career Services Manual Posting	Y	0
50	UW Milwaukee Career Dev. Center P.O. Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4487 Email : careerplan@uwm.edu Fax : 1-414-229-5347 Career Development Center	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
51	UW Oshkosh 800 Algoma Blvd. AC Center W112 Oshkosh, Wisconsin 54901 Phone : 920-424-7427 Email : rayw@uwosh.edu Wendell Ray	Y	0
52	UW-Stout 103 Administration Bldg. Career Services Menomonie, Wisconsin 54751 Phone : 715-232-1602 Email : brinkmanm@uwstout.edu Mary Brinkman	Y	0
53	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL 944 Harlem St Altoona, Wisconsin 54720 Phone : 715-852-2641 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
54	Western Kentucky University , Wisconsin Email : employerrelations@wku.edu Robert Onself	Y	0
55	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX 2830 Sandy Hollow Road Rockford, Illinois 61109 Phone : 815-873-3267 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
56	WI Broadcasters Association 44 E Mifflin Street, Suite 900 Madison, Wisconsin 53703 Phone : (800) 236-1922 Url : http://www.wi-broadcasters.org/wba/index.php Email : mendicott@wi-broadcasters.org Mandy Endicott	Y	7
57	WI Tech Connect 4622 University Avenue Madison, Wisconsin 53705 Phone : 608-266-1207 Url : http://www.wisconsintechconnect.com/ General Information Manual Posting	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
58	Winona St. University P.O. Box 5838 Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Fax : 1-507-457-5516 Career Services	Y	0
59	Wisconsin Job Center-Website 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 1-888-258-9966 Url : https://jobcenterofwisconsin.com/default.aspx Customer Service Manual Posting	Y	0
60	WIZM/WKTY/WRQT/KQYB/KCLH 201 State St La Crosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Family Radio Inc.	N	1
61	WMAY/WNNS/WQLZ/WLCE 1510 N Third St Riverton, Illinois 62561 Email : kelly@wnns.com Kelly Standish	N	0
62	WNSN/WHFB/WSBT/WZOC 1301 E Douglans Rd Mishawaka, Indiana 46545 Phone : 574-247-434 Email : pmorris@wsbtradio.com Pat Morris	N	0
63	Word of Mouth Referral	N	2
64	Workforce Connections, Inc. 402 N. 8th St. LaCrosse, Wisconsin 54601 Phone : 608-789-5645 Email : palmerw@workforceconnections.org Fax : 1-608-785-9939 Wanda Palmer	Y	0

WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS, WWQM-FM
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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
65	WSJM/WIRX/WCSY/WYTZ/WCXT 580 E Napier Benton Harbor, Michigan 49022 Email : judyg@wirx.com Career Services	N	0
66	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			204

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>Mid-West Family Madison - Marketing Internship</p> <p>Job Duties:</p> <ul style="list-style-type: none"> ? Create engaging social media posts ? Repurpose content from blog posts and webinars into other forms of content (images, videos, infographics, posts, etc) ? Create audio, video, and visual assets for our website and social media ? Be creative and have fun ? Write one or two blog posts per month. ? Assist with looking at analytics and provide insight on trends ? Proof content and post blogs to the website <p>Job Overview:</p> <ul style="list-style-type: none"> ? There will be a balance of remote and in-office work ? 10-20 hours per week ? This may be a paid or a for-credit position. <p>Perks:</p> <ul style="list-style-type: none"> ? You'll have access to 11 of the top digital marketing certifications in the industry. ? Access to fun events like local concerts, sporting events, and fun experiences ? Brewers, Madison Forward, Mallards, Luke Brian, etc ? Work with a group of fun and professional people <p>Expectations</p> <ul style="list-style-type: none"> ? 10-15 hours per week ? First two weeks in the office, but can work remotely as the summer progresses ? Submit the schedule you plan to work to me with at least one week in advance ? Schedule a 30 minute weekly meeting with me ? Review what you learned ? Talk about what you struggled with and what you really enjoyed ? Discuss the plan for the next week ? Review and content that was created <p>Task</p> <ul style="list-style-type: none"> - Create a LinkedIn Post summarizing the key points in one of the Wicked 	2	Intern Marketrin Director

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
			<p>Smart Podcasts. Please include copy, image, and hashtags. Email it to me in a Google Doc by June 16th at noon.</p> <p>Some tools that may be of use: www.canva.com (an easy tool to create images). https://act-on.com/blog/5-killer-tips-for-creating-linkedin-posts-that-hook-readers/</p> <p>Internship Learning Plan</p> <p>? Goals</p> <p>? To build your knowledge and become an expert in one of the core disciplines of digital marketing (Social Media, Content Marketing, Email Marketing, or Analytics and Data)</p> <p>? Apply that knowledge and share ideas to improve Mid-West Family's position in the market</p> <p>? Weekly Work</p> <p>? Project Based Learning -</p> <p> Complete a minimum of one module per week</p> <p>? Take what you learned and apply it to a project of your choice and use Mid-West Family Madison</p> <p>? Present the idea to me</p> <p>? Tasks needed to be completed</p> <p> Create 3 or more social media posts per week (image and content)</p> <p>? Place content in a Google Drive in organized folders</p> <p> Create 2 long form pieces of content per month (blogs, videos, ebooks, etc)</p> <p>? Ideas:</p> <p>? Repurpose the Wicked Smart Webinar into a long form piece of content</p> <p>? Take a blog and turn it into a different deliverable (video, infographic, etc)</p> <p>? Use similar organization as above</p>		

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
			<ul style="list-style-type: none"> Post blogs to our website. ? Bonus Projects Improve the SEO of our blog posts by learning about the Yoast plugin and improving the keywords on the blog posts Review our past newsletters and suggest improvements to improve open rates or click through rates 		
2	Ongoing Event	Establishment of training programs for station personnel	<p>Mid-West Family Sales University (2/7-2/9/23 & 5/9-5/11/23)</p> <p>This program is designed for "sellers" and "non-sellers" to be taught the sales process in an effort to improve skills both in the sales department and throughout the company to have a better feel of our way of conducting the client relationship. The skills learned at Sales University help all who attend gain more knowledge to improve their position in the company.</p> <p>This training takes place 2 times per year.</p>	7	Director of Strategy Sales Development Account Executive Brand Strategist
3	4/11/2023	Participation in events or programs sponsored by educational institutions	<p>WBA members GMs, station managers, and EEO contacts,</p> <p>Be a broadcast professional who will meet with students from across Wisconsin on an online platform to talk about all aspects of the business to learn about career opportunities.</p> <p>The online event will be held Tuesday, April 11 at 7 p.m.</p>	1	Director of Strategy
4	4/13/2023	Participation in events sponsored by organizations representing the community	WBA EEO Seminar: A Review of the FCC's EEO Requirements for Broadcasters	1	Business Manager

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>SPORTS BROADCASTING INTERNSHIP</p> <p>INTERNSHIP DESCRIPTION:</p> <p>Mid-West Family Madison (WOZN) is hosting a summer sports broadcasting internship to educate students about the sports broadcast industry.</p> <p>This internship will teach the following tasks within the day to day operations of at sports radio station and network:</p> <ul style="list-style-type: none"> • Running a radio board • Board-oping/Producing radio shows on the stations • Gathering and editing audio • Learning how to host a radio show as well as participate as a co-host • Creating imaging and other pieces to air on the station • Helping in the office off air (ie: transcribing audio, updating information on station materials) 	2	Station Manager Intern
6	6/14/2023	Participation in events or programs sponsored by educational institutions	WBA EEO Session - You're Looking in All the Wrong Places - How to Find Diverse Talent at Every Level	3	President/GM WLMV WLMV
7	7/25/2023	Participation in events or programs sponsored by educational institutions	WBA Student Seminar 2023	1	President/GM

**WHIT-AM, WJJO, WJQM, WLMV, WMGN, WOZN, WRIS-FM, WWQM-FM
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III. RECRUITMENT INITIATIVES (AMENDED)

Date	Brief Description of Activity	Participant Title
June to August 2023	Mid-West Family Madison – Marketing Internship To build your knowledge and become an expert in one of the core disciplines of digital marketing and apply those skills and share ideas to help campaigns with Mid-West Family radio stations in the Madison, WI market.	Marketing Director Intern
June to August 2023	Sports Broadcasting Internship Mid-West Family Madison is hosting a summer sports broadcasting internship to educate students about the sports broadcast industry. This internship will teach the following tasks within the day-to-day operations of a sports radio station and network: <ul style="list-style-type: none"> • Running a radio board • Board-opping/Producing radio shows on the stations • Gathering and editing audio • Learning how to host a radio show as well as participate as a cohost • Creating imaging and other pieces to air on the station • Helping in the office off air (i.e., transcribing audio, updating information on station materials) 	Station Manager Intern
2/7/2023 to 2/9/2023 & 5/9/2023 to 5/11/2-2023	Mid-West Family Sales University This program is designed for “sellers” and “non-sellers” to be taught the sales process in an effort to improve skills both in the sales department and throughout the company to have a better feel of our way of conducting the client relationship. The skills learned at Sales University help all who attend gain more knowledge to improve their position in the company. This training takes place 2 times per year.	Director of Strategy Sales Development Account Executive Brand Strategist
4/13/2023	WBA EEO Seminar: A Review of the FCC’s EEO Requirements for Broadcasters	Business Manager
6/14/2023	WBA EEO Session You’re Looking in All the Wrong Places: How to Find Diverse Talent at Every Level	President/GM Sales Programming
2/25/2023	WBA 2023 Student Seminar Career Fair	President/General Manager
4/11/2023	WBA Careers in Broadcasting Virtual Mixer	Director of Strategy

Exhibit C

Vacancy Information

<u>#</u>	<u>Position</u>	<u>Date of Hire</u>	<u>Total Number of Interviewees</u>
First Audit Period (August 1, 2021 to July 31, 2022):			
1.	Marketing Account Manager	12/17/2021	46
2.	Marketing Account Manager	5/9/2022	46
3.	Marketing Account Manager	4/6/2022	46
4.	Digital Marketing Coordinator	10/31/2021	33
5.	Digital Marketing Coordinator	2/7/2022	33
6.	Search Specialist	4/11/2022	3
7.	Agribusiness Broadcaster	7/11/2022	1
Second Audit Period (August 1, 2022 to July 31, 2023):			
1.	Marketing Account Manager	7/25/2022	48
2.	Marketing Account Manager	8/29/2022	48
3.	Marketing Account Manager	2/6/2023	48
4.	Marketing Account Manager	2/6/2023	48
5.	Marketing Account Manager	2/6/2023	48
6.	Marketing Account Manager	2/6/2023	48
7.	Marketing Account Manager	5/22/2023	48
8.	Marketing Account Manager	7/24/2023	48
9.	Agribusiness Broadcaster	5/8/2023	1
10.	Full-Time Producer/ Host	7/3/2023	1

Exhibit D

Vacancy Announcement Documentation

Job Notification Details Report

Date: 4/25/2024

From: Madison,WI

Page: 1/24

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

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 8/1/2021 to 7/31/2022

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

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

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

Job Notification Details Report

Date: 4/25/2024

From: Madison, WI

Page: 3/24

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

Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
6/15/2022	Big Shoes Network	No		1--	
6/15/2022	Indeed.com	No		1--	
6/15/2022	WNSN/WHFB/WSBT/WZOC	No		1--	
6/15/2022	Radionotas.com	No		1--	
6/15/2022	NAFB	No		1--	
6/15/2022	MWF Website	No		1--	
6/15/2022	WAXX/WAYY/WDRK/WEAQ/WECL/WIAL	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	Missouri Broadcasters Association	No		1--	
6/15/2022	Mid-West Family Recruitment Ads	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	Western Kentucky University	Yes		1--	
6/15/2022	Winona St. University	Yes		1--	
6/15/2022	UW Milwaukee	Yes		1--	
6/15/2022	UW Oshkosh	Yes		1--	
6/15/2022	UW - Green Bay - Careers	Yes		1--	

Job Notification Details Report

Date: 4/25/2024

From: Madison,WI

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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
6/15/2022	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 Assoc. of Black College Broadcasters	Yes		1--	
6/15/2022	National Hispanic Media Coalition	Yes		1--	
6/15/2022	LaCrosse Area Hmong Mutual Assistance Assoc.	Yes		1--	
6/15/2022	Lakeland College	Yes		1--	
6/15/2022	Minnesota Broadcasters	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	WI Tech Connect	Yes		1--	
6/15/2022	Conclave	No		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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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	Mid-West Family Recruitment Ads	No		1--	
8/10/2021	WGFB/WNTA- AM/WNTA- FM/WRTB/WXRX	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 - Green Bay - Careers	Yes		1--	
8/10/2021	UW Oshkosh	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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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
8/10/2021	Radio Broadcast School	Yes		1--	
8/10/2021	National Hispanic Media Coalition	Yes		1--	
8/10/2021	Ohio University	Yes		1--	
8/10/2021	Northland College	Yes		1--	
8/10/2021	National Assoc. of Black College Broadcasters	Yes		1--	
8/10/2021	Lakeland College	Yes		1--	
8/10/2021	Minnesota Broadcasters	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	Eau Claire County Job Center`	Yes		1--	
8/10/2021	Goodwill Industries Of Southern Wisconsin, Inc.	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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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	Wisconsin Job Center-Website	Yes		1--	
2/24/2021	WI Broadcasters Association	Yes		1--	
2/24/2021	Mid-West Family Recruitment Ads	No		1--	
2/24/2021	Missouri Broadcasters Association	No		1--	
2/24/2021	WGFB/WNTA-AM/WNTA-FM/WRTB/WXRX	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	Workforce Connections, Inc.	Yes		1--	
2/24/2021	WIZM/WKTY/WRQT/K QYB/KCLH	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 - 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	Radio Broadcast School	Yes		1--	
2/24/2021	South Eastern MN	Yes		1--	

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Notification Date	Agency Name	Prong2	Name	Notification By Fax	Notification By Email
2/24/2021	Northland College	Yes		1--	
2/24/2021	Ohio University	Yes		1--	
2/24/2021	Outreach	Yes		1--	
2/24/2021	National Hispanic Media Coalition	Yes		1--	
2/24/2021	National Assoc. of Black College Broadcasters	Yes		1--	
2/24/2021	Lakeland College	Yes		1--	
2/24/2021	Minnesota Broadcasters	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	Comm Action Agency	Yes		1--	
2/24/2021	Conclave	No		1--	
2/24/2021	Craigs List	No		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	WI Tech Connect	Yes		1--	
2/24/2021	www.mediagignow.com	No		1--	

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

Search Specialist (Broadcast1Source tracking number 88136)

No. of Agencies were used: 48

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: 01/24/2021

Subject: Job Notification from Broadcast1Source

From: contact@broadcast1source.com

E-Mail: rj.brachman@mwfbg.com

Title: Search Specialist

Experience:

See Details

Requirements:

See Details

Description:

Mid-West Family has an opening for a full time position as a Search Specialist. This well-organized, strategic, detail-oriented individual will have the opportunity to work with a multi-functional team to make our clients successful. The Search Specialist will be responsible for paid and organic search campaigns for our clients.

Primary Responsibilities include:

- Leading the full execution of organic (SEO) and paid search (SEM) digital marketing campaigns from beginning to end, including managing communication, workflows and timelines
- Working with internal marketing team and external suppliers to drive successful execution of our clients' marketing strategies
- Managing budgets, tracking, testing and reporting for both SEO and SEM campaigns
- Web traffic and source analytics monitoring and reporting against key performance indicators
- Auditing potential client's websites and online presence in order to make recommendations
- Aiding in the pricing/estimates for recommendations
- Performing all on-page, off-page and technical SEO for clients
- Performing keyword research
- Setting up of clients' Google account, analytics, my business and search console, Bing Places, webmaster tools, etc.

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

- Helping in create client's content strategy
- Using search tools available to research, troubleshoot and run campaigns
- Representing Mid-West Family in client meetings, this is a client-facing role
- Providing subject matter expertise to internal team and help train and educate
- Investigating new technologies
- Assisting with additional tasks as needed

Minimum Requirements:

- Bachelor's degree or equivalent experience
- 2+ years of SEO and/or SEM experience
- Working knowledge of marketing concepts
- Experience with search platforms, algorithms and tools
- Understanding of data analytics and ability to evaluate
- Detail-oriented
- Ability to manage time effectively with minimal supervision
- Experience setting up and deploying Google Tag Manager, Google Sitekit and Google Analytics within the WordPress platform
- Experience in proactively guiding clients in both SEO and search strategy from campaign data, digital trends, market data, etc.

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 encouraged to apply.

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

Additional Information:

Contact: