

**Magnum Radio Inc,
WTMB, WXYM, WBOG, KQEG-TV**

Annual EEO Public File Report
Applicable Covering Period: 8/1/15– 7/31/16

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Equal Employment Opportunity (EEO) Rules of the Federal Communication Commission (FCC). This Annual EEO Report summarizes the relevant hiring procedures and EEO outreach activities. The station employment Units (SEU) is comprised of the following stations):

WTMB, WXYM, WBOG, KQEG-TV

The information contained in this report covers the time period beginning 8/1/15-7/31/16 (the “applicable Period”).

In Accordance with the FCC’s EEO Rules, this report contains the required 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 hired individual for each full-time vacancy filled 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.

Job Vacancies (Section 1):

Full Time Position	Date Opened	Total # Interviewed	Recruitment Source of Hire	Recruitment Source Utilized
Sales Representative	8/14/15	3	Referral	7

Total Number of Positions filled During Applicable Period: 1

Total Number of Persons Interviewed During Applicable Period: 3

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Recruitment Sources:

1. Radio Announcements WBOG/WTMB/WXYM
2. Craigslist Internet site
3. Wisconsin Broadcasters Association Website
4. Newspaper Lacrosse Tribune
5. Newspaper Foxy Shopper
6. Newspaper Tomah Journal
7. Indeed.Com

E-Mail

E-Mail Address

8. Assoc for Women in Communication	ldewitt@wisc.edu, dewitt.laura.j@gmail.com
9. Broadcast Center	placement@broadcastcenterinfo.com
10. Broadcasting Institute of Maryland	nb@bim.org, nbrooks2000@gmail.com
11. Chrysalis Inc.	Chrysalis_se@sbcglobal.net, Chrysalis002@sbcglobal.net
12. Columbia School of Broadcasting	djtrain@columbiaschoolbroadcast.com
13. Community Action Coalition of SC WI	dknickmeier@cacscw.org
14. Edgewood College Career Service	dewitt@edgewood.edu
15. Goodman Atwood Comm Center	lauel@atwoodcc.org
16. Goodwill Industries of SE WI	Thomas.gauthier@goodwillsew.com
17. Herzing College	marion@msn.herzing.edu
18. House of Hope	kristinef@hopehousesw.org
19. Illinois Center for Broadcasting	bhillman@beonair.com
20. Lakeland College	stephanlm@lakeland.edu
21. Marquette University	jason.eckertt@marquette.edu
22. MN Broadcasters Association	llasere@minnesotabroadcasters.com
23. MN State University Moorhead	careers@mnstate.edu
24. Northcentral Tech College	Monson@NTC.EDU
25. Northwest College	Careerdev@nwc.edu
26. NWTC	Janet.secora@NWTC.EDU
27. Ohio/Illinois Center for Broadcasting	gary@beonair.com
28. Oneida WIA Program	sskenado@oneidanation.org
29. Out Reach of Rock County	angier@lgbtoutreach.org
30. Radio 1 Broadcast School	director@radio1school.com
31. Rochester Comm & Tech College	Kendal.rasnake@roch.edu
32. Salvation Arm of La Crosse	Abigail_Jeffers@usc.salvationarmy.org
33. Specs Howard School of Broadcast Arts	kscollin@specshoward.edu, ahicks@specshoward.edu
34. St. Cloud Career Services	nkmichael@stcloudstate.edu
35. UW La Crosse	Bald.karo@uwlax.edu
36. UW Madison-Communication Arts	makwinja@wisc.edu
37. UW-Superior Career Services	career@uwsuper.edu

38. UW-Stevens Point Career Services

career@uwsp.edu

39. UW Stout

careerservices@uwstout.edu

40. UW Waukesha

Amanda.mueller@uwc.edu

41. UW Whitewater

career@uww.edu

42. University of Northern Iowa

careercenter@uni.edu

43. Western Kentucky Univ Career Serv

Dan.onitsuka@wku.edu

44. Workforce Connections Juneau Cty

ButlerS@workforceconnections.org

45. WWOCN/Agnes Cammer

wwocnagc@gmail.com

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COMMUNITY OUTREACH (section 2):

Year: 2015-2016 This announcements were broadcast on WTMB/WXYM/WBOG on Monday through Sunday up to 3 times a day on the following dates:

1. 9/1/15 to 9/20/15
2. 12/1/15 to 12/20/15
3. 3/1/16 to 3/20/16
4. 6/1/16 to 6/20/16

Attached on file are the dates and times this ran, along with script.

COMMUNITY OUTREACH PROGRAM

This letter was sent to Minority Groups on:

1. 9/20/15
2. 1/11/16
3. 3/16/16
4. 7/7/16

We are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our station, please notify Ty Magnum at jobs@magnumbroadcasting.com or you may write to him at:

**Magnum Broadcasting
C/O Ty Magnum
1021 N. Superior Ave.
Tomah, WI 54660**

We are an equal opportunity employer and encourage minorities and females to apply.

WBOG – WTMB-WBOG-KQEG-TV

WNNO – WDLS – WBKY

WPDR - WDDC

WNFM- WRDB- WBDL –WAUN

WMBZ- WBKV-WVTY- WRJN

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COMMUNITY OUTRACH PROGRAM:

**Year: 2014-2015 The following Minority groups were mailed this letter on
September 20, 2015**

Date: 9/20/15

ORGANIZATION	FIRST	LAST	ADDRESS	CITY	STATE	ZIP
Society's Assests	Linda	Lamparek	5200 Washington Ave. #225	Racine	WI	53403
Sojourner Truth House	Kathie	Stolpman	PO Box 080319	Milwaukee	WI	53208
South Central Wisconsin Red Cross	Dave	Diestler	211 N Parker Dr	Janesville	WI	53545
Southeast Asian Community Center	Norman	Kong	401 Ninth Street	Green Bay	WI	54303
Southwest Technical College	Kathy	Witzig	Hwy 18 East	Fennimore	WI	53809
St Olaf College	Andrea	Becker	1520 Saint Olaf Avenue	Northfield	MN	55057
St. Croix County Job Center	Aracely	Olguin	625 Whitetail Blvd	River Falls	WI	54022
St. Norbert College	Jodie	Gehm	100 Grant Street	De Pere	WI	54115
Steven P.J. Wood Building	Jim	Cromwell	1101 North Highland St.	Arlington	VA	22201
Stevens Point Area Investment Club	Fredrick	Boehm MD	824 Illinois	Stevens Point	WI	54481
Sweet Adel. Chorus	Jean	Kraus	1225 W. Ives	Marshfield	WI	54449
Taylor County Job Center	Allen	Zimmerman	624 E. College Ave.	Medford	WI	54551
Tellurian			138 W. Gorham St	Madison	WI	53703
Two Rivers Womens Club	Lorraine	Sperry	1720 31st St	Two Rivers	WI	54241
Tyler-Domer Com Center	Tom	Molbeck	2301 12th Street	Racine	WI	53403
United Migrant Opportunity			2317 International Lane #112	Madison	WI	53703
Urban League of Kenosha	honey	Reanue	1418 68th St	Kenosha	WI	53143
UW Extension/EODP Office	Dana	Burmester	432 N Lake St #501	Madison	WI	53703
UW Stevens Point	Lorry	Walters	134 Old Main Building	Stevens Point	WI	54481
VFW	Roger	Heth	N2074 Veterans Toad	Atkinson	WI	53538
Vocational Rehabilitation	Job	Placement	124 South 6th St N	La Crosse	WI	54601
WEAU-TV	Jolene	Jensen	1907 S. Hastings Way	Eau Claire	WI	54701
Wisconsin Journalist	Linda	Loofboro	5115 Vilas Communications Hall	Madison	WI	54706
Wisconsin Nurses Association	Kaye	Lillesand	6117 Monona Drive	Madison	WI	53716
YWCA of Racine	Michelle	Gabor	725 Lake St	Racine	WI	53403

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COMMUNITY OUTRACH PROGRAM:

**Year: 2015-2016 The following Minority groups were mailed this letter on
Jan 11, 2016**

Date: 1/11/16

ORGANIZATION	FIRST	LAST	ADDRESS	CITY	STATE	ZIP
SPEIC Council #1/WEAC			152 W. Johnson Street Suite 202	Madison	WI	53703
St. Cloud State University			720 4th Ave South	St. Cloud	MN	56301
State Bar Special Comm on Women			P.O. Box 7158	Madison	WI	53707
Student Association UW-M			P.O. Box 413 Union	Milwaukee	WI	53201
Stevens Point Women's Club			1832 Illinois Ave	Stevens Point	WI	54481
SW Wisconsin Tech/Women's			1800 Bronson Blvd.	Fennimore	WI	53809
Technical Col Job Services			3733 Dewey Street	Manitowoc	WI	54220
The Chicago Urban League			4510 South Michigan Ave	Chicago	IL	60353
UMOS			2701 South Chase Ave	Milwaukee	WI	53207
UND School of Communication			P.O. Box 8118	Forks	NC	58202
Univ. MN-Morris	Gary	Donovan	600 East 4th Street	Morris	MN	56267
University Northern Iowa			1227 West 27th Street	Cedar Falls	IA	50614
Univ. of MN Duluth			1049 University Drive	Duluth	MN	55812
University of Minn.			319 15th Ave SE	Minneapolis	MN	55455
University of Platteville			1 University Plaza	Platteville	WI	53818
University of Stout-Career Services			103 Administration Building	Menomonie	WI	54751
University of WI-Barron	Dale	Fenton	1800 College Drive	Rice Lake	WI	54868
University of WI-LaCrosse	Karolyn	Bald	1725 State Street	La Crosse	WI	54601
University of WI-River Falls			410 South 3rd Street	River Falls	WI	54022
UW-Fox Valley- Careers			1478 Midway Rd.	Menasha	WI	54952
UW-Manitowoc- Student Counseling			705 Viebahn Street	Manitowoc	WI	54220
UW-Parkside Women's Studies			P.O. Box 2000	Kenosha	WI	53141
Washington High School-Student			4519 Lincoln Ave	Two Rivers	WI	54241
Wausau/Merrill Daily Herald			P.O. Box 1286	Wausau	WI	55401
WISCAP			1310 Mendota Street Suite 107	Madison	WI	53714

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COMMUNITY OUTREACH PROGRAM:

**Year: 2015-2016 The following Minority groups were mailed this letter on
March 16, 2016**

Date: 3/16/16

ORGANIZATION	FIRST	LAST	ADDRESS	CITY	STATE	ZIP
North Central Technical College	Rose	Casar	1000 W Campus St.	Wausau	WI	54401
St. Norbert College-Placement Direct			College Ave 3230 Campbell Hall Box 951546	DePere	WI	54115
UCLA Asian American Studies				Los Angeles	CA	90095
United Asian Community Center	Norman	Kong	401 Ninth Street	Green Bay	WI	54303
United Way of Jefferson /Walworth	Todd	Tesch	734 Madison Ave	Fort Atkinson	WI	53538
UNITY: Journalist of Color			7950 Jones Branch Drive	McLean	VA	22107
University of Dubuque-Careers			2000 University Ave	Dubuque	IA	52001
University of Minnesota-Careers			106 Pleasant Street SE	Minneapolis	MN	55455
University of Northern Iowa-Careers			Student Services Ctr #19	Cedar Falls	IA	50614
Urban League of Greater Madison	Denise	Hardnett	2222 S. Park St. Suite 200	Madison	WI	53713
UW-Fox Valley-Careers	Thomas	Frantz	1478 Midway Rd.	Menasha	WI	54952
UW-Stout			103 Administration Bldg.	Menomonie	WI	54751
UW-Green Bay-Careers	Karla	Miller	2420 Nicolet Drive SS 1916	Green Bay	WI	54311
UW-River Falls	Nancy	Pace	410 South Third Street	River Falls	WI	54022
Vincennes University	Jack	Hanes	1002 N 4th Street	Vincennes	IN	47591
Waukesha Cty Tech College			892 Main Street Suite C	Pewaukee	WI	53072
Waupaca Cty Post	Mike	Sievwright	P.O. Box 152	Waupaca	WI	54981
West WI Workforce Dev.	Len	Abrahamson	204 Walnut Street	Independence	WI	54747
Western WI Tech			400 Seventh St. North	LaCrosse	WI	54601
WI Division of Vocational Rehab			1819 Aberg Ave Suite E	Madison	WI	53704
Winona Tech College			1250 Homer Rd	Winona	MN	55987
WI Coalition Against Dom Violence	Sue	Hemling	307 S Paterson St	Madison	WI	53703
WI Indianhead Tech College			1900 College Dr.	Rice Lake	WI	54868
WI Job Service-Sauk County			P.O. Box 730	Baraboo	WI	53913
WI Lutheran College	Jeff	Weber	8800 W. Bluemound RD	Milwaukee	WI	53226

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COMMUNITY OUTREACH PROGRAM:

**Year: 2015-2016 The following Minority groups were mailed this letter on
July 7, 2016**

Date: 7/7/16

ORGANIZATION	FIRST	LAST	ADDRESS	CITY	STATE
AAUW	Carolyn	Garfein	1111 16th St. N.W	Washington	DC
AFSCME	Ruth	Kraus	1602 S. Park Street Suite 212	Madison	WI
AllAboutCountry.com	Bill	Hennes	5009 Crosswinds Dr	Wilmington	NC
Appleton Post Crescent	Larry	Avila	306 W. Washington St.	Appleton	WI
Arizona State University	Cindy	Parnell	522 N. Central Ave. Suite 110	Phoenix	AZ
Beloit College	Ann Kit	Davies	700 College St.	Beloit	WI
Benedict Center	Murphy	McNally	135 W Wells Street Suite 700	Milwaukee	WI
Boy Scouts of America	Aaron	Vikemyr	2300 E. Racine St.	Janesville	WI
CAP Services	Janet	Tague	5499 Highway 10 East UW-Stevens Point Rm 134 Main	Stevens Point	WI
Career Services Office	Judy	Chesebro	Bldg.	Stevens Point	WI
Carthage College	Jean	Frederick	2001 Alford Park Dr.	Kenosha	WI
Coalition to Promote Respect	Peter	Kellogg	3791 Grove Rd.	Green Bay	WI
Eau Claire Leader Telegram	Carol	Slattery	PO Box 570	Eau Claire	WI
Engstrom Inc.	Ginny	Engstrom	9708 State Hwy 147	Two Rivers	WI
F.A.S.T.	Kim	Hollman	PO Box 162	Fort Atkinson	WI
Fort Alumni	Shirley	Chiochios	407 Merchants Ave 1825 N Bluemound Dr. PO Box	Fort Atkinson	WI
Fox Valley Tech	Cindy	Stoeger	22577	Appleton	WI
Gateway Technical College	Marcia	Malin	3520 30th Ave	Kenosha	WI
Goodwill Industries	Lisa	Norman	6055 N. 91st St.	Milwaukee	WI
Ho Chunk Nation	Jenifer	Kearnes	N6520 Guy Road	Black River Falls	WI
Horizon's Inc.	Connie	Shaver	2511 W. Vine St.	Milwaukee	WI
Indiana Broadcasters	Linda	Compton	3003 E. 8th St. Suite 161	Indianapolis	IN
Jaycees	Lori	Dawson	1503 Grand Ave.	Neillsville	WI
Labor Ready	Adam	Tolliver	2617 George St.	La Crosse	WI
Lakeland College	Greg	Powers	5001 Lake Land Blvd.	Mattoon	IL

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OUTREACH ACTIVITY DESCRIPTION FORM:

1. WBA CAREER FAIR

YEAR: 2015-2016 NAME OF ACTIVITY: 2015 WINTER JOB/CAREER FAIR
ERICK BURNSTAD & REPRESENTED (WTMB)/(WXYM)/(WBOG)(KQEG-TV) AT
THE WBA CONFERENCE JOB/CAREER FAIR THAT TOOK PLACE IN AT THE
MADISON CONCOURSE HOTEL IN MADISON, WI ON JANUARY 27, 2016.
THEY TALKED WITH JOB SEEKERS ABOUT JOBS IN BROADCASTING AND
ALL THE OPPURTUNITIES THERE ARE. JOBS IN ENGINEERING AND
TECHNICAL SUPPORT...IN OFFICE MANAGEMENT AND CLERICAL
WORK...IN SALES AND COMPUTER APPLICATIONS AND MARKETING AND
GRAPHIC DESIGN AND MORE. RADIO STATION MANAGERS, NEWS
DIRECTORS, SALES REPRESENTATIVES AND ON-AIR PERSONALITIES
WHERE ON HAND TO ANSWER ANY QUESTIONS THEY MIGHT HAVE ABOUT
A CAREER IN BROADCASTING. JOB SEEKERS COULD ALSO GET
INFORMATION ON WHAT EDUCATION IS REQUIRED FOR WHICH JOBS IN
BROADCASTING.

*Attached letter of confirmation

YEAR: 2015-2016 NAME OF ACTIVITY: 2015 SUMMER JOB/CAREER FAIR
DAVE MAGNUM, DIANE PERGANDE, REID MAGNUM, NICK LYDEN,, RICK
WILSON, ROBIN OLSON, AND GARY ZIMMERMAN REPRESENTED (WTMB)
(WXYM) (WBOG) (KQEG-TV) AT THE WBA CONFERENCE JOB/CAREER FAIR
THAT TOOK PLACE AT THE RADISSON HOTEL IN LACROSSE, WI ON JUNE
22-23, 2016. THEY TALKED WITH JOB SEEKERS ABOUT JOBS IN
BROADCASTING AND ALL THE OPPURTUNITIES THERE ARE. JOBS IN
ENGINEERING AND TECHNICAL SUPPORT...IN OFFICE MANAGEMENT AND
CLERICAL WORK...IN SALES AND COMPUTER APPLICATIONS AND
MARKETING AND GRAPHIC DESIGN AND MORE. RADIO STATION
MANAGERS, NEWS DIRECTORS, SALES REPRESENTATIVES AND ON-AIR
PERSONALITIES WHERE ON HAND TO ANSWER ANY QUESTIONS THEY
MIGHT HAVE ABOUT A CAREER IN BROADCASTING. JOB SEEKERS COULD
ALSO GET INFORMATION ON WHAT EDUCATION IS REQUIRED FOR WHICH
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*Attached letter of confirmation

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2. Scholarship Program

YEAR: 2015-2016 NAME OF ACTIVITY: Scholarship program

Sarah Klinkner participated in the evaluation of the candidates for the scholarship program. She ranked each entry as to who she thought was best qualified and then forwarded Her selections to the WBA Foundation Educational Program. Magnum Broadcasting Made a donation to this scholarship program.

Applications on file at Corporate office

3. Job Shadow Program

YEAR: 2015-2016 NAME OF ACTIVITY: JOB SHADOW PROGRAM

WTMB/WBOG/WXYM/KQEG-TV offers high school students the opportunity to job shadow employees in a means of learning day-to-day operations of the station.

Currently have students from High school working with the station as office help, engineers during games, remotes and church services.

4. Station Tours to Educate

YEAR: 2015-2016 NAME OF ACTIVITY: STATION TOURS TO EDUCATE

WTMB/WBOG/WXYM hosts several tours of our office and studio each year for interested groups or organizations.

No tours during these dates.

