



Annual EEO Public File Report
Applicable Covering Period: 8/1/16 - 7/31/17

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 Communications Commission (FCC). This Annual EEO Report summarizes our relevant hiring procedures and EEO outreach activities. The station employment Units (SEU) are comprised of the following stations:

WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR

The information contained in this report covers the time period 8/1/16-7/31/17 (the "applicable period")

In accordance with the FCC's EEO Rules, this report contains the required 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 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.
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(s)	Date Opened	Total Number Interviewed	Recruitment Source of Hire	Source
0				

Total number of positions filled during applicable period: 0

Total number of persons interviewed during applicable period: 0

Magnum Communications, Inc.
 WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR

Recruitment Sources:

1. **Radio Announcements**
2. **Craigslist Internet Ads**
3. **Wisconsin Broadcasters Association Website/Newsletter**
4. **Indeed.com**
5. **Wisconsin Tech Connect**

Organization	E-mail address
Assoc for Women in Communication	ldewitt@wisc.edu
Broadcast Center	placement@broadcastcenterinfo.com
Broadcasting Institute of Maryland	nb@bim.org
Chrysalis Inc	Chrysalis002@sbcglobal.net
WWOCN / Agnes Cammer	wwocnagc@gmail.com
Columbia School of Broadcasting	Djtrain@columbiaschoolbroadcast.com
Community Action Coalition of SC WI	dknickmeier@cacsw.org
Edgewood College Career Service	dewitt@edgewood.edu
Goodman Atwood Comm Center	lauel@atwoodcc.org
Goodwill Industries of SE WI	Thomas.gauthier@goodwillsew.com
Herzing College	marion@msn.herzing.edu
House of Hope	kristinef@hopehousesw.org
Illinois Center for Broadcasting	bhillman@beonair.com
Lakeland College	stepanlm@lakeland.edu
Marquette University	jasoneckertt@marquette.edu
MN Broadcasters Association	llasere@minnesotabroadcasters.com
MN State University Moorhead	careers@mnstate.edu
North Central Technical College	monson@ntc.edu
Northwest College	careerdev@nec.edu
NWTC	Janet.secora@nwtc.edu
Ohio / Illinois Center for Broadcasting	gary@benoair.com
Oneida WIA Program	sskenado@oneidanation.org
Out Reach of Rock County	angier@lgbtoutsreach.org
Radio 1 Broadcast School	director@radio1school.com
Rochester Com. & Technical College	Kendal.rasnake@roch.edu
Salvation army of LaCrosse	Abagail_jeffers@usc.salvationarmy.org
Specs Howard School of Broadcast Arts	kscollin@spechshoward.edu
St. Cloud Career Services	nkmichael@stcloudstate.edu
UW La Crosse	Bald.karo@uwlax.edu
UW Madison - Communication Arts	makwinja@wisc.edu
UW Superior - Career Services	career@uwsuper.edu
UW Stevens Point - Career Services	career@uwsp.edu
UW Stout	careerservices@uwstout.edu
UW Waukesha	Amanda.mueller@uwc.edu
UW Whitewater	career@uww.edu
University of Northern Iowa	careercenter@uni.edu
Western Kentucky University Career Services	Dan.onitsuka@wku.edu
Workforce Connections Juneau County	butlers@workforceconctions.org

Magnum Communications, Inc.
WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR

Community Outreach (Section 2):

Year: 2016-2017 This announcement was broadcast on:

WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR
on Monday through Sunday up to 3 times a day on the following dates:

Start Date	End Date
3-1-17	3-20-17
6-1-17	6-20-17

Magnum Communications, Inc.
WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR

Community Outreach (Section 2):

This letter was sent to Minority Groups on:

(Mailed March of 2017 exact date unknown due to data loss. New back-up protocols are being implemented to prevent future data loss).

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 stations please notify Rick Jensen at rickj@magnum.media or:

**Magnum.Media
PO Box 118
West Bend, WI 53095**

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

**WNNO WBKY WDLS WNFM WBDL WRDB WDDC
WPDR**

Community Outreach (Section 2):

Community Outreach Program:

Year 2016-2017 The following Minority Groups were mailed this letter on:

(Mailed March of 2017 exact date unknown due to data loss. New back-up protocols are being implemented to prevent future data loss).

Organization	First	Last	Address	City	State	ZIP
Society's Assets	Linda	Lamparek	5200 Washington #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 Ave	Northfield	MN	55057
St. Croix County Job Center	Aracely	Olguin	625 Whitetail Blvd	River Falls	WI	54022
St. Norbert College	Jodie	Gehn	100 Grant St	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 St	Stevens Point	WI	54481
Swteet Adel. Chorus	Jean	Kraus	1225 W Ives	Marshfield	WI	54449
Taylor County Job Center	Allen	Zimmerman	625 E College Ave	Medford	WI	54551
Tellurian			138 W Gorham St	Madison	WI	53703
Two Rivers Woman's Club	Lorraine	Sperry	1720 31st St	Two Rivers	WI	54241
Tyler-Domer Com Center	Tom	Molbeck	2301 12th St	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 Road	Fort Atkinson	WI	53538
Vocational Rehabilitation	Job	Placement	124 South 6th St N	LaCrosse	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	Lilesand	6117 Monona Drive	Madison	WI	53716
YWCA of Racine	Michelle	Gabor	725 Lake St	Racine	WI	53403

Community Outreach (Section 2):

Community Outreach Program:

Year 2016-2017 The following Minority Groups were mailed this letter on:

(Mailed March of 2017 exact date unknown due to data loss. New back-up protocols are being implemented to prevent future data loss).

Organization	First	Last	Address	City	State	ZIP
SPEIC Council #1/WEAC			152 W Johnson St #202	Madison	WI	53703
St. Cloud State University			720 4th Ave South	St Cloud	MN	56301
State Bar Special Comm on Woman			PO Box 7158	Madison	WI	53707
Student Association UW-M			PO Box 413 Union	Milwaukee	WI	53201
Stevens Point Women's Club			1832 Illinois Ave	Stevens Point	WI	54881
SW Wisconsin Tech/ Women's			1800 Bronson Blvd	Fennimore	WI	53809
Technical Col Job Services			3373 Dewey St	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			PO Box 8118	Grand Forks	NC	58202
Univ of MN-Morris	Gary	Donovan	600 East 4th St	Morris	MN	56267
University of Northern Iows			1227 West 27th St	Cedar Falls	IA	50614
Univ of MN Duluth			1049 University Drive	Duluth	MN	55812
University of Minn			319 15th Ave Se	Minneapolis	MN	55455
UW - Platteville			1 University Plaza	Platteville	WI	53818
UW - Stout			103 Administration Building	Menomonie	WI	54751
University of WI - Barron	Dale	Fenton	1800 College Drive	Rice Lake	WI	54868
UW - La Crosse	Karolyn	Bald	1725 State street	La Crosse	WI	54601
University of WI - River Falls			140 South 3rd St	River Falls	WI	54022
UW - Fox Valley - Careers			1478 Miday Rd	Menasha	WI	54952
UW - Manitowoc - Student Counseling			705 Viebahn St	Manitowoc	WI	54220
UW - Parkside Woman's Studies			PO Box 2000	Kenosha	WI	53141
Washington High School			4519 Lincoln Ave	Two Rivers	WI	54241
Wausau / Merrill Daily Herald			PO Box 1286	Wausau	WI	55401
WISCAP			1310 Mendota St #107	Madison	WI	53714

Community Outreach (Section 2):

Community Outreach Program:

Year 2016-2017 The following Minority Groups were mailed this letter on:

(Mailed March of 2017 exact date unknown due to data loss. New back-up protocols are being implemented to prevent future data loss).

Organization	First	Last	Address	City	State	ZIP
Northeast Central Technical College	Rose	Casar	1000 W Campus St	Wausau	WI	54401
St Norbert College - Placement Direct			College Ave	Depere	WI	54415
UCLA Asian American Studies			3230 Campbell Hall Box 95146	LosAngeles	CA	90095
United Asian Community Center	Normal	Kong	401 Ninth St	Green Bay	WI	54303
United Way of Jefferson / Walworth	Todd	Tesch	731 Madison Ave	Fort Atkinson	WI	53538
UNITY: Journalist of Color			7950 Jones Branch Drive	McLean	VA	22107
University of Dubuque - Careers			2000 University Plaza	Dubuque	IA	52001
University of Minnesota - Careers			106 Pleasabt 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 #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 Thurd Street	River Falls	WI	54022
Vincennes University	Jack	Hanes	1002 N 4th St	Vincennes	IN	47591
Waukesha Cty Tech College			892 Main Street Suite C	Pewaukee	WI	53072
Waupaca Cty Post	Mike	Sievwright	PO Box 152	Waupaca	WI	54981
West WI Workforce Dev.	Len	Abrahamson	204 Walnut St	Independence	WI	54747
Western WI Tech			400 Seventh St N	La Crosse	WI	54601
WI Division of Vocational Rehab			1819 Aberg Ave Ste 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			PO Box 730	Baraboo	WI	53913
WI Lutheran College	Jeff	Weber	8800 W Bluemound Rd	Milwaukee	WI	53226

Community Outreach (Section 2):

Community Outreach Program:

Year 2016-2017 The following Minority Groups were mailed this letter on:

(Mailed March of 2017 exact date unknown due to data loss. New back-up protocols are being implemented to prevent future data loss).

Organization	First	Last	Address	City	State	ZIP
AAUW	Carolyn	Garfein	1111 16th St N.W.	Washington	DC	
AFSCME	Ruth	Kraus	1602 S Park St #212	Madison	WI	
AllAboutCountry.com	Bill	Hennes	5009Crosswinds Dr	Wilmington	NC	
Appleton Post Crescent	Larry	Avila	306 W Washington St	Appleton	WI	
Arizona Sate University	Cindy	Parnell	522 N Central Ave #110	Phoenix	AZ	
Beloit College	Ann	Davies	700 College St	Beloit	WI	
Benedict Center	Murphy	McNally	135 W Wells St #700	Milwaukee	WI	
Boy Scouts of America	Aaron	Vikemr	2300 E Racine St	Janesville	WI	
CAP Services	Janet	Tague	5499 Highway 10 East	Stevens Point	WI	
Career Services Office	Jude	Chesebro	UW Stevens Point Rm 134 Main 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	Slatter	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	Fort Atkinson	WI	
Fox Valley Tech	Cindy	Stoeger	1825 N Bluemound Dr PO Box 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	Jennifer	Kearnes	N6520 Guy Rd	Black River Falls	WI	
Horizon's Inc	Connie	Shaver	2511 W Vine St	Milwaukee	WI	
Indiana Broadcasters Assn.	Linda	Compton	3003 E 8th St #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	

Outreach Activity Description Form:

1. WBA Career Fair

Year: 2016-2017 Name of Activity: 2017 Winter & Summer Job/Career Fairs
(please see attached letter)

2. Scholarship Program

Year: 2016-2017 Name of Activity: Scholarship Program

Made a donation to this scholarship program.

3. Job Shadow Program

Year: 2016-2017 Name of Activity: Job Shadow Program

Offer high school students the opportunity to job shadow as a means of learning broadcasting skills. Students from high schools produce games, assist with remotes, church services and other broadcasts.

4. Station Tours to Education

Year: 2016-2017 Name of Activity: Station Tours to Educate

Host several tours of our office and studios each year for interested groups or organizations.

Wisconsin Broadcasters Association



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

President & CEO
MICHELLE VETTERKIND, CAL
Vice President
LINDA BAUN

OFFICERS

Chair of the Board
DICK RECORD
Humbly Radio, La Crosse

Vice Chair
Television/Chair Elect
STEVE WEXLER
EMV Scripts Company, Milwaukee

Vice Chair - Radio
NANCY DOUGLASS
WISN-FM, La Crosse

Treasurer
STEVE LAVIN
WBAY-TV, Green Bay

Secretary
CHRIS BERNIER
Radio Plus, Marinette/Fond du Lac

Immediate Past Chair
TOM ALLEN
Quincy Media Inc., Madison

DIRECTORS

JUDSON BRICK
WLAX-TV/WBUX-TV, La Crosse/La Crosse

LYNN BIERITZ
Mid West Family Broadcasting, Eau Claire

KELTH BRAUEL
WISN-TV, Madison

JULI BUCHILLI
WLUK-TV, Green Bay

DAVE EDWARDS
WUPW-FM, Milwaukee Public Radio

IT KOSEK
Kosce Radio Group, Fish Lake/Heywood

LUPITA MONTOTO
La Meville WI MW Radio, Madison

MARK STRACIOLA
WJIT-TV/98.5 The Sound, Milwaukee

CHUCK SULLIVAN
Lafayette, Milwaukee

DON VEBELY
WMLW-TV, Madison

JAN WADE
WISN-TV, Milwaukee

ILLI WELTON
Herald, Herald & News, New Bedford

MICHAEL WRIGHT
Midwest Communications, Wausau

Ex-Officio - NAB Board
TOM WALLER
Mid-West Family Broadcasting, Madison

July 11, 2017

Dave Magnum
Magnum Media
4201 Victory Ave
Racine WI 53405

Dear Dave:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WXYM FM, WTMB FM, WROG AM, WEZY TV, KQEG TV, WRFM FM, WBDL FM, WRDB AM, WNNO FM, WBKY FM, WDLS AM, WDDC FM, WPDR AM, WAUN FM, WRJN AM, WVTY FM, WMBZ FM and WBKV AM were represented by Reid Magnum, at the Job/Career Fair which was held as part of the WBA's 2017 Summer Conference on Wednesday, June 14th from 1:30PM-3:15PM at the Blue Harbor Resort in Shoboygan, WI. We had job seekers in attendance. If you'd like a listing of those that attended the Job/Career Fair, along with their contact information, please contact me at the lbaun@wi-broadcasters.org. I will get to you the pertinent information.

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

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

Sincerely,

Linda Baun
Vice President

Magnum Communications, Inc.
WNNO WBKY WDLS WNFM WBDL WRDB WDDC WDPR