



Annual EEO Public File Report
WDTX-FM / WXCO-AM / WJMT-AM,FMX

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit which is comprised of the following station(s): WDTX, Rothschild, WI, WXCO, Wausau, WI, and WJMT, Merrill, WI, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites. The information contained in this Report covers the time period beginning August 1, 2018 to and including July 31, 2019 (the "Applicable Period") and will be updated as appropriate.

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 Station Employment Unit 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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, 2 and 3 which follow have been designed, in the aggregate, to provide the required information.

Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of the 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 and/or over the telephone and/or by email.



APPENDIX 1

Annual EEO Public File Report

Covering the Period from Aug 1, 2018 to July 31, 2019

Stations Comprising Station Employment Unit:

WDTX-FM, Rothschild, WI WXCO-AM, Wausau, WI, WJMT-AM/FMX, Merrill, WI

Vacancy Information

<u>Full-time Positions Filled by Job Title Utilized</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
<u>none</u>				

Total Number of positions filled	0
Total Number of Persons Interviewed	0

APPENDIX 2
Annual EEO Public File Report
Covering the Period from August 1, 2018 to July 31, 2019
Stations Comprising Station Employment Unit:
WDTX-FM, Rothschild, WI - WXCO-AM, Wausau, WI - WJMT-AM, FMX, Merrill, WI

MASTER RECRUITMENT SOURCE LIST

		ADDRESS	METHOD OF CONTACT
Radio Announcements			
1.	WDTX/WXCO	1110 E Wausau Ave Wausau, WI 54403	
2.	WJMT	1106 W Main Street Merrill WI 54452	
Newspapers			
3.	Wausau Daily Herald	800 Scott Street Wausau WI 54403	
4.	Merrill Foto News	807 E First Street Merrill WI 54452	
5.	Wausau Times		
6.	Stevens Point Buyers Guide		
E-mail			
7.	E.W. Scripps School of Journalism	Schoonover Center 200, 1 Ohio Univ. Athens OH 45701	foxr1@ohio.edu
8.	Haven, Inc.	PO Box 32 Merrill WI 54452	communityed@haveninc.org
9.	Neighbor's Place	745 Scott Street Wausau WI 54403	susan@neighborsplace.org
10.	Minnesota Broadcasters Association	401 N Third Street, Ste 370 Minneapolis MN 55401	llasere@minnesotabroadcasters.com
Website			
11.	WDTX	1110 E Wausau Ave Wausau WI 54403	sportsfan1005.com
12.	WXCO	1110 E Wausau Ave Wausau WI 54403	1230wxco.com
13.	WJMT	1106 W Main Street Merrill WI 54452	bluejay963.com
14.	All Access	24955 Pacific Coast Highway, C303 Malibu CA 90265	allaccess.com
15.	AM/FM Jobs	PO Box 4116 Oceanside CA 92052	amfmjobs.com
16.	Job Center of Wisconsin		jobcenterofwisconsin.com
17.	Jobs for Wisconsin Grads		jobs4wigrads.com
18.	UW-Eau Claire	105 Garfield Ave OL 2100, Eau Claire WI 54702	
19.	UW-Green Bay	2420 Nicolet Dr, SS1600, Green Bay WI 54311	
20.	UW-La Crosse	1140 Centennial Hall, La Crosse WI 54601	
21.	UW-Madison	305 Linden Dr, Ste 205, Madison WI 53706	
22.	UW-Milwaukee	2242 E. Kenwood Blvd, Ste 128, Milwaukee WI 53211	
23.	UW-Oshkosh	800 Algoma Blvd, Ste 125, Oshkosh WI 54901	
24.	UW-Parkside	900 Wood Road, Kenosha WI 53141	
25.	UW-Platteville	0200 Ullsvik Hall, Platteville WI 53818	
26.	UW-River Falls	410 S 3rd Street, River Falls WI 54022	
27.	UW-Stevens Point	1108 Fremont St, Ste 103, Stevens Point WI 54481	
28.	UW-Stout	712 S Broadway, Menomonie WI 54751	
29.	UW-Superior	1710 Weeks Ave, Superior WI 54880	
30.	UW-Whitewater	800 W Main Street, Whitewater WI 53190	
31.	UWSP CASE	050 Dreyfus Univ. Ctr, 1015 Reserve St Stevens Point WI 54481	uwsp.edu/centers/CASE/pages/employment/offcampus/post-job.aspx

32.	Wisconsin Broadcasters Association	44 E Mifflin Street, Ste 900 Madison WI 53703	wi-broadcasters.org/members-only/job-bank/post-jobs-available/
33.	Wisconsin Technical Colleges		wisconsintechconnect.com
34.	<i>Blackhawk Technical College</i>	<i>6004 S County Rd, Janesville WI 53547</i>	
35.	<i>Chippewa Valley Technical College</i>	<i>620 W Clairemont Ave, Eau Claire WI 54701</i>	
36.	<i>Fox Valley Technical College</i>	<i>1825 N Bluemound Dr, Appleton WI 54912</i>	
37.	<i>Gateway Technical College</i>	<i>1001 S Main Street, Racine WI 53403</i>	
38.	<i>Lakeshore Technical College</i>	<i>1290 North Ave, Cleveland WI 53015</i>	
39.	<i>Madison Area Technical College</i>	<i>1701 Wright Street, Madison WI 53704</i>	
40.	<i>Mid-State Technical College</i>	<i>500 32nd St North, Wisconsin Rapids WI 54494</i>	
41.	<i>Milwaukee Area Technical College</i>	<i>700 W State Street, S114, Milwaukee WI 53233</i>	
42.	<i>Moraine Park Technical College</i>	<i>235 N National Ave, Fond Du Lac WI 54936</i>	
43.	<i>Nicolet Area Technical College</i>	<i>PO Box 518, Rhinelander WI 54501</i>	
44.	<i>Northcentral Technical College</i>	<i>1000 Campus Drive, Wausau WI 54401</i>	
45.	<i>Northeast Wisconsin Technical College</i>	<i>2740 W Mason Street, Green Bay WI 54303</i>	
46.	<i>Southwest Wisconsin Technical College</i>	<i>1800 Bronson Blvd, Fennimore WI 53809</i>	
47.	<i>Waukesha County Technical College</i>	<i>892 Main Street, Ste C, Pewaukee WI 53072</i>	
48.	<i>Western Technical College</i>	<i>400 Seventh Street North, La Crosse WI 54601</i>	
49.	<i>Wisconsin Indianhead Technical College</i>	<i>505 Pine Ridge Drive, Shell Lake WI 54871</i>	
Mail			
50.	Women's Community	3200 Hilltop Ave Wausau WI 54401	Mail Attn: Latanya
51.	YWCA	613 N 5th Street Wausau WI 54403	
Miscellaneous			
52.	Job Fairs/Hiring Events		
53.	Referrals		

APPENDIX 3

WXCO-AM, WDTX-FM, WJMT-AM/FMX

August 1, 2018-July 31, 2019

Outreach Activities

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|---|-------------------------|---|
| 1 | Outreach | On Air Announcements |
| | Date | August 1, 2018-July 31, 2019 |
| | Participating Employees | Steven Resnick, Member/General Manager |
| | Activity | Sunrise Broadcasting placed a continuing schedule of on-air announcements on WDTX, WXCO and WJMT, encouraging organizations able to refer job seekers to contact the office |
| 2 | Outreach Activity | Facilities tour/information session |
| | Date | February 1, 2019 |
| | Participating Employee | Steven Resnick, Member / General Manager
Chad Holmes, Operations Manager |
| | Activity | Facilities tour given to group of persons seeking employment through a special division of the WI Department of Workforce Development, that have an interest in broadcasting. Individual sessions for discussion of on air, technical and sales positions held. |
| 3 | Outreach Activity | Job Fair Fever |
| | Date | April 10, 2019 |
| | Activity | WDTX, WXCO and WJMT ran an on air psa campaign promoting Marathon County Job Center's "Job Fair Fever", a special program designed to help job seekers with the interview process, creating resumes, how to speak and to dress for job interviews and dealing with special needs, in helping to prepare for the Job Fair. WXCO also aired event information in Hmong language, and aired morning show interviews. |

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| 4 | Outreach Activity | WI Job Service Job Fair |
| | Date | April 17, 2019 |
| | Participating Employees | Steven Resnick, General Manager
Sheila Yeager, Business Manager |
| | Activity | Over 55 local businesses participated in the spring Job Fair, held at Northcentral technical College, Wausau, WI. Sunrise Broadcasting spoke with job seekers about openings at the company. The first hour of the event was reserved for veterans. WDTX, WXCO and WJMT promoted the event with on air announcements, morning show interviews, web site listing and live interviews on site with area employers. Event announcements were also made in Hmong language on WXCO. |
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| 5 | Outreach Activity | Facilities Tour |
| | Date | May 31, 2019 |
| | Participating employee | Ken Runkel |
| | Activity | Facilities tour given to group of persons with special needs seeking employment opportunities through Lincoln Industries |
| | | |
| 6 | Outreach Activity | Merrill Hiring Event |
| | Date | June 26,2019 |
| | Participating employee | Chad Holmes, Operations Manager |
| | Activity | WJMT Radio hosted a hiring event, in cooperation with the Wisconsin Job Service and Wisconsin Department of Workforce Development. We brought 15 local employers to the Lincoln County Services building to meet with job seekers in the Merrill area. Event was promoted on WJMT and WDTX radio, live interviews on site with employers on WJMT, and morning show interview. |