

WEKZ AM
WEKZ FM
WQLF FM
WFRL AM
WFPS FM
AUGUST 1, 2010 THROUGH JULY 31, 2011

WEKZ AM/WEKZ FM
WQLF FM/WFRL AM/WFPS FM

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WEKZ-AM and WEKZ-FM, both licensed in Monroe, Wisconsin, and WQLF-FM, WFRL AM AND WFPS FM, licensed in Freeport, Illinois, 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, 2010 through July 31, 2011 (the “Applicable Period”).

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

1. A list of all full-time vacancies filled by the Station(s) comprising the 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;
5. A list and brief description of the initiatives 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 positions listed on Appendix 1.

For purpose of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

APPENDIX 1
Annual EEO Public File Report
Green County Broadcasting
Reporting Period: August 1, 2010 through July 31, 2011
Stations Comprising Equipment Unit: WEKZ-AM/WEKZ-FM/WQLF FM/WFRL AM/
WFPS FM

Vacancy Information – NO VACANCIES DURING APPLICABLE PERIOD

Supplemental Recruitment Initiatives:

INTERNSHIPS: During the reporting period, the station hosted one intern from the Monroe High School. During August of 2010, the station hosted one intern from UW-Whitewater. We also hosted an intern from St. Norbert College. These interns were involved in various aspects of the inner workings of a radio station. This program provides first-hand exposure to various career opportunities in the broadcast field.

SCHOLARSHIP PROGRAM: The station is an active participant in the Wisconsin Broadcaster's Association scholarship program. We promote the scholarship, collect, review and evaluate applications and essays.

RADIO STATION TOURS: The radio stations are active in the community as a place where groups may tour our station facilities to learn about and discuss broadcast career opportunities, the growing role of computers and computer programming in our business, as well as the need for a solid education in preparation for employment in the broadcast field. During the reporting period, we hosted Cub Scout groups from Monroe and Brodhead, Boy Scouts from Brodhead, the Green County Dairy Queens, Future Farmers from Juda, senior citizen groups and a group of Australian tourists.

EEO SEMINAR: A principal of the licensee attended two (2) EEO seminar(s) designed to inform management level personnel regarding the FCC's newly promulgated EEO rules and related methods to ensure equal employment opportunity.

JOB SHADOWING AND SCHOOL VISITS: Big Radio network encourages all schools to participate in a job shadow program. Several schools send students through the year to shadow Big Radio employees. Normally as part of a co-op program with the schools, we hosted a job shadow student from New Glarus and Shullsburg High Schools.

RECENT CONTACT WITH SCHOOLS:

April, 2011	Monroe Middle School	Career Day
May, 2011	Juda High School	Career Day

SCHOOL VISITS AND CAREER DAYS: Big Radio employees take part in career day programs at various schools as well as making school visits for various programs through the year.