

**WEKZ AM
WEKZ FM
WQLF FM
WFRL AM
WFPS FM
AUGUST 1, 2011 THROUGH JULY 31, 2012**

**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, WQLF-FM licensed in Lena, Illinois, and 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, 2011 through July 31, 2012 (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.

2011 EEO PUBLIC FILE REPORT

A. Employment Unit Covered

SCOTT THOMPSON, D/B/A BIG RADIO

WEKZ-AM Monroe, Wisconsin

WEKZ-FM Monroe, Wisconsin

WQLF-FM Lena, Illinois

WFPS-FM Freeport, Illinois

WFRL-AM Freeport, Illinois

B. Reporting Period

August 1, 2011 to July 31, 2012

C. Full-time Vacancy Filled During Reporting Period

Job title: sports announcer/account representative

Date filled: 12/01/11

D. Recruitment/Referral Sources Used to Seek Candidates

On-air radio ads EU stations (position filled with this source)

W4765 Radio Lane

Monroe, WI 53566

Telephone: 608-325-2161

E-mail – wekz@wekz.com

Contact: Kent McConnell

Internal Posting
W4765 Radio Lane
Monroe, WI 53566
Kent McConnell

The Independent Register Newspaper
922 W. Exchange Street
Brodhead, WI 53520
Telephone: 608-897-2193
Contact: Shirley Sauer

Monroe Early Morning Optimists
P. O. Box 221
Monroe, WI 53566
Telephone: 608-325-2578

E. Number of Interviewees Referred by Recruitment Source

BIG RADIO – 4
Internal Posting – 1
Independent Register – 3
Optimist Club – 0

EEO OUTREACH INITIATIVES FOR BIG RADIO

INTERNSHIPS:

BIG RADIO provides an internship program designed to provide exposure to career opportunities in the broadcast field. During the reporting period, the stations hosted an intern from UW-Madison (May, 2012 through July, 2012), St. Norbert College (August, 2011 through October, 2011), and Freed-Hardeman University (June, 2012 through July, 2012). These interns were involved with various aspects of the inner workings of a radio station.

SCHOLARSHIP PROGRAM:

The station is an active participant in the Wisconsin Broadcaster's Association Scholarship Program. An initial evaluation of the candidate is made for the evaluation committee, based on the student's GPA, post high

school employment and extracurricular activities, awards, honors, experience, and response to an essay question. The station promotes the availability of the scholarship program over the air and directs interested candidates to mail, fax or e-mail the station for an application.

RADIO STATION TOURS:

The radio stations remain active in the community as a place where groups may tour and learn about and discuss broadcast career opportunities, and the growing technology in the radio industry. During the reporting period, BIG RADIO hosted Cub Scout troops from Monroe, Boy Scouts from Monroe, FFA group from Juda, Tiger Cubs from Stockton, Cub Scouts from Freeport and a YMCA group from Freeport.

JOB SHADOWING:

BIG RADIO encourages all schools to participate in a job shadow program. Employees of BIG RADIO serve as hosts and teachers to the job shadow student. BIG RADIO hosted students from Highland Community College, Monroe High School, UW-Platteville, and Darlington High School.

CAREER DAY:

BIG RADIO is an active participant in career day activities at schools, throughout the region. In March, 2012, employees of BIG RADIO took part in career days at Albany High School and Monroe Middle School. In April, 2012, a large group of students from Darlington Elementary School learned about careers in radio and the importance of education.

EEO OUTREACH INITIATIVES FOR BIG RADIO:

Training exists to management level personnel as to methods of ensuring EEO and preventing discrimination. In accordance with the Wisconsin Broadcaster's Association Assistance Action Plan for EEO Compliance, Big Radio was represented by general manager, Kent McConnell, at the "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote EEO and Prevent Unlawful Discrimination" seminar held as part of the WBA's winter conference on January 25, 2012.

In addition, as part of the WBA's 2012 summer conference on June 20, 2012, General Manager Kent McConnell attended the seminar titled: "Discrimination Law for Broadcasters – Legal Issues and Effective Strategies to Prevent Unlawful Discrimination during the Employment Relationship." Information from these meetings is passed on to station personnel during subsequent meetings.