
MIDWEST COMMUNICATIONS, INC.

and Affiliates

Annual EEO Public File Report

MIDWEST COMMUNICATIONS, INC. - Lansing, Michigan Region

WJXQ-FM, WWDK-FM, WQTX-FM, WLMI-FM

June 1, 2022 through May 31, 2023

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 Midwest Communications Inc.'s Lansing, Michigan Employment Unit ("SEU"). This SEU is comprised of the following stations: **WJXQ** licensed to Charlotte, MI; **WWDK** licensed to Jackson, MI.; **WQTX** licensed to Saint Johns, MI; **WLMI** licensed to Grand Ledge, MI. This report has uploaded to the FCC Public Inspection Files website and has been posted to the station websites prior to June 1, 2023.

The information contained in this Report covers the time period beginning June 1, 2022 up to and including May 31, 2023.

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 EEO rule), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire 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 and 2 that follow have been designed, in the aggregate, to provide the required information.

For purposes of this 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, over the telephone or by e-mail.

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Appendix 1

Annual EEO Public File Report

Midwest Communications, Inc. – Lansing, MI

Covering the Period from June 1, 2022 through May 31, 2023

Stations Comprising Station Employment Unit:

WJXQ-FM, WWDK-FM, WLMI-FM, WQTX-FM

Vacancy Information

<u>Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Marketing Consultant WJXQ/WQTX/WLMI/WWDK	08/15/22	8	Indeed	3, 4, 5-22, 25, 26, 30,
Brand Manager/Announcer WWDK/WQTX	02/28/23	5	In-House Posting	5-22, 23, 24, 25, 26, 29, 30, 33, 34, 35

Total Number of Positions Filled:	2
Total Number of Persons Interviewed:	13

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Recruitment Source Information

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact</u>	<u>From Source</u>	
1. WJXQ/WQTX/WLMI/WWDK Station Websites	Randy Stine	2495 Cedar Street, Holt, MI	Email		
<u>Internet Sites</u>					
2. LinkedIn	www.linkedin.com				
3. Glassdoor	www.glassdoor.com				
4. Indeed.com	www.indeed.com				8
<u>Postings</u>					
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com		
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	peter.tanx@mwcradio.com		
7. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com		
8. WNNW-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	jay.morris@mwcradio.com		
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com		
10. WNNW-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jay.morris@mwcradio.com		
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com		
12. KDAL/KTCO/KDKE KQDS//WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com		
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com		
14. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com		
15. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com		
16. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com		1
17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com		
18. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com		
19. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com		
20. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com		
21. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	christie.york@mwcradio.com		
22. WSWT/WXCL/WMBD/WIRL WKZF/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com		
<u>WEBSITE</u>					
23. All Access		www.allaccess.com			3
24. AM FM Jobs		http://www.amfmjobs.com			
25. Career Page		http://www.careerpage.org			
26. Midwest Careers		www.midwestcareers.com			1
27. Radio Online		www.radioonline.com			
28. Country Aircheck		chuck@countryaircheck.com			
29. WI Broadcasters Assoc.		kgeissler@wi-broadcasters.org			

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30. MI Assoc. of Broadcasters	michmab.com/careers/
31. IL Broadcasters Association	dgray@ilba.org
32. IN Broadcasters Association	indianabroadcasters.org/job/submit-job/
33. ND Broadcasters Association	bethh@ndba.org
34. SD Broadcasters Association	marla@willardandassociates.com
35. TN Association of Broadcasters	tabtn.org/careers/
36. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com

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| 1. | Outreach: | Website Posting and On-Air Announcements
www.midwestcareers.com www.q106fm.com (WJXQ)
www.941theduke.com (WWDK)
www.cruisin929.com (WLMI)
www.stacks921fm.com (WQTX) |
| | Date: | July 1, 2010 to present |
| | Participating Employees: | Mark Jaycox, Vice President/Market Manager |
| | Event Sponsor: | Midwest Communications, Inc. |
| | Description of Activity: | Midwest Communications, Inc. has a general announcement posted on its websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us. Midwest Communications also airs announcements weekly on each station seeking organizations wishing to receive our job openings. |
| 2. | Outreach: | Small Business Showcase |
| | Date | June 2, 2022 |
| | Participating Employees: | Mark Jaycox, VP/Market Manager |
| | Event Sponsor: | DeWitt High School |
| | Description of Activity: | This DeWitt Community Showcase, sponsored by DeWitt Schools, DeWitt Charter Township and the City of DeWitt, held from 5PM to 7:30PM was held at the High School. |

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businesses were invited to participate. There were approximately 150 attendees. Mark had students approach our booth asking questions about what it's like to work in radio; do DJ's make a lot of money, etc. Mark often felt he was teaching and talking about the stations, how they work and how someone could get involved.

Outreach:

Career Fair

Date:

September 15, 2022

Participating Employees:

Mark Jaycox, VP/Market Manager

Event Sponsor:

MI Assoc. of Broadcasters/Michigan State University

Description of Event:

Mark hosted a table at this Career Fair from 4PM-6:30PM held on the MSU Campus. Mark was able to talk to and interview more than 20 students and collected resumes from 14 of those students. MWC Lansing was the only media company to show up for this event. Collected resumes were distributed appropriately when Mark returned to the Lansing offices.

Outreach:

Job Shadow

Date:

October 19, 2022

Participating Employees:

Mark Jaycox, VP/Market Manager
Randy Stine, Production Director/Announcer
Lexy Skirvin, Office Manager
Kevin Larke, Engineer
Span Bennett, Announcer
Terry Stevens, Operations Manager

Event Sponsor:

Midwest Communications, Inc.

Description of Event:

Claire, who is a Manager in the Events & Membership Relations areas of the MAB, asked if she could spend a day, just shadowing our various departments to learn first-hand how a radio station operates.

Outreach:

Career Day

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Date:	November 2, 2022
Participating Employees:	Mark Jaycox, VP/Market Manager
Event Sponsor:	DeWitt High School
Description of Event:	Mark participated in an all day Career Day for the DeWitt High School located in DeWitt, Michigan. Mark interviewed 10 th through 12 th grade students who were either preparing to enter the work force or looking toward attending college. Mark interviewed a total of 19 students about their plans and coached several resume building techniques.
Outreach:	Career Fair
Dates:	December 7, 2022
Participating Employees:	Mark Jaycox, VP/Market Manager Peter Tanz, Executive Vice President
Sponsor:	MAB Foundation/Midwest Communications, Inc.
Description of Event:	Mark and Peter represented our Michigan properties at this Career Fair held at the Great Lakes Broadcast & Sports Media Academy at Ford Field in Detroit, MI from 1:45PM to 3:45PM. There were over 600 students and business-minded professionals registered to attend this event. They was able to talk with many prospective employment candidates about the various openings in our Michigan markets and also was able to share possible internship opportunities during this event.
Outreach:	Student Broadcast Career Mentoring – Great Lakes
Date:	December 7, 2022
Participating Employees:	Peter Tanz, Executive Vice President
Sponsor:	MI Assoc. of Broadcasters/Midwest Communications, Inc.
Description of Event:	Midwest Communications, Inc. Executive Vice President, Peter Tanz, participated in the MI Assoc. of Broadcasters' Student Broadcast Career mentoring sessions at the Great Lakes Broadcast and Sports Media Academy at Ford Field in Detroit. Students experienced a one-

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on-one meeting with Mr. Tanz to discuss their career aspirations and how they might create a career in broadcasting.

Outreach:

Career Fair

Date:

February 9, 2023

Participating Employees:

Jay Morris, Director of Sales
Hannah Suski, Digital Sales Strategist

Event Sponsor:

Western Michigan University

Description of Event:

Jay and Hannah represented all of our Michigan radio markets at this Career Fair held in the Bernhard Center on Campus from 10AM to 2PM. They talked to attendees about what our industry does to help our local communities, what types of jobs we had available and what each job entails. They were able to collect 17 resumes for potential job and internship candidates. The resumes were distributed appropriately to the various markets they represented.

Outreach:

Holt High School Shark Tank Event

Date:

February 15, 2023

Participating Employees:

Melik Brown, Announcer

Event Sponsor:

Holt Chamber of Commerce/Holt High School

Description of Event:

This event was designed to inspire high school Seniors to create and build a business idea or community service project that would have an impact on the greater Lansing area. They had five (5) minutes to present their idea to judges from participating area businesses. It allows the students to develop soft skills and professionalism. Melik represented our stations and along with the other judges had an opportunity to talk about what he did and the stations he represented. The students competed for scholarship dollars and smaller awards based on what they presented and how it was received..

Outreach:

MAB Foundation Scholarship

Date:

March 15, 2023

Participating Employees:

Peter Tanz, Executive Vice President

Event Sponsor:

Michigan Assoc. of Broadcasters/Midwest Communications, Inc.

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Description of Activity: Each year, our MI based radio stations participate in the MAB Foundation Station Scholarship Program. This is designed to allow individual member stations an opportunity to support one qualified college student interested in broadcasting as a career through an educational scholarship. Students submit scholarship applications to the MI Assoc. of Broadcasters and Midwest Communications personnel who review the applications and select a student to receive the cash scholarship. The scholarship was awarded at the Student Broadcast Awards event at the Lansing Center in Lansing, MI.
