
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-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 Midwest Communications Inc.’s Sioux Falls, South Dakota Employment Unit (“SEU”). This SEU is comprised of the following stations: KELO-AM/FM, KRRO-FM, KTWB-FM, KWSN-AM licensed to Sioux Falls, South Dakota, KQSF-FM licensed to Dell Rapids, South Dakota, and KELQ-FM licensed to Flandreau, South Dakota. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to December 1, 2022.

The information requested in this report would cover the period beginning December 1, 2021 and including through November 30, 2022 (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 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 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.

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Sioux Falls, South Dakota

Covering the Period from December 1, 2021 to November 30, 2022

Stations Comprising Station Employment Unit:

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-FM

Vacancy Information

Full-time Positions		Total #	Recruitment	Recruitment
<u>Filled by Job Title</u>	<u>DOE</u>	<u>Interviewed</u>	<u>Source of Hire</u>	<u>Sources Utilized</u>
Administrative Assistant				
All Stations	6/20/22	9	Indeed.com	1, 2-19, 23, 24, 29, 32, 37
All Stations				
Marketing Consultant	7/05/22	6	Inside Referral	2-19, 23, 24, 26, 29, 38

Total Number of Positions filled during the Applicable Period: 2
Total Number of Persons Interviewed during Applicable Period: 15

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1 (cont.)

Recruitment Sources:

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

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 2

Annual EEO Public File Report Midwest Communications, Inc. – Sioux Falls, SD

Covering the Period from December 1, 2021 through November 30, 2022

Stations Comprising Station Employment Unit KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-FM

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station
Employment Unit during the Report Time Period:

1. **Outreach:** Website Posting
 www.midwestcareers.com www.kelo.com
 www.kelofm.com; www.krro.com www.kwsn.com
 www.ktwb.com www.q957.com (KQSF-FM)

 Date: November 1, 2012 to present

 Participating Employees: Peter Tanz – Senior Vice-President/Market Manager

 Outreach Sponsor: Midwest Communications, Inc.

 Description of Activity: Midwest Communications, Inc. has a general announcement posted on its websites as well as airing on all stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.

 2. **Outreach:** Station Tour

 Date: January 28, 2022

 Participating Employees: Joel Gough, Director of Sales
 Deb McDonald, Marketing Consultant

 Outreach Sponsor: Midwest Communications, Inc.

 Description of Activity: South Dakota Farm Families brought in come FFA students to tour our facilities. They learned about the importance of sales helping area businesses succeed. They toured all six station studios and learned about the demographics that each station appealed to and how the on-air personalities not only entertain their audiences but also play a part in marketing local businesses.
-

MIDWEST COMMUNICATIONS, INC.

and Affiliates

They also learned about the importance of traffic and production in our industry and the role they play in making us successful. They were able to record commercials for the South Dakota Farm Families and learned about that process.

Outreach: Job Fair

Date: February 25, 2022

Participating Employees: Tom Gjerdrum, Operations Manager
Joel Gough, Director of Sales

Outreach Sponsor: Career & Technical Education Academy

Description of Activity: Tom and Joel engaged many high school level tech students who attend CTE and other regional high schools in the Sioux Falls area. Hundreds of students inquired about potential employment, mostly for summer internship opportunities (since most are still in high school). This is a great opportunity to talk to students about the opportunities at Midwest but most of the attendees are 1 or 2 years from graduating high school.

Outreach: B.I.G. Career & Internship Fair

Date: March 2, 2022

Participating Employees: Tom Gjerdrum, Operations Manager
Dave Scaturro, Marketing Consultant

Outreach Sponsor: South Dakota Assoc. of College Career Centers

Description of Activity: Tom and Dave met with area college students answering their questions about jobs in the broadcast media industry. Several students took job applications. The BIG Career and Internship Fair featured over 140 employers from all around South Dakota looking to fill entry-level and advanced positions and internships for college and technical school graduates and students.

Outreach: Station Tour

Date: May 11, 2022

Participating Employees: Tom Gjerdrum, Operations Manager
Sue Martens, Marketing Consultant

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Outreach Sponsor:	Sara Hyser, Marketing Consultant Leesa Olander, Marketing Consultant John Schreurs, News Producer Midwest Communications, Inc.
Description of Activity:	Students in the 5 th grade class from Parker Elementary and their chaperones toured our facilities. Thirty-three students were separated into 5 groups and each of our employees led one group. They toured the front/business office area, sales, production, the newsroom and the studios. Some of the students were able to read a sentence for an ad that our Production Manager wrote for this occasion. Our Production Manager then compiled all the audio and sent it to their teacher so they could hear the finished version. The students were very inquisitive and engaged, asking a lot of good questions on how announcers prep for their shows, who does the imaging and even about the towers and how equipment works. They left with a very well rounded introduction to working in radio and how all the departments work together to make a successful operation.
Outreach:	Employee Mentoring
Date:	August 9, 2022
Participating Employees:	Jessica Moore, Administrative Assistant Bridgett Wolf, Corporate Traffic Director Rachel Sundem, Business Manager
Outreach Sponsor:	Midwest Communications, Inc.
Description of Activity:	Jessica has shown she is capable of taking on more responsibility so Rachel contacted Bridgett to take Jessica through the Wide Orbit training. Jessica was taught how to enter new advertisers, orders, check aging and other various tasks that are used by our sales team when using traffic software. This is not part of our Administrative Assistant's job duties but with these skills, she has the ability to move into a sales assistant role or another higher position that might open up in the future.
Outreach:	Part-time Job Fair
Date:	August 24, 2022
Participating Employees:	Rachel Sundem, Business Manager Mark Nelson, Production Manager/Brand Manager
Outreach Sponsor:	Southeast Technical Career Services

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Description of Event: Rachel and Mark attended this job fair held from 11am-1pm, HUB Commons on the School's campus. Rachel and Mark let students know we were looking for part-time news staff but also gave them advice on other jobs in radio for their consideration after graduation. They supplied job shadow applications for those who were curious about working in our industry along with our Jobs in Radio handout that lists a majority of the roles needed to make our business successful.

Outreach: Career Fair & Open House

Date: October 25, 2022

Participating Employees: Dave Scaturro, Marketing Consultant
Mary Schilling, Marketing Consultant

Outreach Sponsor: Career & Technical Education Academy

Description of Event: Dave and Mary attended this career fair held from 4pm to 7pm on the school campus. This Career Fair was for current high school seniors and juniors to learn about the different career opportunities available to them. Students asked good questions looking for more detailed information on the various careers represented.

Outreach: USD Career Fair

Date: October 26, 2022

Participating Employees: Tom Gjerdrum, Operations Manager
Leesa Olander, Marketing Consultant

Outreach Sponsor: University of South Dakota

Description of Event: Tom and Leesa attended this Career Fair from 1pm to 4pm held in the Muenster University Center on the USD Campus. This Career Fair had students looking for full-time, positions, part-time positions, summer employment, internships and networking opportunities. Leesa and Tom spoke with 40-50 students about careers in radio broadcasting and tradition and digital advertising. Several students expressed an interest in doing a job shadow to learn more about jobs in radio.

Outreach: SDSU Career Fair

Date: November 2, 2022

Participating Employee: Rachel Sundem, Business Manager

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Joel Gough, Director of Sales

Outreach Sponsor: South Dakota State University

Description of Event: Joel and Rachel attended this Career Fair held from 12pm to 4pm in the Dana Dykhouse Stadium on the SDSU campus. Students enrolled in Management, Economics and Communications as majors came by to inquire about internships, job openings and job shadows. Professors from those respective fields also stopped by to see what we had in the way of openings. We gave our Jobs in Radio handout to a few that hadn't even thought that working in radio was in their area of study. Turnout was very good and they left with resumes from a few promising candidates.

Outreach: Job Shadow

Date: November 29, 2022

Participating Employees: Tom Gjerdrum, Operations Manager
Denzil Bursey, Brand Manager/Announcer
Paul Andresen, Brand Manager/Announcer
Doc Murphy, Assistant Brand Manager/Announcer

Outreach Sponsor: Midwest Communications, Inc.

Description of Event: Logan, an intern at Project Search/Teachwell, submitted a job shadow application indicating an interest in learning about radio. Logan was able to observe a KTWB music meeting with Doc and Tom where they discussed music rotations, music research and audience research and the thought process that goes into the songs played. Logan then moved on to the production room where Tom showed him how to record his voice and record commercials. He was able to tour all the studios. Logan is a fan of rock music. He was then able to spend time with Denzil, the KRRO Brand Manager where he learned about the operation of a live on-air console and the integration of the computer that handles delivery of the music and commercial matter. Logan then spent time with the on-air host of KELO-FM. Jeff Gould gave Logan valuable advice on pursuing your dreams and pursuing a career that you find joy in. He then moved on to Paul, KELO-FM Brand Manager who talked about why we play Christmas music from Thanksgiving to Christmas Day and also why and how the station changes format back to AC music the day after Christmas.
