
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-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 Sheboygan, Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WHBL-AM and WBFM-FM licensed to Sheboygan, Wisconsin, WHBZ-FM and WXER-FM licensed to Sheboygan Falls, Wisconsin. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to August 1, 2022.

The information contained in this Report covers the time period beginning August 1, 2021 to and including July 31, 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.

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APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Sheboygan, Wisconsin

Covering the Period from August 1, 2021 to July 31, 2022

Stations Comprising Station Employment Unit:

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-FM

Vacancy Information

<u>Full-time Positions 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 WHBL/WBFM/WHBZ/WXER	11/4/21	3	Indeed	2, 5, 6, 7, 8-25, 31, 37, 38, 52, 56

Total Number of Positions Filled during the Applicable Period: 1
Total Number of Persons Interviewed During Applicable Period: 3

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcement/Website	Contact	Address	Method Of Contact:	#Interviews from Source
1. WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Josh Dekker	2100 Washington Ave., Sheboygan, WI 53081	In Person	
Internet Sites				
2. All Access	David Frankel	18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. LinkedIn		1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	rdioonline.com	
5. Career Page	Christine Russell Matt DiFrancesca	2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed		6433 Champion Grandview Way, Austin, TX 78750	indeed.com	2
7. Glassdoor		1000 Shoreline Hwy, Mid Valley, CA 94941	glassdoor.com	

Postings

8. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com
9. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com
10. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com
11. WTOU/WKZO			
12. WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com
13. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com
14. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jay.morris@mwcradio.com
15. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com
16. KDAL AM-FM/KTCO/KDKE			
17. KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com
18. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com
19. WUSZ/WMFG AM/WDKE			
20. WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com
21. WMGI/WDKE/WIBQ/WPRS/ WBOW-AM/WDWQ-FM	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com
22. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com
23. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com
24. KFGO/KRWK/KMJO/ KVOX-FM/KOYY/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com
25. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com
26. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com
27. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	lisa.pillow@mwcradio.com
28. WMBD/WSWT/WXCL/WKZF WPBGWIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com

WEBSITE

WEBSITE	Website Address
26. AM FM Jobs	http://www.amfmjobs.com
27. Career Page	http://www.careerpage.org/members/index.php
28. Cornell College	https://cornellcollege-csm.symplicity.com
29. Iowa Central Community College	www.iowacentral.edu/Career_Services/admin/employer
30. Madison Media Institute	www.mediainstitute.edu/employer
31. Midwest Careers	www.midwestcareers.com
32. MI Association of Broadcasters	www.michmab.com
33. Sheboygan County C of C	http://www.sheboygan.org
34. Superior Chamber of Commerce	www.superiorchamber.org
35. Upper Iowa University	https://uiu-csm.symplicity.com/employers/index.php
36. Wausau Region Chamber of Commerce	www.wausauchamber.com/mx/hm.asp?id=Jobs
37. WI Dept of Workforce Development	https://jobnet.wisconsin.gov/jobnetbusiness/ (uses WI Jobnet website)
38. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/

MIDWEST COMMUNICATIONS, INC.

and Affiliates

EMAIL

- 39. UW Baraboo/Sauk County
- 40. UW Barron County
- 41. UW Fond du Lac
- 42. UW Fox Valley
- 43. UW Manitowoc
- 44. UW Marathon Center
- 45. UW Marinette
- 46. UW Marshfield/Wood Co.
- 47. UW Richland Center
- 48. UW Rock County
- 49. UW Sheboygan
- 50. UW Washington County
- 51. UW Waukesha
- 52. WI Broadcasters Association
- 53. North Dakota Broadcasters Assoc.
- 54. South Dakota Broadcasters Assoc.
- 55. MN Broadcasters Assoc.
- 56. Lakeshore Technical College Job Fair

E-Mail Address

barabooinfo@uwc.edu
uwbcinfo@uwc.edu
Maggie.gellings@uwc.edu
foxinfo@uwc.edu
manadmit@uwc.edu
uwmc@uwc.edu
ssinfo@uwc.edu
msfadmit@uwc.edu
shawna.connor@uwc.edu
Karen.greenler@uwc.edu
carrie.hoppe@uwc.edu
dan.cibrario@uwc.edu
Amanda.carron@uwc.edu
kgeissler@wi-broadcasters.org
bethh@ndbaorg
marla@willardandassociates.com
tim.hyde@minnesotabroadcasters.com
gotoltc.edu

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Stations Comprising Station Employment Unit:

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

1. **Outreach:** Website Posting
 www.midwestcareers.com www.whbl.com
 www.b93radio.com www.whbz.com www.wxer.com

 Date: January 1, 2003 to present

 Participating Employees: Steve Schouten – Market Manager/Director of Sales

 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.

 Outreach Activity: Job Fair

 Date: October 12, 2021
 Participating Employees: Steve Schouten, Market Manager/DOS

 Event Sponsor: Sheboygan County Chamber of Commerce
 Wisconsin Dept. of Workforce Development
 Manitowoc County Chamber of Commerce

 Description of Activity: This Job Fair was held at the Blue Harbor Resort in Sheboygan, WI from 1-4pm. Approximately 50 businesses from the Sheboygan and Manitowoc areas attended. Steve attended this Job Fair with information on not only Sheboygan job opportunities but covered all of our
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Wisconsin licensed radio station job opportunities. He talked with approximately 10-15 individuals but unfortunately no hiring resulted from this Job Fair. Resumes received were shared appropriately with hiring managers.

Outreach Activity: Job Fair

Date: June 22, 2022

Participating Employees: Peter Tanz, Executive Vice President

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Peter attended this job fair held during their Summer Conference at the LaCrosse, WI Radisson Hotel. The Job Fair was from 1:30-2:45pm. Peter represented all of our Wisconsin licensed radio stations looking for potential Marketing Consultants for our Green Bay, Sheboygan, Wausau and Duluth radio markets; also looking for a Brand Manager in our Wausau group. Unfortunately, attendance was slight at this event. Any resumes obtained were appropriately forwarded to hiring managers.

Outreach Activity: EEO Seminar

Date: August 25, 2021

Participating Employees: Steve Schouten, Market Manager/DOS

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: This EEO Seminar entitled 'Developing Signature Traits of an Inclusive Leader' was part of the WBA Summer Conference held at the Blue Harbor Resort in Sheboygan, WI. Steve represented our Wisconsin licensed radio stations. UW School of Business Diversity Officer Binnu Palta Hill shared the six signature traits of leaders, including mindset and behavior that will help our Company plan for an inclusive future.

Outreach Activity: Job Fair

Date: February 18, 2022

Participating Employees: Steve Schouten, Market Manager/DOS

Event Sponsor: Random Lake Area Chamber of Commerce

Description of Activity: This Job Fair was held at the Random Lake High School from 1 to 4pm.

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Steve was aware that Random Lake was a good spot for frustrated Milwaukee employees and thought it was worth attending to introduce himself and our stations to this area. While attendance was slim and we didn't find any viable full-time employees, we did connect with a potential news candidate whom we hired as a part-time newsperson.

Outreach Activity: Scholarship

Date: October 2021

Participating Employees: Steve Schouten, Market Manager/DOS
Rusty James, VP/Market Manager
Peter Tanz, Executive Vice President

Event Sponsor: Wisconsin Assoc. of Broadcasters Foundation

Description of Activity: Our WI based radio stations participated in the WI Assoc. of Broadcasters Foundation Scholarship Program. This is designed to allow individual member stations an opportunity to support potential qualified college students interested in broadcasting as a career through an educational scholarship. The above individuals, representing our various WI markets, assisted in judging the pre-qualified candidates. The four (4) winning recipients were recognized during the WBA Student Seminar.

Outreach Activity: Job Fair

Date: April 28, 2022

Participating Employee: Peter Tanz, Executive Vice President

Event Sponsor: Green Bay Chamber of Commerce/Midwest Communications, Inc.

Description of Event: This event was held at the Northeast Wisconsin Technical College in Green Bay, WI. Midwest hosted a booth and promoted the event to listeners by airing over 300 recorded announcements on our stations. Peter discussed open positions at Midwest Communications, Inc. stations in Appleton, Green Bay, Sheboygan and Wausau, WI with NWTC students and job seekers. Event participants were encouraged to use midwestcareers.com for information on all open positions at all Midwest stations. Over 125 people attended the event featuring 58 different employers. Sixteen students and job seekers were referred to Midwest hiring managers.
