
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WMGI-FM, WBOW-FM, WIBQ-AM, WTHI-FM, WWVR-FM, WIBU-AM Radio

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 Terre Haute, Indiana Employment Unit (“SEU”). This SEU is comprised of the following stations: WMGI-FM, WBOW-FM, WIBQ-AM, WTHI-FM Radio licensed to Terre Haute, Indiana, WWVR-FM, WIBU-AM Radio licensed to Paris, IL. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to April 1, 2023.

The information contained in this Report covers the period April 1, 2022 up to and including March 31, 2023, (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. – Terre Haute, Indiana

Covering the Period from April 1, 2022 through March 31, 2023

Stations Comprising Station Employment Unit:

WMGI-FM, WBOW-FM, WIBQ-AM, WTHI-FM, WWVR-FM, WIBU-AM Radio

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 WTHI/WMGI/WWVR/WIBQ/WBOW	7/29/221	6	LinkedIn	2, 4, 5-22, 25, 26, 27, 29, 35-40

Number of Positions filled during the Applicable Period:	1
Number of Applicants Interviewed during the Applicable Period::	6

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APPENDIX 1 (cont.)

Recruitment Sources:

Radio Announcement/Website	Contact	Address	Method Of Contact	# Interviews From Source
1. WTHI/WMRI/WWVR/WIBQ/WBOW/WIBU Station Websites	Steve Hall, Production Dir.	411 S. 22 nd St., Terre Haute, IN 47803	Email	

Internet Sites

2. LinkedIn	www.linkedin.com			1
3. Glassdoor	www.glassdoor.com			
4. Indeed.com	www.indeed.com			3

Postings

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. WNWN-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		
10. WNWN-FM/WTOU	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	
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	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 WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanes@mwcradio.com	

WEBSITE

23. All Access	www.allaccess.com			
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. RAMP	cartermedia@gmail.com			
29. Indiana Broadcasters Assoc.	indianabroadcasters.org			

EMAIL:

30. WI Broadcasters Assoc.	kyle.geissler@wi-broadcasters.org			
31. MN Broadcasters Assoc.	office.manager@minnesota.broadcasters.com			
32. South Dakota Broadcasters Assoc.	marla@willardandassociates.com			
33. Illinois Broadcasters Asso.c	d.gray@ilba.org			
34. North Dakota Broadcasters Assoc.	bethh@ndba.org			
35. Indiana State University	200 North Seventh Street, Terre Haute, IN 47809		isu-marketing@mail.indstate.edu	
36. University of Evansville	1800 Lincoln Avenue, Evansville, IN 47722		career@evansville.edu	
37. University of Southern Indiana	8600 University Blvd., Evansville, IN 47712		career@usi.edu	
38. Murray State University	102 Curris Center, Murray, KY 42071		msu.admissions@murraystate.edu	
39. Southern Indiana Career & Tech Center	1901 Lynch Road, Evansville, IN 47711		sictinfo@evsck12.com	
40. Ivy Tech Community College	50 Walnut Street, Lawrenceburg, IN 47025		info@ivytech.edu	
41. Walk-In				1

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Covering the Period from April 1, 2022 through March 31, 2023

Stations Comprising Station Employment Unit:

WMGI-FM, WIBU-AM, WBOW-FM, WTHI-FM, WWVR-FM, WIBQ-AM Radio

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

1. **Outreach:** **Website and On-Air Posting**
 www.midwestcareers.com, www.mymixfm.com (WMGI-FM)
 www.1027wbow.com (WBOW-FM), www.wibqam.com (WIBQ-AM),
 www.hi99.com (WTHI-FM), www.985theriver.com (WWVR-FM)

 Date: April 1, 2008 to present
 Participating Employees: Tim Huelsing, Vice President/Market Manager

 Event Sponsor : Midwest Communications, Inc.

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

 2. **Outreach:** Career Fair

 Date: September 14, 2022

 Participating Employees: Dave Wisniewski, Sales Manager
 Marty Combs, Announcer
 Eileen Brown, Sales Manager

 Outreach Sponsor: Indiana State University

 Description of Activity: This Career Fair was held in the Hulman Center at the University from 1-
 4pm. Dave covered this Career Fair with information on openings in our
 Terre Haute and Evansville locations. He was able to talk with
 approximately 75 students about the various careers available in radio. .
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Outreach: Tours

Date: April 27, 2022
April 28, 2022
April 29, 2022

Participating Employees: Party Marty, WTHI Morning Show Announcer

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Jordan of Happiness Bag, Inc. contacted Party Marty regarding tours for some of their clients. Happiness Bag is a recreational and educational oriented facility designed for individuals with disabilities. Party Marty gave tours on each date to 3 or 4 clients. He gave them a tour of the various studios, the formats, what his job is for WTHI and talked about all of the various jobs available in radio. Jordan said that upon completion of these tours, he already had requests from those who missed this time that they definitely wanted to do this if and when it happened again.

Outreach: Reverse Career Fair

Date: May 3, 2022

Participating Employees: Dave Wisniewski, Sales Manager

Sponsor of Activity: Indiana State University

Description of Activity: For this Reverse Career Fair students were required to create a trifold display board of their features, advantages and benefits to potential employers. Potential employers are given evaluation forms and rotate through each student booth to evaluate the student and their display. . Students are given two minutes (1 minute for a pitch and 1 minute for Q&A). Based on the evaluations, at the end of this event, one student is awarded a scholarship thanks to State Farm.

Outreach: Career Day

Date: May 12, 2022

Participating Employees: Brooke May, Announcer - WMGI

Sponsor of Activity: Hoosier Prairie Elementary School

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Description of Activity: Meghan, a school counselor, invited Brooke to participate in their annual Career Day. Brooke talked about how to get started if you're interested in a career in broadcasting. She highlighted the pros of being in radio as well as the challenges faced. She gave a brief history of radio. She spoke about the different jobs that are available. She also spoke about the day to day activities of an on-air personality and what their responsibilities are. The students seemed to enjoy her presentation and asked good questions.

Outreach: Tour

Date: May 18, 2022

Participating Employees: Baley Halberstadt, Announcer/Promotions

Sponsor of Activity: Midwest Communications, Inc. – Terre Haute

Description of Activity: A young man and his case manager from Hamilton Center, a Terre Haute based facility offering mental health services, came in for a tour. The student was interested in learning more about radio because he wanted to become a YouTuber in the future and that involved working with audio boards, on-air presence, prep, etc. Baley toured all studios and discussed the various formats as well as all the different aspects and departments that make up a radio station. She answered his questions and invited him to come back again in the future if he had more questions.

Outreach: Tour

Date: June 7, 2022

Participating Employees: Party Marty, Morning Show Talent WTHI

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Party Marty talked with students from Woodrow Wilson Middle School about radio and all the various jobs that make up a radio station. He answered questions about radio, podcasts, promotions, engineering, production, sales and admin. He talked about the benefits of local radio and the how we help out our communities

Outreach: Speaking Opportunity

Date: November 2, 2022

Participating Employees: Baley Halberstadt, Announcer/Promotions

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Sponsor of Activity: Indiana State University

Description of Activity: Baley was invited to participate in a Communication Alumni Panel held from 12-3pm. Baley was able to share how her time at the University directly influenced her current position with our Terre Haute stations. She offered advice for life after college and encouraged students to get involved in organizations like Student Media to begin their portfolios and start learned real world job skills while at school. She answered questions from the students. She was then able to visit the newly renovated Student Media Center and chat with students about the equipment, set up, organization in general and how this will directly set them up for a career in radio and media if they decide to pursue it.

Outreach: ISU Spring Career Fair

Date: February 15, 2023

Participating Employees: Dave Wisniewski, Sales Manager

Sponsor of Activity: Indiana State University

Description of Activity: Dave represented our Terre Haute and Evansville markets in this Career Fair held in the Hulman Center from 1-4pm. Dave shared employment opportunities in both Indiana locations. Dave was able to speak to approximately 75-80 students about the various careers available in radio.

Outreach: Job Shadow

Date: February 17, 2023

Participating Employees: Eileen Brown, Local Sales Manager/Marketing Consultant

Sponsor of Activity: Midwest Communications, Inc.

Description of Activity: Kylie, a freshman at Indiana State University, was interested in a career in media sales. Eileen spent time with her giving her a background on her path to her current career; what classes Kylie might want to take and information on a typical day. She also talked about the different careers in a radio station and told her about internship possibilities..

Outreach: Radio Station Tour

Date: March 15, 2023

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Participating Employees: Baley Halberstadt, Promotions/Announcer

Sponsor of Activity: Midwest Communications, Inc.

Description of Activity: A large group of students from the Hamilton Center and their care managers (approximately 10 individuals) visited the station to learn more about radio as a possible career path. Baley gave them a tour of the stations, showing them all aspects from production to engineering, sales and on-air. The group had the opportunity to record a message and then listen to the recording as Baley demonstrated how to record and edit. She talked about internships, college, etc. and then answered their questions.

Outreach: Radio Station Tour

Date: March 20, 2023

Participating Employees: Baley Halberstadt, Promotions/Announcer

Sponsor of Activity: Midwest Communications, Inc.

Description of Activity: A young man and his care manager from the Hamilton Center visited the stations for a tour. The young man was interested in learning more about radio because he had an interest in online gaming programs and felt learning more about working with audio boards and other tools/skills that he felt he needed to master. Baley took him through each studio and covered all of the different aspects and departments involved in making a radio station run. She fielded questions and invited him to return to learn more if he wished.

Outreach: Spring Career Fair

Date: March 25, 2023

Participating Employees: Dave Wisniewski, Sales Manager

Sponsor of Activity: Indiana Broadcasters Association

Description of Activity: This Career Fair was held at 502 East Event Center in Carmel, Indiana from 1:30 to 4:30pm. Dave spoke with approximately 50 people about jobs in our Terre Haute and Evansville markets as well as all of the various departments that make up a radio station. He also helped judge applicants for the scholarship program sponsored by the IBA and participating radio stations.

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Outreach:	ISU Sales and Negotiations Center
Date:	April 15, 2022
Participating Employees:	Dave Wisniewski, Sales Manager
Sponsor of Activity:	Indiana State University
Description of Activity:	Dave represented our Terre Haute and Evansville markets at this ISU Elevator Pitch Final Rounds held in the Garden Level of Federal Hall from 12Noon to 3PM. Prior to the actual elevator pitches, Dave had the opportunity to network with 10 students talking about the various jobs available in radio. The premise of the elevator pitches was that students convince business owners in one minute or less on what makes them stand out over others who are seeking the same position. Dave was part of a panel of judges. The panel chooses the best pitches and prizes are awarded to the top three student presenters.