

ANNUAL EEO PUBLIC FILE REPORT

MIDWEST COMMUNICATIONS, INC. - SW Michigan Region

**WNWN-FM, WHTC-AM, WYVN-FM, WTVB-AM, WFAT-AM
WVFM, WKZO-AM, WZOX-FM, WTOU-AM**

Covering the period 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 southwestern Michigan Station Employment Unit ("SEU"). This SEU is comprised of the following stations: **WZOX-FM** and **WTOU-AM** licensed to PORTAGE, MICHIGAN; **WVFM-FM, WKZO-AM** licensed to KALAMAZOO, MI.; **WHTC** licensed to HOLLAND, MI; **WYVN** licensed to SAUGATUCK, MI; **WNWN-FM** and **WTVB AM** licensed to COLDWATER, MI, **WFAT-AM** licensed to BATTLE CREEK, MI. This report has been uploaded to the FCC Public Inspection Files website and posted on the station websites prior to June 1, 2023.

The information contained in this Report covers the time period beginning June 1, 2022 through May 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 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.

Appendix 1
Annual EEO Public File Report
Midwest Communications, Inc. – Michigan Region

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

Stations Comprising Station Employment Unit:
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Vacancy Information

Positions <u>Filled by Job Title</u>	<u>DOE</u>	Total # <u>Interviewed</u>	Recruitment <u>Source of Hire</u>	Recruitment Sources <u>Utilized</u>
Marketing Consultant Kalamazoo/Battle Creek Based Radio Stations	7/14/22 8/01/22 9/09/22 9/15/22	21	WMU Job Fair Radio Indeed.com LinkedIn.com	1, 2, 4, 5-22, 25, 26, 30, 37, 38, 39
Marketing Consultant Kalamazoo/Battle Creek Based Radio Stations	4/3/23	11	Indeed.com	2, 4, 5-22, 25, 26, 30, 37, 38, 40
Total Number of Positions Filled:		5		
Total Number of Persons Interviewed:		32		

Appendix 1 (Con't.)
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Recruitment Source Information

[illegible]

Appendix 1 (Con't.)
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Recruitment Source Information

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Of Contact</u>	<u>From Source</u>
1. WKZO/WVFM/WZOX/WTOU WNWN/WFAT/WTVB WHTC/WYVN/Websites	Stephanie Bishop JD Belsaas Jared Fritzma	4200 W. Main Street, Kalamazoo, MI 70 West Michigan Ave., Battle Creek, MI 87 Central Avenue, Holland, MI	Email Email Email	2

Internet Sites

2. LinkedIn	www.linkedin.com	5
3. Glassdoor	www.glassdoor.com	
4. Indeed.com	www.indeed.com	18

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. WTOU-AM/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. WNWN-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.co
14. WUSZ/WMFG/WDKF 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/KELO/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 Park 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

WEBSITE

<u>WEBSITE</u>	<u>Website Address</u>	
23. All Access	www.allaccess.com	
24. AM FM Jobs	http://www.amfm.com	
25. Career Page	http://www.careerpage.org	
26. Midwest Careers	www.midwestcareers.com	
27. Radio Online	www.radioonline.com	
28. Country Aircheck	chuck@countryaircheck	
29. WI Broadcasters Assoc.	kgeissler@wi-broadcasters.org	
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	office.manager@minnesotabroadcasters.com	

37. Pure MI Talent Connect	www.mitalent.org	
38. Outside Referral		4
39. Inside Referral		1
40. Western Michigan University		1

Appendix 2
Annual EEO Public File Report
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Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit:

1. Outreach: Website Posting and On Air Announcements

www.wincountry.com (WNWN) www.whtc.com, ; www.jack1065.com (WVFM)
www.wkzo.com, www.mosthits965.com (WZOX) www.927thevan.com(WYVN)
www.go955.com; www.wtvbam.com www.1027wfat.com.

- a) Date: June 1, 2006 to present
Participating Employees: Peter Tanz, Market Manager/Executive Vice President
Event Sponsor: Midwest Communications

Description of Activity

Midwest Communications 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 each month on each station encouraging organizations to apply to have job openings sent to them

2. Outreach: Participation in programs relating to Career Opportunities in Broadcasting

Outreach: Job Fair

Date: February 9, 2023

Participating employees: Jay Morris, Director of Sales
Hannah Suski, Digital Sales Strategist

Event Sponsor: Western Michigan University.

Description of Activity: Jay and Hannah represented all of our MI radio markets at this Job Fair held in the Bernhard Center on the WMU Campus. They talked about what our industry does to help our local communities, the various jobs available in our MI locations and what each job does. They collected 17 resumes for potential job and internship candidates. The resumes were distributed to the appropriate hiring manager.

Outreach: Student Broadcast Career Mentoring

Dates: December 7, 2022

Participating Employees: Peter Tanz, Market Manager/Executive Vice President

Sponsor: Michigan Assoc. of Broadcasters/Midwest Communications, Inc.

Description: Peter participated in this Speed Networking Event from 9:45am to 11:30am held at the Great Lakes Broadcast and Sports Media Academy at Ford Field in Detroit, MI. Students experienced a one on one meeting with Peter to discuss their career aspirations and how they might create a career in broadcasting.

Outreach: Tour

Date: June 29, 2022

Participating Employees: Brent Alan, Brand Manager/Announcer/Marketing Consultant
Dan Evans, Brand Manager/Announcer/News Reporter
Scott Watson, Announcer

Event Sponsor: Midwest Communications, Inc./Holland

Description of Event: Brent, Dan and Scott gave a tour to 15 students and 2 teachers from the Hope College Upward Bound Program. They talked about broadcasting, podcasting and the various jobs available in radio. They toured the WHTC/WYVN studios. Scott put them on the air in the WHTC studio with one student reading the weather forecast live on the air. They asked a lot of very good questions.

Outreach: MAB Career Fair

Date: December 7, 2022

Participating Employees: Peter Tanz, Market Manager/Executive Vice President – Southwest MI
Mark Jaycox, VP/Market Manager – Lansing

Event Sponsor: MI Assoc. of Broadcasters/Midwest Communications, Inc.

Description of Activity: Peter and Jay discussed open positions within the Midwest Communications, Inc. stations with students and job seekers. Event participants were encouraged to use midwestcareers.com for information on all open positions at all Midwest Communications radio markets. More than 600 students and business-minded professionals registered to attend this Career Fair.

Outreach: Southern Michigan Broadcasting Scholarship

Date: March 15, 2023

Participating Employees: Jay Morris, Director of Sales (Kalamazoo, Battle Creek)
Ken Delaney, Local Market Manager/Brand Manager/Announcer (Coldwater)
Kevin Oswald, Local Market Manager/Director of Sales (Holland)
Mark Jaycox, VP/Market Manager (Lansing)

Event Sponsor: Michigan Assoc. of Broadcasters

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. The above individuals, representing our various radio groups help choose the scholarship winner among pre-qualified candidates. The MAB Foundation will act as the coordinator by helping to match participants with students from participating schools. The recipient, a student of Adrian College, Adrian Michigan, was recognized during the awards luncheon held at the Lansing Convention Center in Lansing, MI on March 15, 2023.

Outreach:

Career Fair

Date: March 15, 2023

Participating Employees: Stefan VanderMolen, Director of Sales (Holland)
Peter Tanz, Market Manager/Executive Vice President
Mark Jaycox, VP/Market Manager (Lansing)

Event Sponsor: Michigan Association of Broadcasters

Description of Activity: Peter, Stefan and Mark represented all of Midwest's Michigan Radio Markets at this Career Fair held at the Lansing Convention Center in Lansing, MI. Over 250 students and business-minded professionals registered to attend this event. They were able to share information on the various openings in our locations with potential candidates and also shared information of possible internships.

Outreach:

Readiness Fair

Date: May 2, 2023

Participating Employees: Ken Delaney, Local Market Manager/Brand Manager/Announcer

Event Sponsor: Branch Area Careers Center/Southwest MIWorks

Description of Activity: Branch Areas Careers Center is a school offering Career and Technical Training for students in Coldwater, MI. This Readiness Fair held from 8:30AM to 2:30PM attracted approximately 500 juniors and seniors. There were approximately 25 Branch County employers in attendance. We were able to conduct mock interviews and collect resumes from students while sharing with them about potential job opportunities and the qualifications necessary for those positions. Ken represented Coldwater, Battle Creek, Kalamazoo and Holland.

Outreach:

Networking Night Workshop

Date: March 13, 2023

Participating Employees: Jay Morris, Director of Sales

Event Sponsor: Broncos Empowered and Varsity W Club/Western Michigan University

Description of Activity: Jay represented our Kalamazoo and Battle Creek radio stations at this first ever Networking Night Workshop. The purpose of this Workshop was to equip student-athletes with the skills and knowledge to prepare them for future job opportunities. Jay hosted ten (10) students at this event, doing mock elevator pitches and job interviews.