
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 Northeast Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WGEE-FM licensed to New London, Wisconsin, WDKF-FM licensed to Sturgeon Bay, Wisconsin, WYDR-FM and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, 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, 2020 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. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was utilized” refer to the number of the full-time job positions listed on Appendix 1.

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. – Northeast Wisconsin
Covering the Period from August 1, 2021 to July 31, 2022

Stations Comprising Station Employment Unit:
WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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>
Announcer/Production Green Bay/Appleton WI Markets	9/16/21	8	MidwestCareers.com	2, 4, 5, 6, 10-27, 32, 38, 45, 48
Production Director Green Bay/Appleton, WI Markets	9/30/21		Outside Referral	
On-Air Talent/Promotions WYDR Radio	9/20/21	8	AllAccess.com	2, 4, 5, 10-27, 31, 32, 39, 41, 42, 43, 44
Marketing Consultant WTAQ/WYDR/WGEE/WNFL Radio	12/20/21	8	Inside Referral	1, 3, 4, 5, 6, 7, 10-27, 32, 37, 44, 47
Traffic Director WIXX/WNCY/WYDR/WBFM	1/6/22	6	Radio/WGEE	1, 5, 6, 10-27, 32, 38, 44, 47
Marketing Consultant WIXX-FM Radio	1/17/22	7	Outside Referral	1, 3, 5, 6, 7, 10-27, 32, 38, 44, 48
Marketing Consultant WNCY-FM Radio	1/24/22	9	Radio/WNCY	1, 3, 5, 6, 7, 10-27, 32, 38, 44, 47
Announcer WIXX-FM Radio	3/21/22	4	MidwestCareers.com	2, 4, 5, 10-27, 31, 39, 41, 42, 43, 44
Announcer WIXX-FM Radio	6/20/22	8	AllAccess.com	2, 4, 5, 10-27, 31, 39, 41, 42, 43, 44, 47, 48, 49

Total Number of Positions Filled During Applicable Period: 9
Total Number of Persons Interviewed During Applicable Period: 58

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact:</u>	<u># Interviews From Source</u>
1. WIXX/WNCY/WGEE/WYDR WDFK/WNFL/WTAQ AM/FM	Jeff Johnson	1420 Bellevue Street., Green Bay, WI 54311	920-435-3771	16

Internet Sites:

2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	11
3. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	1
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.com	
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	9
7. Glassdoor	Matt DiFrancesca	1000 Shoreline Hwy, Mid Valley, CA 94941	glassdoor.com	
8. AM/FM Jobs		PO Box 4116, San Francisco, CA 92052	amfmjobs.com	
9. Country Aircheck	Chuck Ayl	914 18 th Ave., Nashville, TN 37212	news@countryaircheck.com	1

Postings:

10. WNCY/WIXX/WDKF WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com	1
11. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	crai.canabel@mwcradio.com	
12. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
13. WTOU/WQLR WKZO AM/WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	katie.tulin@mwcradio.com	
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
15. WNWN/WFAT	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	jay.morris@mwcradio.com	
16. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
17. KDAL/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior/Ste. 380., Duluth, MN 55811	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 WEVE, WNMT, WTBX, KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com	
20. WMGI/WIBQ/WBOW WTHI/WWVR	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
21. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
22. KELO, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst. .	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
23. KFGO, KRWK, KVOX KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	dan.cash@mwcradio.com	
24. WJXA/WCJK, WNFN	Business Mgr.	504 Rosedale Ave. Nashville, TN 37211	tracie.vaughn@mwcradio.com	
25. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
26. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Road, Evansville, IN 47720	christie.york@mwcradio.com	
27. WMBD/WSWT/WXCL/WKZF WPBG/WIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

Website Address

28. Indiana Career Connect	www.indianacareerconnect.com	
29. Indiana Univeristy/Kelly School Of Broadcasting	https://www.indianacareerconnect.com	
30. Edgewood College	http://www.edgewood.edu/src/career	
31. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
32. Midwest Careers	www.midwestcareers.com	
33. MN UW System	http://www.myconsortium.com/mcucsa/employer	
34. Northwestern College	https://vnwsp-csm.symphlicity.com/employers/index.php	
35. Radio Online	www.radioonline.com	
36. Superior Job Service Center	www.ci.superior.wi.us	
37. Wausau Region Chamber of Commerce	http://www.wausauchamber.com/mx/hm.asp?id=jobs	
38. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/	

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EMAIL

- 39. ILBroadcast Association
- 40. ITT Technical School (Green Bay)
- 41. MN Broadcasters Assoc.
- 42. ND Broadcasters Assoc.
- 43. SD Broadcasters Assoc.
- 44. WI Broadcasters Association
- 45. Wisconsin Job Network
- 46. Wisconsin Department of Workforce Development

E-Mail Address:

dgray@ilba.org
mwwitte@itt-tech.edu
tim.hyde@minnesotabroadcasters.com
bethh@ndba.org
marla@willardassociates.com
kgeissler@wi-broadcasters.org
in@wisconsinjobnetwork.com
miledor@dwd.state.wi.us

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|----------------------|---|
| 47. Inside Referral | 7 |
| 48. Outside Referral | 3 |
| 49. MidwestJobs.com | 1 |

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APPENDIX 2

Annual EEO Public File Report

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

Stations Comprising Station Employment Unit:

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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

Outreach:	Website Posting www.midwestcareers.com www.wixx.com www.wncy.com www.dukefm.com (WGEE/WDKF) www.wtaq.com www.943jackfm.com (WYDR) www.wnflsports.com
Date:	January 1, 2003 to present
Participating Employees:	D.E. (Duke) Wright – Market Manager Peter Tanz,- Executive Vice President
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:	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

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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: Speaking Engagement

Date: June 3, 2022

Participating Employees: Nick Vitrano, Morning Show Co-Host, WIXX

Event Sponsor: King Elementary School/Green Bay School system.

Description of Activity: Nick was invited to be the keynote commencement speaker for the 5th grade graduating class, including families of the students and school staff. Their theme was “jumping into life and getting dirty”. Nick talked about the choices he made in life, embracing the ‘dirt’ of the roads that he did not foresee that led him down the path to his career with WIXX. This was not something that he thought about as a 5th grade student. He spoke of the many opportunities that radio has afforded him (along with the joy) to meet so many people and hear so many stories, learn great things about our community and how perhaps one day one of them might be in Nick’s spot talking to a graduating class and sharing the stories of their path.

Outreach Activity: Tour

Date: May 23, 2022

Participating Employees: Jim Murphy, Morning Show Host/WIXX

Event Sponsor: Midwest Communications, Inc.

Description of Activity: The School Counselor from Denmark Elementary School contacted Murphy about a tour for a group of 10 students who are a part of what they call “The Daily Buzz” Crew. They make the morning announcements in their school. Murphy gave them a tour of our Green Bay facility talking about the different jobs that make up a radio station. All seemed to be interested in radio and how it works. They were able to pop in to an ‘on-air’ studio and did the weather on-air. They were very excited about the tour.

Outreach Activity: EEO Seminar

Date: May 19, 2022

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Participating Employee: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Broadcasters Association

Description of Event: Ms. Gillis participated in this WBA hosted webinar entitled “Understanding and Mitigating Unconscious Bias in Our Everyday Lives”. Chief Diversity Officer, Binu Palta Hill of the University of Wisconsin-School of Business in Madison, WI discussed the origins of bias and offered strategies to mitigate the unwanted effects of implicit bias not only in hiring but in all areas of our lives.

Outreach Activity: Speaking w/Children on Media

Date: May 10, 2022

Participating Employee: Brian “Fife” Pfeifer, Afternoon Drive Announcer, WIXX

Event Sponsor: New Holstein Elementary

Description of Event: Mitchell, a media teacher at New Holstein Elementary invited Fife to come out to chat with the students about working in radio; how it applies to other forms of media such as podcasting and social media. Fife spent about two hours talking with the students, answering all of their questions which included how did he get into radio; what does a typical day in radio look like, etc. Fife had a chance to talk about all of the different departments that make up a radio station. It seemed the students very much enjoyed his visit.

Outreach Activity: Tour

Date: April 28, 2022

Participating Employee: David Bachman, Systems Engineer

Event Sponsor: Midwest Communications, Inc.

Description of Event: Cub Scout Pack 4039, Webelos Den 3 scouts, their Den Leader and parents were able to tour our Green Bay facilities learning about the various operational aspects of radio. They were also able to visit the WIXX studio, going on the air with Fife, afternoon drive announcer. They all had a great time.

Outreach Activity: Job Fair

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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.

Outreach Activity: Speaking Engagement

Date: April 13, 2022

Participating Employee: Nick Vitrano, Morning Show Announcer, WIXX

Event Sponsor: Ashwaubenon Public Safety/Ashwaubenon Public Schools

Description of Event: Nick was the keynote speaker for the 5th Grade D.A.R.E. Program graduation for the Ashwaubenon Public School District. In addition to speaking with them about their D.A.R.E. theme of “making good choices”, Nick was able to speak with them about the choice he made that led him to his career in radio, a path that was not on his mind in the 5th grade. He advised them to leave doors open to perhaps travel a path unforeseen and to embrace the stories of those around them. He spoke of the opportunities radio afforded him to meet so many people, hear so many stories, celebrate much about our community and how that ‘path’ led him to this spot; taking to this graduating class. One day it might be one of them.

Outreach Activity: Job Shadow

Date: April 12, 2022

Participating Employee: Mark Daniels, Sports Director

Event Sponsor: Midwest Communications, Inc.

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Description of Event: Cooper, a freshman at Kewaunee High School, asked to shadow Mark. He is interested in a career doing sports in radio. He will be doing play-by-play on the school's streaming website. He shadowed Mark to observe sportscast compilation and production. Mark shared his path with him and they discussed possible career plans for college and beyond.

Outreach Activity: Job Shadow

Date: October 29, 2021

Participating Employee: Brian (Fife) Pfeifer, Afternoon Drive Announcer, WIXX

Event Sponsor: Midwest Communications, Inc.

Description of Event: Fife had a young man, sophomore in high school, who has an interest in radio ask to come in and sit with him while he did his show on WIXX. Fife showed him how the equipment works and tried to instill in him why we do the things we do in studio. He also talked about the realities of working in radio. Fife shared how he got into radio, covering the passion that he has for the business and the overall goal of a radio station and on-air personnel of serving the community. He sat in for the full show and was able to participate in a few breaks.

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: EEO Seminar

Date: August 25, 2021

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Participating Employee: Andy Gille, VP/Digital Operations

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Chief Diversity Officer, Binu Palta Hill, University of Wisconsin School of Business hosted a Seminar as part of the annual Summer Conference at the Blue Harbor Inn based in Sheboygan, WI, entitled “Developing Signature Traits of an Inclusive Leader”. She covered the six signature traits of leaders, including mindset and behaviors along with best practices that we can utilize and help us plan for a more inclusive future.