
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM 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 Hibbing, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: WUSZ-FM licensed to Virginia, Minnesota, WNMT-AM licensed to Nashwauk, Minnesota, WEVE-FM licensed to Eveleth, Minnesota, WDKE-FM licensed to Coleraine, Minnesota, WMFG-AM, WMFG-FM and WTBX-FM licensed to Hibbing, Minnesota. 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 covers the time period beginning December 1, 2021 to and including 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.

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APPENDIX 1 (Continued)

Annual EEO Public File Report

Midwest Communications, Inc. – Hibbing, Minnesota

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

Stations Comprising Station Employment Unit:

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM 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 All Stations	10/03/2022	3	Inside Referral	1, 5, 6, 8, 10-27, 31, 36

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 (Continued)

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>from Source</u>
WTBX/WUSZ/WEVE/ WMFG/WDKE/WNMT & Websites	Mark Cheney	807 W. 37 th Street, Hibbing, MN	mark.cheney@mwcradio.com	
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121	www.radio-online.com	
4. AM/FM Jobs		P.O. Box 4116, Oceanside, CA 92052	amfmjobs.com	
5. LinkedIn		Sunnyvale, CA	linkedin.com	
6. Indeed		PO Box 660367, Dallas TX 75266	indeed.com	2
7. Glassdoor		100 Shoreline Hwy. Mill Valley, CA	glassdoor.com	
8. Career Page			careerpage.org	
9. Country Aircheck		914 18 th Avenue, South, Nashville, TN 37212	countryaircheck.com	
<u>Postings:</u>				
10. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
11. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	peter.tanx@mwcradio.com	
12. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
13. WTOU-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
15. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, 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 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/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com	
20. WMGI/WWVR/WIBQ WBOW/WTHI	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 AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
23. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com	
24. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
25. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
26. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	christie.york@mwcradio.com	
27. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

	<u>Website Address</u>
28. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html
29. Midwest Careers	www.midwestcareers.com
30. MN Job Bank	http://employer.mnworks.org/emli.cfm

EMAIL

	<u>E-Mail Address</u>
31. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com
32. WI Broadcasters Association	kgeissler@wi-broadcasters.org
33. IL Broadcasters Association	dgray@ilba.org
34. ND Broadcasters Association	bethh@ndba.org
35. SD Broadcasters Association	marla@willardandassociates.com

36. Inside Referral

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APPENDIX 2

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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.wtbx.com
www.radiousa.com (WUSZ) www.wnmtradio.com
www.961duke.fm (WDKE) www.979weve.com
www.95kqds.com (WMFG-FM)
 - Date: WTBX-FM from 8/1/04 to present
WUSZ-FM from 9/15/04 to present
WNMT-AM from 9/20/04 to present
WDKE-FM from 1/1/17 to present
WEVE-FM from 1/1/17 to present
KQDS-FM(WMFG) from 1/1/17 to present
 - Participating Employees: Kristi Westrem – Market Manager
 - Event Sponsor: Midwest Communications, Inc.
 - Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites and on each of our Hibbing based radio stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 2. Outreach: Radio Station Tour
 - Date: April 15, 2022
 - Participating Employee: Jessica Halverson, Production Director/Announcer
Rollie Dethloff, Announcer
Mark Cheney – Office Manager/Sales Assistant
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Scott Hanson, Brand Manager
Kristi Westrem, VP/Market Manager
Michael Koenigsberg, Marketing Consultant
Tom Baldrice, Operations Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Jessica was scheduled to present to a Mass Communications class at Mesabi Range College; a class that she took that helped her get into her current position. Due to a staffing issue, she was not able to do this in person and handled this with a video tour. The students submitted questions that they wanted answered. Jessica answered all of their questions and then introduced each of the above co-workers having them describe what their job was, what education they had or how they came to work in radio, for how long and if they enjoyed what they did. This was a success! Jessica made herself available for any further feedback necessary.

Outreach: Job Fair

Date: April 21, 2022

Participating Employees: Kristi Westrem, VP/Market Manager
Scott Hanson, Brand Manager/Announcer
Doug Diedrich, Brand Manager, Announcer

Event Sponsor: Various Local Employers/Iron Trail Convention Center

Description of Activity: This job fair was held from 10am to 3pm at the Iron Trail Motors Event Center in Virginia, MN. Various Iron Range businesses put this Job Fair together. There were approximately 150-200 potential job seekers in attendance. Many were high school and college students along with other applicants hoping to find a job in a field of interest for them. Our staff answered many questions about radio and about our Sales and Marketing Job that was currently open.

Outreach: Job Fair

Date: March 31, 2022

Participating employees: Kristi Westrem, VP/Market Manager

Event Sponsor: Hibbing, MN Chamber of Commerce

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Description of Activity: This Job Fair was held from 10am to 3pm at the Hibbing Memorial Dining Room in Hibbing, MN. There were approximately 100 potential applicants in attendance who were able to network with approximately 20 different participating businesses. Kristi was able to talk with attendees about our open sales position and also about other opportunities that are available in radio.

Outreach: Mock Interviews

Date: January 13, 2022

Participating Employees: Kristi Westrem, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Kristi was invited by Sheri, the Business Teacher at Cherry High School to take to her class about job opportunities within Midwest Communications. Kristi also did mock interviews with six (6) students designed to help prepare them for future job interviews when they are ready to enter the job market.

Outreach: Tours

Date: **December 27, 2021** – Mary Jo, former Hibbing resident who had an interest in radio, asked for a tour.
April 7, 2022 – Mya and Jaelyn, Chisholm High School seniors came in to record on-air Senior Salutes sponsored by local businesses were given a tour.
June 29, 2022 – Patti, Brianne along with Haley were given a tour. Haley was graduating from high school going to Hibbing Community College in the Fall had an interest in mass communications and the positions available.

Participating Employees: Jessica Halverson, Production Director/Announcer
Mark Cheney, Office Manager/Sales Assistant
Doug Diedrich, Brand Manager/Announcer
Sean Mull, Brand Manager/Announcer
Rollie Dethloff, Announcer
Scott Hanson, Brand Manager/Announcer
Kristi Westrem, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

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Description of Activity: All those taking tours learn about our part in their daily lives from the time they wake up to the information and entertainment we offer on a daily basis. All aspects of our group of stations are explained; sales and marketing, programming, news and sports and the technical side of radio. They also have an opportunity to meet staff members, as they are available, how they came to work in radio, a bit about their specific job, how long they've been in that position and what they enjoy about what they do.

Outreach: Job Shadow

Date: June 10, 2022

Participating Employees: Sean Mull, Brand Manager/Announcer
Rollie Rethloff, Announcer
Jessie Halverson, Production Director/Announcer
Doug Diedrich, Brand Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Activity: A high school student, Jaylin, expressed an interest in specifically working for our radio stations after graduating and wanted to job shadow to see what a career in radio entailed. They started with a tour of all studios and offices. Jaylin was in the studio for the morning show and learned about the importance of show prep and how the various segments of the morning show are executed. Voice-tracking was discussed and then Jaylin sat through Sean voice-tracking a show. Jaylin spent time shadowing production and learned about producing on-air material for the morning show. Jaylin was introduced to various staff who explained what they did and how their work impacts the communities we serve on a daily basis. Upon completion of this job shadow, Jaylin's interest in radio was very high!
