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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## Annual EEO Public File Report

**MIDWEST COMMUNICATIONS, INC. - Lansing, Michigan Region**

**WJXQ-FM, WWDK-FM, WQTX-FM, WLMI-FM**

**June 1, 2023 through May 31, 2024**

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 Lansing, Michigan Employment Unit (“SEU”). This SEU is comprised of the following stations: **WJXQ** licensed to Charlotte, MI; **WWDK** licensed to Jackson, MI.; **WQTX** licensed to Saint Johns, MI; **WLMI** licensed to Grand Ledge, MI. This report has uploaded to the FCC Public Inspection Files website and has been posted to the station websites prior to June 1, 2024.

The information contained in this Report covers the time period beginning June 1, 2023 up to and including May 31, 2024.

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.

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## Appendix 1

### Annual EEO Public File Report

Midwest Communications, Inc. – Lansing, MI

Covering the Period from June 1, 2023 through May 31, 2024

Stations Comprising Station Employment Unit:

WJXQ-FM, WWDK-FM, WLMI-FM, WQTX-FM

### Vacancy Information

<u>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 WJXQ/WQTX/WLMI/WWDK	02/12/24	6	Indeed	1, 2, 4, 5-22, 25 26, 27, 30, 37

Total Number of Positions Filled: 1  
Total Number of Persons Interviewed: 6

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## Recruitment Source Information

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method</u> <u>Of Contact</u>	<u>From Source</u>
1. WJXQ/WQTX/WLMI/WWDK Station Websites	Randy Stine	2495 Cedar Street, Holt, MI	Email	
 <u>Internet Sites</u>				
2. LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>			
3. Glassdoor	<a href="http://www.glassdoor.com">www.glassdoor.com</a>			
4. Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>			
 <u>Postings</u>				
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311		<a href="mailto:caitlin.kazik@mwcradio.com">caitlin.kazik@mwcradio.com</a>
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913		<a href="mailto:craig.vanabel@mwcradio.com">craig.vanabel@mwcradio.com</a>
7. WHBL/WHBZ/WBFM/WXER <a href="mailto:kim.schneider@mwcradio.com">kim.schneider@mwcradio.com</a>	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081		
8. WNWN-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006		<a href="mailto:katie.tulin@mwcradio.com">katie.tulin@mwcradio.com</a>
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036		<a href="mailto:ken.delaney@mwcradio.com">ken.delaney@mwcradio.com</a>
10. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017		<a href="mailto:mandy.stephenson@mwcradio.com">mandy.stephenson@mwcradio.com</a>
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423		<a href="mailto:bryan.brewer@mwcradio.com">bryan.brewer@mwcradio.com</a>
12. KDAL/KTCO/KDKE KQDS//WDSM/WDUL <a href="mailto:sarah.pugliese@mwcradio.com">sarah.pugliese@mwcradio.com</a>	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802		
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG <a href="mailto:cheryl.radtke@mwcradio.com">cheryl.radtke@mwcradio.com</a>	Admin. Asst.	557 Scott Street, Wausau, WI 54403		
14. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 <sup>th</sup> St., Hibbing, MN 55746		<a href="mailto:rollie.dethloff@mwcradio.com">rollie.dethloff@mwcradio.com</a>
15. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 <sup>rd</sup> Street, Terre Haute, IN 47807		<a href="mailto:cheri.page@mwcradio.com">cheri.page@mwcradio.com</a>
16. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842		<a href="mailto:lexy.skirvin@mwcradio.com">lexy.skirvin@mwcradio.com</a>
17. KELO AM-FM/KELO/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104		<a href="mailto:rachel.sundem@mwcradio.com">rachel.sundem@mwcradio.com</a>
18. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103		<a href="mailto:holly.kolden@mwcradio.com">holly.kolden@mwcradio.com</a>
19. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211		<a href="mailto:brenda.mcarthur@mwcradio.com">brenda.mcarthur@mwcradio.com</a>
20. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917		<a href="mailto:jennifer.terry@mwcradio.com">jennifer.terry@mwcradio.com</a>
21. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720		<a href="mailto:kearsten.peters@mwcradio.com">kearsten.peters@mwcradio.com</a>
22. WSWT/WXCL/WMBD/WIRL WKZF/WPBG	Business Mgr.	331 Fulton St., 12 <sup>th</sup> Floor, Peoria, IL 61602		<a href="mailto:shannon.demanes@mwcradio.com">shannon.demanes@mwcradio.com</a>

### WEBSITE

23. All Access	<a href="http://www.allaccess.com">www.allaccess.com</a>
24. AM FM Jobs	<a href="http://www.amfmjobs.com">http://www.amfmjobs.com</a>
25. Career Page	<a href="http://www.careerpage.org">http://www.careerpage.org</a>
26. Midwest Careers	<a href="http://www.midwestcareers.com">www.midwestcareers.com</a>
27. Radio Online	<a href="http://www.radioonline.com">www.radioonline.com</a>
28. Country Aircheck	<a href="mailto:chuck@countryaircheck.com">chuck@countryaircheck.com</a>
29. WI Broadcasters Assoc.	<a href="mailto:kgeissler@wi-broadcasters.org">kgeissler@wi-broadcasters.org</a>
30. MI Assoc. of Broadcasters	<a href="http://michmab.com/careers/">michmab.com/careers/</a>

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| 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           | <a href="mailto:tim.hyde@minnesotabroadcasters.com">tim.hyde@minnesotabroadcasters.com</a> |
| 37. Michigan State University Career Fair |  |

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## Annual EEO Public File Report - **Appendix 2**

Midwest Communications, Inc. – Holt (Lansing), Michigan

Covering the Period from June 1, 2023 through May 31, 2024

Stations Comprising Station Employment Unit:

**WJXQ-FM, WWDK-FM, WQTX-FM, WLMI-FM**

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

Report Time Period:

- Outreach:** **Website Posting and On-Air Announcements**  
[www.midwestcareers.com](http://www.midwestcareers.com) [www.q106fm.com](http://www.q106fm.com) (WJXQ)  
[www.941theduke.com](http://www.941theduke.com)(WWDK)  
[www.cruisin929.com](http://www.cruisin929.com) (WLMI)  
[www.stacks921fm.com](http://www.stacks921fm.com) (WQTX)

**Date:** July 1, 2010 to present

**Participating Employees:** Mark Jaycox, Vice President/Market Manager

**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. Midwest Communications also airs announcements on air seeking organizations wishing to receive our job openings.
  - Outreach:** 2023 DeWitt Community Showcase

**Date:** June 1, 2023

**Participating Employees:** Mark Jaycox, VP/Market Manager

**Event Sponsor:** Clinton County School District

**Description of Activity:** Midwest/Lansing had a full table with all four stations represented At this Event held at DeWitt High School, DeWitt, MI from 5 to 7pm. This was a chance for area businesses to showcase their services,
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products and share their mission. Businesses were able to interact with hundreds of local families, students and other business owners and allowed participants to increase their exposure to what their community offered.

- Outreach:** Sales Leadership Career Fair
- Date: September 19, 2023
- Participating employees: Mark Jaycox, VP/Market Manager
- Event Sponsor: Michigan Association of Broadcasters  
Michigan State University
- Description of Activity: Mark represented all of our MI radio markets at this Job Fair held in the Spartan Stadium at Michigan State University. Mark was able to talk to more than 20 students about the various open positions in our Michigan broadcast group over the 2.5 hours of this event. Resumes collected were distributed to the appropriate hiring manager.
- Outreach:** Great Lakes Broadcast & Sports Media Academy
- Date: November 2, 2023
- Participating Employees: Peter Tanz, Market Manager/ President/Executive Vice President  
Ken Delaney, Market Manager/Coldwater  
Jay Morris, Director of Sales/Kalamazoo, Battle Creek  
Stefan VanderMolen, Director of Sales/Holland  
Mark Jaycox, VP/Market Manager – Lansing  
Dan Cash, VP/Market Manager – Fargo, ND
- Event Sponsor: Great Lakes Broadcast & Sports Media Academy  
Midwest Communications, Inc.
- Description of Activity: Over 900 college and high school students along with broadcast professionals from across Michigan and the Midwest gathered at Ford Field in Detroit for the second Great Lakes Broadcast & Sports Media Academy. Midwest was a co-sponsor of the overall event and specifically sponsored the complimentary “head shot” photo booth for students. Dan Cash was a presenter for the Breakout Session “From Concept to Completion: The Wizardry
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of Sales & Marketing”. Peter Tanz and Stefan VanderMolen were participants in the Speed Networking session while all five Michigan managers manned the Midwest Communications, Inc. booth for the Media Career Fair from 12noon to 3pm discussing career opportunities with students, collecting resumes and conducting mini interviews. The Michigan markets participating included Coldwater, Battle Creek, Kalamazoo, Holland and Lansing.

**Outreach:** Career Fair

Date: March 18, 2024

Participating Employees: Jay Morris, Director of Sales  
Mark Jaycox, VP/Market Manager

Event Sponsor: Michigan Association of Broadcasters Foundation

Description of Activity: Jay and Mark attended the 2024 MAB Foundation Media Career Fair during the Michigan Student Broadcast Awards ceremony at the Crowne Plaza in Lansing, MI on March 18, 2024. Over 300 students and business-minded professionals registered to attend this career outreach event. Mark and Jay were able to meet and collect information on ten potential employees and interns.

**Outreach:** DeWitt Community Showcase

Date: May 1, 2024

Participating Employees: Mark Jaycox, VP/Market Manager

Event Sponsor: DeWitt Public Schools, DeWitt Charter Township and City of DeWitt

Description of Activity: This is an opportunity for area businesses to showcase their services, products, etc. and conversely allowing the schools to showcase student work and student talent. This is a wonderful opportunity for students to learn about what businesses have to offer and for the businesses to see the talent that is going to become available in a future workforce.

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**Outreach:** Broadcasting Scholarship

**Date:** March 18, 2024

**Participating Employees:** Mark Jaycox, VP/Market Manager  
Jay Morris, Director of Sales

**Event Sponsor:** MAB/Midwest Communications, Inc.

**Description of Activity:** Mark and Jay, representing our Midwest Communications, Inc. Michigan based group of radio stations, again at the MAB Foundation Media Career Fair, during the Student Awards Luncheon presented a \$1,000 scholarship to Karson from Spring Arbor College. Karson was interested in radio broadcasting/audio production as a career.

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