
MIDWEST COMMUNICATIONS, INC.

and Affiliates

Annual EEO Public File Report

MIDWEST COMMUNICATIONS, INC. - Holt (Lansing), Michigan Region

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

June 1, 2024 through May 31, 2025

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, 2025.

The information contained in this Report covers the time period beginning June 1, 2024 up to and including May 31, 2025.

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. – Holt (Lansing), MI

Covering the Period from June 1, 2024 through May 31, 2025

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	12/9/24	6	Inside Referral	2, 5-22, 24, 25, 26, 30, 37
Marketing Consultant WJXQ/WQTX/WLMI/WWDK	2/10/25	6	Indeed	2, 5-22, 24, 25, 26, 30, 37

Total Number of Positions Filled:	2
Total Number of Persons Interviewed:	12

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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	www.linkedin.com			
3. Glassdoor	www.glassdoor.com			
4. Indeed.com	www.indeed.com			
 <u>Postings</u>				
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Coordinator	1420 Bellevue St., Green Bay, WI 54311	b.lewis@mwcradio.com	
6. WGEE/WYDR	Dir. Of Sales	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
7. WHBL/WHBZ/WBFB/WXER	Office Mgr.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
8. WNNW-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Admin/Sls Asst.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
9. WTVB	Market Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
10. WNNW-FM/WFAT mandy.stephenson@mwcradio.com	Admin/Sls Asst.	70 W. Michigan Ave., #700, Battle Creek, MI 49017		
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@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	Office Mgr.	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	rollie.dethloff@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	Business Mgr.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
18. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Office Coordinator	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
19. WJXA/WCJK/WNFN	Office Coordinator	504 Rosedale, Nashville, TN 37211	brenda.mcarthur@mwcradio.com	
20. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
21. WIKY/WABX/WSTO/WLYD	Office Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
22. WSWT/WXCL/WMBD/WIRL WKZF/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	
 <u>WEBSITE</u>				
23. ROSTR	<u>Website Address</u> www.hq.rostr.cc			
24. Pure MI Talent Connect	www.mitalent.org			
25. Career Page	http://www.careerpage.org			
26. Midwest Careers	www.midwestcareers.com			
27. Radio Online	www.radioonline.com			
28. Country Aircheck	chuck@countryaircheck.com			
29. WI Broadcasters Assoc.	kgeissler@wi-broadcasters.org			
30. MI Assoc. of Broadcasters	michmab.com/careers			
31. IL Broadcasters Association	dlyleiba@gmail.com			
32. IN Broadcasters Association	indianabroadcasters.org/job/submit-job/			

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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	tim.hyde@minnesotabroadcasters.com
37. Inside Referral	

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Event Sponsor: **Western Michigan University**

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Description of Activity: Jay, Hannah and Peter represented all of our Michigan based radio stations at the first ever WMU Digital Marketing Career Fair held at the WMU Center ballroom. They talked about what the radio industry does to help our local communities, what type of jobs we had available and what each job does as well as all of the other opportunities available in radio. They collected 25 resumes for potential job and internship candidates and distributed those resumes to the appropriate hiring managers.

Outreach: **Great Lakes Broadcast & Sports Media Academy**

Date: November 7, 2024

Participating Employees: Peter Tanz, President, Midwest Communications, Inc.
Ken Delaney, Market Manager/Coldwater
Jay Morris, Market Manager, Kalamazoo, Battle Creek, Holland
Mark Jaycox, VP/Market Manager – Lansing

Event Sponsor: Great Lakes Broadcast & Sports Media Academy
Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. co-sponsored this event held at Ford Field in Detroit. Over 1,000 students and business-minded professionals registered to attend this career outreach event. In addition to our career fair booth where they were able to interact with many students discussing the many careers available in broadcasting, Mark participated as a co-speaker on stage with Will K. from Detroit Sports Network conducting a session on “click bait”. The Michigan markets participating included Coldwater, Battle Creek, Kalamazoo, Holland and Lansing.

Outreach: **Station Tour**

Date: January 29, 2025

Participating Employees: Terry Stevens, Operations Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Terry took Girl Scout Troop 30457 on a tour of our broadcast facility; each of the studios and sales, engineering and admin. He demonstrated how the equipment worked and allowed them to

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promote their cookie sales. He discussed the different jobs associated with the departments including sales, marketing, digital, IT, etc. that make up the broadcasting industry.

Outreach:

Mentorship

Date:

February 4, 2025

Participating Employees:

Terry Stevens, Operations Manager
Mark Jaycox, VP/Market Manager

Event Sponsor:

Midwest Communications, Inc.

Description of Event:

Terry shared with two new Marketing Consultants, Joannie and Rudelle, what was involved in Creative Services. He discussed how to present a client as a branded solution to a listener's problem. He shared techniques and best practices from pros like Roy Williams, Dan O'Day and Dick Orkin's Radio Ranch. He also shared examples of ads produced in house with the results received for our clients. He explained to them what they needed to provide to get the best results from the creative team.

Mark took them through an intensive media training program. Subjects covered: traditional media, competitive media (pros and cons), Digital Media, Client Needs Analysis, overcoming objections, closing the sale, building effective proposals, time management skills, prospecting skills. These subjects were covered in-depth because neither Marketing Consultant had any prior media experience.

Outreach:

American Marketing Association Mentor Mixer

Date

February 5, 2025

Participating Employees:

Jay Morris, Market Manager, Kalamazoo, Battle Creek, Holland

Event Sponsor:

American Marketing Association Student Chapter

Description of Activity:

This event was at Haworth College of Business at Western Michigan University from 5:30-7:30pm. Jay represented all of Midwest Communications Michigan-based stations. Jay was part of an eight-person panel. The panel was able

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to share their experiences, thoughts and advice to the upcoming generation of marketers. Students had the opportunity to ask questions of the panel and left the event feeling they received great advice and great insight into the marketing community.

Outreach:

Career Fair

Date:

March 20, 2025

Participating Employees:

Jay Morris, Market Manager, Kalamazoo, Battle Creek, Holland
Mark Jaycox, VP/Market Manager, Holt (Lansing), MI

Event Sponsor:

Michigan Association of Broadcasters Foundation

Description of Activity:

Jay and Mark attended the 2025 MAB Foundation Media Career Fair during the Michigan Student Broadcast Awards ceremony at the Crowne Plaza in Lansing, MI on March 20, 2025. Over 350 students and business-minded professionals registered to attend this career outreach event. Mark and Jay were able to meet and collect information on approximately 20 college and high school students at this event.

Outreach:

Broadcasting Scholarship

Date:

March 20, 2025

Participating Employees:

Mark Jaycox, VP/Market Manager, Holt (Lansing), MI
Jay Morris, Market Manager, Kalamazoo, Battle Creek, Holland

Event Sponsor:

MAB/Midwest Communications, Inc.

Description of Activity:

Jay and mark, 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 Ariel, a student and broadcaster at Hillsdale College radio station WRFH 101.7.
