
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-FM

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 Sheboygan, Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WHBL-AM and WBFM-FM licensed to Sheboygan, Wisconsin, WHBZ-FM and WXER-FM licensed to Sheboygan Falls, 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, 2024.

The information contained in this Report covers the time period beginning August 1, 2023 to and including July 31, 2024 (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

Annual EEO Public File Report

Midwest Communications, Inc. – Sheboygan, Wisconsin

Covering the Period from August 1, 2023 to July 31, 2024

Stations Comprising Station Employment Unit:

WHBL-AM, WBFM-FM, WHBZ-FM and WXER-FM

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 WHBL/WBFM/WHBZ/WXER	8/2/23	6	Inside Referral	2, 4, 5, 7-25, 27, 28, 29 34, 40

Total Number of Positions Filled during the Applicable Period: 1
Total Number of Persons Interviewed During Applicable Period: 6

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcement/Website	Contact	Address	Method Of Contact:	#Interviews from Source
1. WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Josh Dekker	2100 Washington Ave., Sheboygan, WI 53081	In Person	
Internet Sites				
2. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	
3. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.com	
4. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpge.org	
5. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	5
6. ROSTR		Los Angeles, CA	hq.rostr.cc	
Postings				
7. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
8. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
9. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
10. WTOU/WKZO WZOZ-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
11. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
12. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	mandy.stephenson@mwcradio.com	
13. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
14. KDAL AM-FM/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
15. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
16. WUSZ/WMFG AM/WDKE WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
18. WMGI/WDKE/WIBQ/WPRS/ WBOW-AM/WDWQ-FM	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
19. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
20. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
21. KFGO/KRWK/KMJO/ KVOX-FM/KOYY/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
22. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	brenda.mcarthur@mwcradio.com	
23. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
24. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
25. WMBD/WSWT/WXCL/WKZF WPBGWIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

	Website Address
26. Country Aircheck	countryaircheck.com
27. Career Page	http://www.careerpage.org
28. Midwest Careers	www.midwestcareers.com
29. WI Jobnet	jobnet.wisconsin.gov
30. MI Association of Broadcasters	www.michmab.com
31. Sheboygan County C of C	http://www.sheboygan.org
32. Media Match USA	usa-media@media-match.com
33. RAMP	cartermedia@gmail.com

EMAIL

34. WI Broadcasters Association	kgeissler@wi-broadcasters.org
35. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com
36. IL Broadcasters Association	dgray@ilba.org
37. ND Broadcasters Association	bethh@ndba.org
38. SD Broadcasters Association	katie@lancastermanagementgroup.com
39. Handshake	joinhandshake.com

40. Inside Referral

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

- Outreach:** Website Posting
www.midwestcareers.com www.whbl.com
www.b93radio.com www.whbz.com www.wxer.com

Date: January 1, 2003 to present

Participating Employees: Steve Schouten – 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.

Outreach Activity: Virtual Job Fair

Date: September 25-29, 2023

Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: This virtual Job Fair was held from September 25-29, 2023. We promoted this job fair on all of our Sheboygan based radio stations. Our market was specifically looking for potential sales candidates. We had four potential sales candidates, and two on-air candidates that showed promise. Their resumes were shared with the appropriate management.

Outreach Activity: Job Center Job Fair

Date: December 20, 2023
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Participating Employees: Steve Schouten, Vice President/Market Manager

Event Sponsor: Manitowoc & Sheboygan County Job Service

Description of Activity: This Job Fair was held at the Sheboygan County Job Center from 1pm-3pm. Steve was once again seeking potential sales candidates and part-time news reporters. Steve was able to talk to many individuals but unfortunately did not obtain any qualified candidates for either position.

Outreach Activity: Explore your Future

Date: January 11, 2024

Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Lakeshore Technical College
Sheboygan Chamber of Commerce

Description of Activity: Steve spoke with four different sessions of 7th and 8th grade students at Lakeshore Technical College about the different opportunities in advertising. In addition to talking about broadcast advertising jobs, Steve spoke about all the different jobs available at their local radio stations and some of the requirements for those positions.

Outreach Activity: Speed Networking

Date: February 5, 2024

Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Sheboygan County Chamber of Commerce
Young Professionals

Description of Activity: This event is designed to introduce established members of the business community to the YP's (Young Professionals) in Sheboygan County. Steve represented the broadcast industry talking about all of the different jobs available and opportunities to access and be successful with their local radio stations.

Outreach Activity: Career Day

Date: May 16, 2024

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Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Farnsworth Middle School

Description of Activity: Steve spoke to the students at Farnsworth Middle School in Sheboygan about the wide variety of careers available at their local radio stations in Sheboygan. He participated in six different, brief sessions where he described each different job in our radio stations.

Outreach Activity: Career Fair

Date: May 22, 2024

Participating Employees: Jeff Frieders, Operations Manager

Event Sponsor: Sheboygan Falls Elementary

Description of Activity: Jeff represented Midwest Communications and our Sheboygan group at an outdoor career fair sponsored by Sheboygan Falls Elementary School from 8:15am to 10:30am. Jeff was able to speak to many of the students sharing his personal background on his path in radio. The students wanted to know about a typical day for Jeff, what kind of education is necessary and what he enjoyed most about his job. Jeff also brought studio equipment (headphones/microphone/radio, etc.) as well as the radio station vehicle for the students to see.

Outreach Activity: Job Shadow & Tour

Date: July 2, 2024

Participating Employees: Steve Schouten, Vice President/Market Manager
Jon Henseler, Brand Manager/Announcer
Kim Schneider, Office Manager/Traffic Specialist
Ben Olson, Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Activity: The above staff members hosted student from RCS (Respect Community Solutions) Empowers, based in Sheboygan. These students had expressed an interest in Broadcasting/Marketing/Media. Students shadowed staff and learned about their jobs, what they do, required education and had an opportunity to do some Q&A.

Outreach Activity: Job/Career Fair

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Date: February 24, 2024

Participating Employees: Peter Tanz, President
Craig Van Abel, Director of Sales
Shelly Lukasik, Director of Sales
Rob Sussman, News Director/Announcer
Matt Zimmermann, Brand Manager/Announcer

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: This Career Fair was held at Lambeau Field from 12Noon to 2pm. We promoted this Career Fair on all of our Wisconsin based radio stations. The attendance was great. We had information on all available openings in our Wisconsin markets. Our staff was able to talk to many potential applicants. Resumes collected were distributed to the appropriate managers.

Outreach Activity: EEO Session/Legislative Update

Date: June 19, 2024

Participating Employees: Peter Tanz, President
Steve Schouten, Vice President/Market Manager
Esther Gillis, Vice President/Human Resources
Scott Christensen, Vice President/Market Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: The above individuals represented all of our Wisconsin based radio markets (Green Bay/Appleton/Sheboygan/Wausau/Duluth) at the WBA Summer Conference held at the Hotel Retlaw in Fond du Lac, WI. The EEO Session, hosted by Jean Marie Brown, Senior Fault Lines Trainer, Maynard Institute based in Oakland, CA, covered looking beyond the right places, stepping outside of our own fault lines and biases. She focused on performance, conformity, attribution, etc.

This was followed by a Legislative Update, hosted by David Oxenford of Wilkinson, Barker, Knauer, LLP law firm based in Washington, DC. David brought us up to date on the latest from the FCC now under new leadership and what that might mean to the broadcasting community.
