
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, 2025.

The information contained in this Report covers the time period beginning August 1, 2024 to and including July 31, 2025 (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, 2024 to July 31, 2025

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>
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No full-time personnel were hired during the above time frame.

Total Number of Positions Filled during the Applicable Period:	0
Total Number of Persons Interviewed During Applicable Period:	0

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact:</u>	<u>#Interviews from Source</u>
1. WHBL-AM/WXER/WBFBM/ 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	careerpage.org	
5. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	
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/WBFBM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
10. WTOU/WKZO WZOX-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/WCJW/WNFM	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

	<u>Website Address</u>
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

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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.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: Speed Networking

Date: November 7, 2024

Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Sheboygan County Chamber of Commerce

Description of Activity: This Young Professionals/Older Generation Event was sponsored by the Chamber at the Chamber offices from 5:30 to 7:00pm. This was an opportunity for young professionals to connect and learn from seasoned professionals. Steve was able to meet with 15 members of the Young Professionals group in a one-on-one setting. He spoke about the different career paths in broadcasting and all of the jobs that make up a successful radio operation.

Outreach Activity: Speaking Engagement
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Date:	August 21, 2024
Participating Employees:	Steve Schouten, Vice President/Market Manager
Event Sponsor:	RCS Empowers
Description of Activity:	Emily of Respect Community Solutions contacted Steve with regard to doing a presentation to the Job Club. RCS provides services to children and adults with disabilities. The Job Club is a component of their Employment Services designed to help individuals with disabilities explore job opportunities and develop essential skills preparing them for potential employment. Steve talked about the various careers available in radio to a group of about 30 individuals. A very strong Q&A followed his presentation.
Outreach Activity:	Explore your Future
Date:	March 5, 2025
Participating Employees:	Jeff Frieders, Operations Manager
Event Sponsor:	Lakeshore Technical College Sheboygan Chamber of Commerce
Description of Activity:	Jeff spoke with three groups of students at the College about his job, the educational path that got him to that position and all of the various career opportunities available in radio, along with the educational path that would be helpful in those positions. Each session wrapped up with a Q&A session.
Outreach Activity:	Station Tour – Job Shadow
Date:	June 25, 2025
Participating Employees:	Steve Schouten, VP/Market Manager Jeff Frieders, Operations Manager Jon Henseler, Brand Manager Kelly Meyer, Brand Manager Billy Harpold, Announcer
Event Sponsor:	Midwest Communications, Inc. RCS Empowers

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Description of Activity: Dee at RCS (Respect Community Solutions) contacted Steve with a request for a job shadow. Eight client/students visited the stations. They were given a tour of each studio learning how the studios function, how audio is edited and the different formats of each station. As they toured the facility, they learned about the various other careers available, and about the educational path that might be necessary for those careers.

Outreach Activity: Explore Your Future

Date: May 22, 2025

Participating Employees: Jon Henseler, Brand Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Jon did a tour for a group of Sheboygan South Broadcast Class students. They toured the facility learning about all of the different jobs that make up a radio station along with educational requirements. They toured each of the studios learning about the formats and again possible educational choices that would be helpful if pursuing a job in broadcasting.

Outreach Activity: Explore Your Future

Date: March 6, 2025

Participating Employees: Steve Schouten, VP/Market Manager

Event Sponsor: Lakeshore Technical College/Sheboygan County Chamber of Commerce

Description of Activity: Steve was asked to speak to three separate groups of students about all of the different career opportunities in their local radio stations along with the educational career path that would be helpful in attaining employment in radio.
