
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WMBD-AM, WKZF-FM, WSWT-FM, WXCL-FM, WIRL-AM, WPBG-FM/HD1/HD2/HD3/HD4 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 Peoria, Illinois Employment Unit (“SEU”). This SEU is comprised of the following stations: WMBD-AM, WIRL-AM, WSWT-FM, and WPBG-FM/HD1/HD2/HD3/HD4, all licensed to Peoria, Illinois; WKZF-FM licensed to Morton, Illinois; and WXCL-FM licensed to Pekin, Illinois. This report has been placed in the Public Inspection File of these stations and posted on their websites, if they have websites, prior to August 1, 2024.

The information requested in this report would 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.

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Peoria, Illinois
Covering the Period from August 1, 2023 to July 31, 2024

Stations Comprising Station Employment Unit:

WMBD-AM, WKZF-FM, WSWT-FM, WXCL-FM, WIRL-AM, WPBG-FM/HD1/HD2/HD3/HD4 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>
Morning Show Co-Host WXCL Radio	8/9/23	5	Inside Referral	3, 4, 9, 10, 11-28, 29, 33-47, 48
Traffic Reporter WMBD Radio	11/13/23	6	Internal Posting	4, 7, 9, 11-28, 29, 33-47
Marketing Consultant Peoria Radio Stations	1/3/24	5	LinkedIn	1, 6, 7, 9, 11-28, 29, 31, 33-47
Traffic Specialist Peoria Radio Stations	4/8/24	4	Inside Referral	4, 7, 9, 11-28, 29, 33-47, 48
Operations Manager Peoria Radio Stations	5/13/24	6	Midwest Careers	4, 5, 8, 9, 10, 11-28, 29, 33-47

Positions Filled: 5
Total Number Interviewed 26

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1 (Con't)

Recruitment Sources utilized when positions are available:

Radio Announcements	Contact	Address	Method of Contact	# Interviews from Source
1. WIRL/WMBD/WKZF/WPBG WSWT/WXCL Radio/Websites	Darren Rockhold	331 Fulton Street, Peoria, IL 61602	darren.rockhold@mwcradio.com	1
<u>Internet Sites:</u>				
3. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	3
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121	www.radio-online.com	1
5. ROSTR		Los Angeles, CA	hqrostr.cc	
6. LinkedIn		Sunnyvale, CA	linkedin.com	3
7. Indeed		PO Box 660367, Dallas TX 75266	indeed.com	7
8. Country Aircheck			news@countryaircheck.com	2
9. Career Page			careerpage.org	
10. RAMP				1
<u>Postings</u>				
11. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
12. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
13. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kimberly.schneider@mwcradio.com	
14. WTOU-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
15. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
16. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	mandy.stephenson@mwcradio.com	
17. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
18. KDAL/KTCO/KDKE KQDS//WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
19. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
20. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
21. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
22. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
23. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
24. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
25. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	brenda.mcarthur@mwcradio.com	
26. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
27. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
28. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanas@mwcradio.com	2
<u>WEBSITE:</u>				
29. Midwest Careers			www.midwestcareers.com	2
30. MAB Job Bank			www.michmab.com	
31. Illinois Job Site			www.IllinoisJobLink.com	
32. Peoria Chamber of Commerce		403 NE Jefferson Street, Peoria, IL 61603	www.peoriachamber.com	
<u>EMAIL</u>				
33. Illinois Broadcasters Assoc.		200 Missouri Avenue, Carterville, IL 62918	dgray@ilba.org	
34. Minnesota Broadcasters Assoc.		401 N. 3 rd Street/Suite 370, Minneapolis, MN 55401	wendy.paulson@	

MIDWEST COMMUNICATIONS, INC.

and Affiliates

- | | |
|---|--|
| 35. North Dakota Broadcasters Assoc. | 934 N. Parkview Drive, Bismarck, ND 58501 |
| 36. South Dakota Broadcasters Assoc. | 106 W. Capitol Avenue #7, Pierre, SD 57501 |
| 37. Wisconsin Broadcasters Assoc. | 44 E. Mifflin St. #900, Madison, WI 53703 |
| 38. Bradley University | 1501 W. Bradley Avenue, Peoria, IL 61625 |
| 39. Bradley University Dept. of
Communications | 1501 W. Bradley Avenue, Peoria, IL 61625 |
| 40. Heartland Community College | 1500 W. Raab Road, Normal, IL 61761 |
| 41. Goodwill Industries/Central IL | 2319 E. War Memorial Drive, Peoria, IL 61614 |
| 42. Lincoln College | 300 Keokuk Street, Lincoln, IL 62656 |
| 43. NAACP | 101 MacArthur Highway, Peoria, IL 61605 |
| 44. Valparaiso University | 1700 Chapel Drive, Valparaiso, IN 46383 |
| 45. IL Central College Placement Serv. | One College Drive, Room L-221, East Peoria, IL 61635 |
| 46. Illinois Media School | 455 Eisenhower Lane S./Ste. 200, Lombard, IL 60148 |
| 47. School of Communications
IL State University | 2525 Career Center, Bloomington, IL 61790 |
| 48. Inside Referral | |

minnesotabroadcasters.com
bethh@ndba.org
marla@willardandassociates.com
kgeissler@wi-broadcasters.org
lhinthorn@bradley.edu

aphillips@fsmail.bradley.edu
career.services@heartland.edu
contact@goodwillpeo.org
jmalone@lincolncollege.edu
marcus.washington@me.com
Teresa.Bals-Elsholz@valpo.edu
dgries@icc.edu
cjackson@beonair.com

rcarro3@itstu.edu

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Peoria, Illinois
Covering the Period from August 1, 2023 through July 31, 2024

Stations Comprising Station Employment Unit:

**WMBD-AM, WKZF-FM, WSWT-FM, WXCL-FM, WIRL-AM, WPBG-FM/HD1/HD2/HD3/HD4
RADIO**

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

- Outreach:** Website Posting
www.midwestcareers.com www.1027superhits.com (WPBG-HD2)
www.wmbdradio.com www.kz1023.com (WKZF)
www.mix1069.com (WSWT) www.1049thewolf.com (WXCL)
www.933thedrive.com (WPBG)
www.freedom959.net (WPBG-HD3/WIRL)

Date: May 1, 2019

Participating Employees: Mike Wild, Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 - Outreach:** **Scholarship Program**

Date: August, 2023 - Ongoing

Description of Event: Continuation of ongoing participation in our own Midwest Communications Endowed Scholarship through Bradley University where our endowment provides annual scholarship money to a broadcasting student.

Outreach: **Career Day**
-

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date: May 17, 2024

Participating Employee: Courtney Pierce, Brand Manager/Announcer

Event Sponsor: Dunlap Valley Middle School, Dunlap, IL

Description of Event: Courtney participated in this Career Day giving six presentations to 8th grade students talking about her career in radio and the media industry. She discussed what qualities and skills are needed to be successful in the industry and about the various positions that make up a radio station. This was followed with a Q&A.

Outreach: Tour

Date: March 25, 2024

Participating Employee: Ross Martinez, Brand Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Event: Ross conducted a studio and production room tour to five Illini Bluffs High School (Glasford, IL) students and a sponsor. Ross had them do a radio break during his afternoon drive slot on WKZF. He was also asked to give them a ‘crash course’ in show prep, content creation and podcasting tips/tricks. The school will be launching a podcast hosted by the students who attended this tour.

Outreach: Job Fair

Date: February 29, 2024

Participating Employee: Shannon Demanes, Business Manager
Ross Martinez, Brand Manager/Announcer

Event Sponsor: Bradley University

Event Description: This job fair was held in the Renaissance Coliseum on the Bradley University – Smith Career Center from 5:30-7:30pm. Shannon and Ross had information about current openings in our Peoria radio group; Street Team members, Traffic Specialist and Marketing Consultants.

Outreach: Training

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date: February 8, 2024

Participating Employee: Mike Wild, Vice President/Marketing Manager

Event Sponsor: Midwest Communications, Inc.

Event Description: Mike conducted training with eight employees covering various issues including but not limited to legal and regulatory issues, political broadcasting obligations and responsibilities, employee relations, training on trust, conflict and commitment, industry terminology and cross-platform media.

Outreach: Tour

Date: October 24, 2023

Participating Employees: John Riley, Director of Creative Services
Jason Stuckwisch, Senior Marketing Consultant

Event Sponsor: Midwest Communications, Inc.

Event Description: John and Jason conducted a tour of our radio and production studios as well as all of our broadcast facility to Girl Scout Troop 4910 of Dunlap/Peoria. The troop learned about radio and creating ads, then recorded a PSA and earned their Radio Tour Badges.

Outreach: Career Day

Date: September 27, 2023

Participating Employees: Ross Martinez, Brand Manager/Announcer
Brandon Schmick, Network Administrator

Event Sponsor: Rolling Acres Middle School, Peoria, IL

Event Description: This Career Day was held from 7:30am to 10:00am with Ross and Brandon talking to 3 to 4 groups of Middle School students. Ross and Brandon were there to talk about how they got into radio, what their jobs were and what does a normal day look like for them. They talked about all the positions available in radio. This was followed by a Q&A.

Outreach: Job Fair

Date: August 22, 2023

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Participating Employees: Shannon Demanes, Business Manager
Ross Martinez, Brand Manager/Announcer

Event Sponsor: Bradley University

Event Description: This was Bradley University's annual Part-Time Employment Expo held in the Renaissance Coliseum, Smith Career Center on the University campus starting at 10am. This is designed to help students find part-time employment or internships. They were hoping to find Street Team applicants, an Event DJ and possible future Marketing Consultants. They did have three strong potential applicants for Street Team positions.

Outreach: Management Training

Date: July 18, 2023

Participating Employees: All Management Personnel

Event Sponsor: Midwest Communications, Inc.

Event Description: Management group training on our processes and procedures for all aspects of our EEO program and compliance, with emphasis on equal opportunity and prevention of discrimination. Guidelines for internal responsibilities were distributed to help facilitate continuous compliance with these efforts.
