
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, 2025.

The information requested in this report would 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. – Peoria, Illinois
Covering the Period from August 1, 2024 to July 31, 2025

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>
Announcer WMBD Radio	8/5/24	3	Inside Referral	4, 5, 9, 11-28, 29, 33, 34, 35, 36, 37, 38-50, 51
News Anchor/Reporter WMBD Radio	9/3/24	5	Indeed	4, 5, 9, 11-28, 29, 33, 34, 35, 36, 37, 38-50
Marketing Consultant Peoria Radio Stations	9/16/24	4	Indeed	4, 6, 7, 9, 11-28, 29, 31, 33, 38-50
Marketing Consultant Peoria Radio Stations	2/24/2025	5	Inside Referral	4, 6, 7, 9, 11-28, 29, 31, 33, 38-50, 51
Marketing Consultant Peoria Radio Stations	5/27/25	5	LinkedIn	4, 6, 7, 9, 11-28, 29, 31, 33, 38-50, 52
Marketing Consultant Peoria Radio Stations	7/28/25	7	Indeed	4, 6, 7, 9, 11-28, 29, 31, 33, 38-50, 51

Positions Filled:	6
Total Number Interviewed	29

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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	Darrem Rockhold	331 Fulton Street, Peoria, IL 61602	darren.rockhold@mwcradio.com	
<u>Internet Sites:</u>				
3. Radio Ink		2263 NW 2 nd Ave., Ste 207, Boca Raton FL 33431	radioink.com	
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121	www.radio-online.com	
5. ROSTR		Los Angeles, CA	hqrostr.cc	
6. LinkedIn		Sunnyvale, CA	linkedin.com	12
7. Indeed		PO Box 660367, Dallas TX 75266	indeed.com	10
8. Country Aircheck			news@countryaircheck.com	
9. Career Page			careerpage.org	
10. RAMP				
<u>Postings</u>				
11. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	roberta.chevalier@mwcradio.com	
12. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
13. WHBL/WHBZ/WBFB/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	julie.fleming@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/WCJL/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.demanes@mwcradio.com	

WEBSITE:

		Website	
29. Midwest Careers		www.midwestcareers.com	1
30. MAB Job Bank		www.michmab.com	
31. Illinois Job Site		www.IllinoisJobLink.com	1
32. Peoria Chamber of Commerce	403 NE Jefferson Street, Peoria, IL 61603	www.peoriachamber.com	

EMAIL

33. Illinois Broadcasters Assoc.	200 Missouri Avenue, Carterville, IL 62918	dlyleiba@gmail.com
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34. Minnesota Broadcasters Assoc.	401 N. 3 rd Street/Suite 370, Minneapolis, MN 55401	tim.hyde@minnesotabroadcasters.com
35. North Dakota Broadcasters Assoc.	934 N. Parkview Drive, Bismarck, ND 58501	bethh@ndba.org
36. South Dakota Broadcasters Assoc.	106 W. Capitol Avenue #7, Pierre, SD 57501	marla@willardandassociates.com
37. Wisconsin Broadcasters Assoc.	44 E. Mifflin St. #900, Madison, WI 53703	kgeissler@wi-broadcasters.org
38. Bradley University	1501 W. Bradley Avenue, Peoria, IL 61625	lhinthorn@bradley.edu
39. Bradley University Dept. of Communications	1501 W. Bradley Avenue, Peoria, IL 61625	aphillips@fsmail.bradley.edu
40. Heartland Community College	1500 W. Raab Road, Normal, IL 61761	career.services@heartland.edu
41. Goodwill Industries/Central IL	2319 E. War Memorial Drive, Peoria, IL 61614	contact@goodwillpeo.org
42. Eureka College	300 East College Avenue, Eureka, IL 61530	jmalone@eureka.edu
43. NAACP	101 MacArthur Highway, Peoria, IL 61605	marcus.washington@me.com
44. Valparaiso University	1700 Chapel Drive, Valparaiso, IN 46383	Teresa.Bals-Elsholz@valpo.edu
45. IL Central College Placement Serv.	One College Drive, Room L-221, East Peoria, IL 61635	dgries@icc.edu
46. Illinois Media School	455 Eisenhower Lane S./Ste. 200, Lombard, IL 60148	cjackson@beonair.com
47. School of Communications IL State University	2525 Career Center, Bloomington, IL 61790	rcarro3@itstu.edu
48. Parkland College	2400 E. Bradley Avenue, S133, Champaign, IL 61820	EGeiken@parkland.edu
49. North Central College	329 S. Brainard Street, Naperville, IL 60540	zjdewitz@noctri.edu
50. Better Business Bureau of Central Illinois	8100 N. University Street, Peoria, IL 61615	jtharp@hoibbb.org
51. Inside Referral		4
52. Call In		1

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| 1. | 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. |
| 2. | Outreach: | Scholarship Program |
| | Date: | August, 2024 - 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. |

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Outreach:

Fall Job/Internship Fair

Date:

September 19, 2024

Participating Employee:

Shannon Demanes, Business Manager
Ross Martinez, Brand Manager/Announcer

Event Sponsor:

Bradley University

Description of Event:

Shannon and Ross attended this Fair held in the Renaissance Coliseum on the Bradley campus from 10:30am to 2:00pm looking for candidates for Street Team members, an Event DJ, Marketing Consultants and a Brand Manager. Resumes collected were distributed to the appropriate hiring managers.

Outreach:

Career Day

Date:

September 25, 2024

Participating Employee:

Ross Martinez, Brand Manager/Announcer
Brandon Schmick, Network Administrator

Event Sponsor:

Rolling Acres Middle School

Description of Event:

Ross and Brandon spoke to three groups of 6th graders at Rolling Acres. They talked to students about their jobs, their educational background and their path to their current positions. They spoke about all the jobs available in broadcasting and how they work together to make up a successful radio group. A Q&A followed.

Outreach:

Training Programs

Date:

October 8, 2024

Participating Employee:

Stefan Vandermolen, Director of Sales
Fritz Moser, Operations Manager
Shannon Demanes, Business Manager
Mike Wild, VP/Market Manager

Event Sponsor:

Illinois Broadcasters Assoc./Midwest Communications, Inc.

Event Description:

The above managers participated in IBA-sponsored training sessions on learning and using AI tools and leadership. The training received was designed to help station teams become more creative and productive

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through use of simple AI tools. Shannon also participated in the IBA-sponsored training on the latest methods to approach recruiting new employees. Guest speaker, Andrew Finlayson, shared state of the art examples of how leading broadcasters are approaching recruiting.

Outreach:

Tour

Date:

November 8, 2024

Participating Employee:

Ross Martinez, Brand Manager, Announcer
Caleb Kelch, News Director/Brand Manager
Brandon Schmick, Network Administrator

Event Sponsor:

Midwest Communications, Inc.

Event Description:

Ross, Caleb and Brandon gave a tour to a group of Illini Bluffs High School podcasting students. They shared with the students what their jobs entailed and the path to their current positions. The students had great questions about their on-air work and wanted to learn about the technical side of recording. The students were excited about the experience and enjoyed the tour and learning about all of the jobs available in radio.

Outreach:

Tour

Date:

January 21, 2025

Participating Employees:

Courtney Pierce, Brand Manager

Event Sponsor:

Midwest Communications, Inc.

Event Description:

Courtney, WSWT Brand Manager participated in a Girl Scout Troup session, using her knowledge and skills as an on-air talent and supervisor, manager to help the kids learn good communications and conversation skills enabling them to earn their Social Butterfly Patch.

Outreach:

Spring Job & Internship Fair

Date:

February 12, 2025

Participating Employees:

Stefan Vandermolen, Director of Sales
Ross Martinez, Brand Manager/Announcer/Street Team Supervisor

Event Sponsor:

Bradley University

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Event Description: This Spring Job and Internship Fair was held in the Renaissance Coliseum on the Bradley campus from 3-5pm. Stefan and Ross were looking for potential Marketing Consultants and Street Teamers.

Outreach: **Training**

Date: February 27, 2025

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 all designed to further educate employees on growing within the company and potentially qualifying them for higher-level positions.

Outreach: **Learning Event**

Date: May 9, 2025
May 20, 2025

Participating Employees: Fritz Mozer, Operations Manager

Event Sponsor: JA Mobile Discovery Center

Event Description: On May 9th, Fritz and other personnel participated in developing and attending the first of a series of Mobile Discovery Center events which take JA BizTown and JA Finance Park on the road to meet 5th to 8th grade students at Pleasant Hill School and help them establish and run different storefronts that mimic the local community including a radio station with various station personnel. Our radio station, WXCL, was involved and the students were assisted in everything from announcing to programming to sales and finance. This event was repeated with students at Reservoir Gifted Academy with the participating students again learning about everything from announcing to programming to sales and finance.

Outreach: **Training**

Date: May 28, 2025

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Participating Employees: Stefan Vandermolen, Director of Sales
Lisa Stromberger, Marketing Consultant

Event Sponsor: Midwest Communications, Inc.

Event Description: Stefan and Lisa participated in a Ten Minute Trainer virtual training session with Erik Therwanger, the founder of Think GREAT. This virtual session covered goal setting, leadership, team building; what it takes for an organization to achieve greater levels of success.

Outreach: **Management Training**

Date: July 17, 2025

Participating Employees: All Management Personnel

Event Sponsor: Midwest Communications, Inc.

Event Description: Management group training on manager expectations, workplace culture, identifying opportunities to impact culture and the type of behaviors we should reinforce in the workplace. This ongoing training program is designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
