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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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## ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

### **KRWK-FM, KFGO-FM, KNFL-AM, KVOX-FM, KFGO-AM, KOYY-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 Sioux Falls, South Dakota Employment Unit (“SEU”). This SEU is comprised of the following stations: KRWK-FM/KOYY-FM/KNFL-AM, KFGO-AM licensed to Fargo, North Dakota, KFGO-FM licensed to Hope, North Dakota and KVOX-FM licensed to Moorhead, Minnesota. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to December 1, 2023.

The information contained in this Report covers the period beginning December 1, 2022 to and including November 30, 2023 (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 (Continued)

Annual EEO Public File Report  
Midwest Communications, Inc. – Fargo, North Dakota  
Covering the Period from December 1, 2022 to November 30, 2023

Stations Comprising Station Employment Unit:  
**KRWK-FM, KFGO-FM, KNFL-AM, KVOX-FM, KFGO-AM, KOYY-FM**

### Vacancy Information

Full-time Positions Sources		Total #	Recruitment	Recruitment
<u>Filled by Job Title</u>	<u>DOE</u>	<u>Interviewed</u>	<u>Source of Hire</u>	<u>Utilized</u>
Marketing Consultant KFGO/KVOX/KOYY/KRWK/ KNFL Radio	12/08/22	7	Inside Referral	4, 5, 7, 8, 9, 12, 14, 17-34, 35, 36,
Producer/Board Op KFGO AM Radio	2/20/23	3	Radio	1, 2, 7, 9, 17-34 35, 36
Announcer KOYY-FM Radio	2/20/23	6	All Access	2, 3, 5, 6, 7, 8, 9, 11, 16, 17-34
Announcer KOYY-FM Radio	3/27/23	7	Inside Referral	2, 5, 6, 7, 8, 9, 11, 16, 17-34, 35, 37, 38
Brand Manager/Announcer KFGO Radio	6/26/23	4	Outside Referral	2, 5, 6, 7, 8, 9, 11, 15, 16, 17-34, 35, 39
Announcer KFGO Radio	9/5/23	1	Exigent Hire*	
Network Administrator KFGO/KVOX/KOYY/KRWK/ KNFL Radio	10/23/23	23	Indeed	3, 4, 7, 8, 9, 12, 14, 16, 17-34, 35, 40
Office Coordinator KFGO/KVOX/KOYY/KRWK/ KNFL Radio	10/31/23	8	In-House Posting	4, 5, 7, 9, 14, 17-34
Total Number of Positions filled during the Applicable Period:		8		
Total Number of Persons Interviewed during Applicable Period:		59		

\*We had the opportunity to hire a major local talent who had been in the market for many years. She was being pressured to sign a new contract with her current employer. ND does not have non-competition agreements. She could not afford to be unemployed thus would not be able to wait while we posted, etc. We knew we were losing one of our morning show talents on KFGO and felt she would be a perfect choice as his replacement due to her knowledge of the market and her stellar reputation in the market.

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## APPENDIX 1 (Continued)

1	KFGO/KRWW/KVOX / KNFL/KOYY Radio/Websites	Greg Ressler	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	Email	1
Internet Sites:					
2	All Access		28955 Pacific Coast Highway, Ste 210, Malibu, CA 90265	<a href="http://www.allaccess.com">www.allaccess.com</a>	8
3	AM/FM Jobs		PO Box 4116, Oceanside, CA 92052	<a href="http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi">http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi</a>	
4	North Dakota Workforce Connections		1601 E. Century Avenue, Bismarck, ND 58503	Ndworkfoceconnection.com	
5	Career Page			<a href="http://www.careerpage.org/members/index.php">http://www.careerpage.org/members/index.php</a>	
6	WI Broadcasters Assoc.	Kyle Geissler	Madison, WI	<a href="mailto:kgeissler@wi-broadcasters.org">kgeissler@wi-broadcasters.org</a>	
7	Midwest Careers	Esther Gillis	904 Grand Ave, Wausau, WI 54403	<a href="http://www.midwestcareers.com">http://www.midwestcareers.com</a>	5
8	MN Broadcasters Assoc	Marla Willard	401 N Third St., Minneapolis, MN 55401	<a href="mailto:marla@willardassociates.com">marla@willardassociates.com</a>	
9	North Dakota Broadcasters Association	Beth Helfrich	PO Box 3178, Bismarck, ND 58502	Beth.helfrich@	1
10	MI Assoc. of Broadcasters		820 N. Capitol Ave., Lansing MI 48906	Michmab.com	
11	Radio Online		3500 Tripp Ave, Amarillo, TX 79121	<a href="http://www.radioonline.com">www.radioonline.com</a>	
12	LinkedIn			LinkedIn.com	5
13	NDSU		1340 Administration Ave., Fargo ND 58102	<a href="https://career.ndsu.edu">https://career.ndsu.edu</a>	
14	Indeed			Indeed.com	25
15	Country Aircheck				1
16	SD Broadcasters				
Postings:					
17	WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	<a href="mailto:caitlin.kazik@mwcradio.com">caitlin.kazik@mwcradio.com</a>	
18	WGEE/WYDR	Senior VP	1500 N. Casaloma Drive, #301, Appleton, WI 54913	<a href="mailto:Craig.vanabel@mwcradio.com">Craig.vanabel@mwcradio.com</a>	
19	WHBL/WHBZ/WBFM/ WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	<a href="mailto:Kimberly.schneider@mwcradio.com">Kimberly.schneider@mwcradio.com</a>	
20	WNWN-AM/WKZO- AM/WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	<a href="mailto:katie.tulin@mwcradio.com">katie.tulin@mwcradio.com</a>	
21	WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	<a href="mailto:ken.delaney@mwcradio.com">ken.delaney@mwcradio.com</a>	
22	WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	<a href="mailto:Robert.weis@mwcradio.com">Robert.weis@mwcradio.com</a>	
23	WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	<a href="mailto:Bryan.brewer@mwcradio.com">Bryan.brewer@mwcradio.com</a>	
24	KDAL AM-FM/KTCO/ KDWZ/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	<a href="mailto:sarah.pugliese@mwcradio.com">sarah.pugliese@mwcradio.com</a>	
25	WIFC/WDEZ/WSAU/WOZZ/ WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	<a href="mailto:cheryl.radtke@mwcradio.com">cheryl.radtke@mwcradio.com</a>	
26	WMBD/WKZF/WIRL WSWT/WXCL/WPBG	Business Mgr.	331 Fulton Street, Peoria, IL 61602	<a href="mailto:shannon.demanis@mwcradio.com">shannon.demanis@mwcradio.com</a>	
27	WUSZ/WMFG AM- FM/WDKE/WEVE/ WNMT/WTBX	Admin. Asst.	807 West 37 <sup>th</sup> St., Hibbing, MN 55746	<a href="mailto:Rollie.dethloff@mwcradio.com">Rollie.dethloff@mwcradio.com</a>	
28	WMGI/WTIH/WBOW/ WWVR/WIBQ	Office Mgr.	824 3 <sup>rd</sup> Street, Terre Haute, IN 47807	<a href="mailto:cheri.page@mwcradio.com">cheri.page@mwcradio.com</a>	
29	WQTX/WWDK/WLMI/ WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	<a href="mailto:lexy.skirvin@mwcradio.com">lexy.skirvin@mwcradio.com</a>	
30	KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	<a href="mailto:rachel.sundem@mwcradio.com">rachel.sundem@mwcradio.com</a>	
31	KFGO/KRWW/ KVOX	Office	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	<a href="mailto:holly.kolden@mwcradio.com">holly.kolden@mwcradio.com</a>	4

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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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	KOYY/KNFL	Coordinator			
32	Office Manager WJXA/WCJK/WNFN-FM		504 Rosedale, Nashville, TN 37211	<a href="mailto:Tracie.vaughn@mwcradio.com">Tracie.vaughn@mwcradio.com</a>	
33	WIMZ/WJXB/WNFZ/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Park Dr. Knoxville, TN 37927	<a href="mailto:Jennifer.terry@mwcradio.com">Jennifer.terry@mwcradio.com</a>	
34	WIKY/WABX/WLYD.WSTO	Office Mgr.	1162 Mt. Auburn Road Evansville, IN 47720	<a href="mailto:kearsten.peters@mwcradio.com">kearsten.peters@mwcradio.com</a>	

35.	Inside Referral	4
36.	Facebook	1
37.	JobsHQ	1
38.	Instagram.com	1
39.	Outside Referral	1
40.	Other – Interviewer missed asking specific information	1

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## APPENDIX 2

### Annual EEO Public File Report

Midwest Communications, Inc. – Fargo, North Dakota

Covering the Period from December 1, 2022 to November 30, 2023

Stations Comprising Station Employment Unit:

**KRWK-FM, KFGO-FM, KNFL-AM, KVOX-FM, KFGO-AM, KOYY-FM**  
Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station  
Employment Unit during the Report Time Period:

1.     **Outreach:**                     Website Posting  
  [www.midwestcareers.com](http://www.midwestcareers.com)   [www.jackfmfargo.com](http://www.jackfmfargo.com) (KRWK)  
  [www.740thefan.com](http://www.740thefan.com) (KNFL) [www.froggyweb.com](http://www.froggyweb.com) (KVOX-  
  FM) [www.kfgo.com](http://www.kfgo.com)               [www.y94.com](http://www.y94.com) (KOYY)  
  
          Date:                         May 1, 2013 to present  
  
          Participating Employees:   Dan Cash – VP/Market Manager  
  
          Event Sponsor:             Midwest Communications, Inc.  
  
          Description of Activity:   Midwest Communications, Inc. has a general announcement on its  
  websites and aired on each radio station encouraging people to apply  
  for open positions and to encourage organizations who can refer job  
  seekers to contact us.  
  
2.     **Outreach:**                     Health Tech and Trade Expo  
          Date:                         December 1, 2022  
  
          Participating Employees:   Corey Schaffer, Operations Manager  
  Amy Kronkow, Asst. Brand Manager/Announcer  
  Joel deBlonk, Asst. Brand Manager/Announcer  
  Amanda Krautkremer, Announcer  
  
          Event Sponsor:             Fargo Public Schools/Fargodome  
  
          Description of Activity:   The above KOYY staff attended the Health Tech and Trade Expo, a  
  large event hosted by the above sponsors. Area students are bussed
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to the Fargodome to learn from dozens of employers about the various career fields that will be available to them and about the education required to succeed in those fields. We had packets that covered the various careers available in broadcasting and about our part-time “street team” opportunities.

**Outreach:**

Moorhead Advisory Committee Participation

Date:

January 13, 2023

Participating Employees:

Carl Lippincott, Network Administrator

Event Sponsor:

Minnesota State Community & Technical College

Description of Activity:

Carl participated along with other Information Technology professionals who were asked for their input on the curriculum and instructional direction of their IT programs in order to facilitate more direct education career paths and opportunities for upcoming graduates.

**Outreach:**

FM Career Expo

Date:

March 23, 2023

Participating Employees:

Dan Cash, VP/Market Manager  
Connie Ness, Marketing Consultant

Event Sponsor:

North Dakota Job Service/MWC Radio Fargo-Moorhead

Description of Activity:

MWC Radio Fargo-Moorhead partnered with the North Dakota Job Service to host this Career Expo held at the Delta Hotel in downtown Fargo from 3-6pm. More than 40 area businesses sponsored booths showcasing careers available in the Red River Valley both now and for the future. Midwest promoted the event and was on-site with a booth to discuss careers in the radio industry. Dan and Connie answered questions about careers in marketing, on-air and engineering.

**Outreach:**

Careers on Wheels

Date:

May 1, 2023

Participating Employees:

Corey Schaffer, Operations Manager  
Amanda Krautkremer, Announcer  
Scotch Anderson, Announcer  
Mark (Tank) Hamre, Announcer

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Event Sponsor: Fargo Public Schools/Middle Schools  
Description of Event: The KOYY and KVOX teams were once again invited to the Carers on Wheels event. Careers that feature 'interesting' vehicles are invited to set up a booth to describe their professions to students (primarily 7<sup>th</sup> graders) from Fargo Middle Schools bussed to one destination. This year's event was hosted by Discovery Middle School.

**Outreach:** Virtual Job Fair  
Date: June 21, 2023

Participating Employees: Corey Schaffer, Operations Manager

Event Sponsor: North Dakota State University

Description of Event: This NDSU Town Hall was a virtual event where Corey interacted with NDSU employees and students involved in their career fairs. The discussion centered around how to best get in touch with NDSU to get into the job fairs, to work with them to place students and finally on our end to talk about the types of available positions with the students on the virtual feed and how they can apply for these positions with Midwest/Fargo.

**Outreach:** Tour  
Date: June 30, 2023

Participating Employees: Dan Cash, VP/Market Manager  
Greg Ressler, Production Director  
Jordan Bennett, Production Assistant

Event Sponsor: MWC Advertising Fargo-Moorhead

Description of Event: Our Midwest/Fargo site was specifically requested as an EDventure site. This involved a tour of our facilities with a 5<sup>th</sup> grade teacher along with a representative from the North Dakota Job Service. We were able to share information about our production, on-air, traffic, sales, IT, engineering and administrative positions in an effort to better educate them on the various careers in our industry and what we specifically look for in potential applicants.

**Outreach:** Red River Valley Fair  
Dates: July 7-16, 2023

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Participating Employees: Dan Cash/VP/Market Manager, Corey Schaffer/Operations Manager, Mandy Morgan/Announcer, Joel D./Announcer, Ben Merritt/Brand Manager, Scotch Anderson/Announcer, Tank McNamara/Announcer, Amy Iler/Brand Manager, JJ Gordon/Brand Manager, Joel Heitkamp/Operations Manager, Donn Groth/Marketing Consultant

Event Sponsor: Red River Valley Fair Association

Description of Events: Throughout the 10 days of this Fair, KFGO, KOYY and KVOX were on-site daily at specific locations featuring station vehicles, booth space and on-stage time. Our focus was to engage with listeners but also to discuss careers in radio on the promotions side. We were able to hand out applications, general information on our promotions team and allowed attendees with interest to record their voice and go through the process of how that audio gets on air. We interacted with a huge number of attendees and actually had two serious applications for our street team.

**Outreach:** Storm the Dorms  
Date: August 19, 2023  
August 24, 2023

Participating Employees: Ben Merritt, Brand Manager/Announcer  
Amanda Krautkremer, Announcer  
Joel deBlonk, Assistant Brand Manager/Announcer  
Emily Lubben, Announcer

Event Sponsor: Minnesota State University Moorhead (MSUM)  
North Dakota State University

Description of Event: On August 19<sup>th</sup>, Ben and Amanda, represented Midwest Radio and KVOX-FM Radio at the Student Organization Sidewalk Café with a booth where it served as our MSUM “Storm the Doors” location. On August 24<sup>th</sup>, Joel and Emily represented Midwest Radio and KOYY-FM Radio at the NDSU Block Party. At both events, welcome bags with coupons and freebies from area businesses were handed out along with information about careers in broadcasting and our part-time “street team” opportunities. We received several applications and anticipate at least one hire directly tied to these events.

**Outreach:** Job Fair  
Date: September 27, 2023

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Participating Employees:	Dan Cash, VP/Market Manager Connie Ness, Marketing Consultant
Event Sponsor:	North Dakota Job Service/MWC Advertising Fargo-Moorhead
Description of Event:	This was the Job Service Fall Multi-Industry Job Fair. Over 100 area businesses participated. Dan and Connie were on site in the MWC booth discussing opportunities to prospective applicants for working in the advertising, on-air and technical aspects of radio and digital media. MWC Advertising Fargo-Moorhead co-hosted this Job Fair with the ND Job Service and Channel 6TV.
<b>Outreach:</b> Date:	Media Career Fair November 2, 2023
Participating Employees:	Peter Tanz, President, Midwest Communications, Inc. Dan Cash, Vice President/Market Manager, Fargo, ND Jay Morris, Director of Sales, Kalamazoo, MI Mark Jaycox, Vice President/Market Manager, Lansing, MI Stefan VanderMolen, Director of Sales, Holland, MI Ken Delaney, Local Market Manager/Brand Manager, Coldwater, MI
Event Sponsor:	Michigan Association of Broadcasters (MAB), Michigan High School Athletic Assoc. (MHSAA)
Description of Event:	This one day event held at Ford Field in Detroit is designed to help students launch careers in media. Dan was invited to speak in a Breakout Session "From Concept to Completion: The Wizardry of Sales and Marketing". Dan then was able to also participate (along with Peter, Jay, Mark, Stefan and Ken) in the Media Career Fair held from noon to 3pm where he had the opportunity to talk about career opportunities in broadcasting and digital media. Resumes were collected and mini-interviews were conducted. Resumes were handed out to the appropriate hiring managers.