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# MIDWEST COMMUNICATIONS, INC.

*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 Fargo, North 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, 2024.

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

Annual EEO Public File Report  
Midwest Communications, Inc. – Fargo, North Dakota  
Covering the Period from December 1, 2023 to November 30, 2024

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

### Vacancy Information

<u>Full-time Positions Sources Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Marketing Consultant KFGO/KVOX/KOYY/KRWK/ KNFL Radio	5/20/24	8	Indeed	4, 5, 7, 8, 9, 12, 14, 17-34, 35, 36

Total Number of Positions filled during the Applicable Period: 1  
Total Number of Persons Interviewed during Applicable Period: 8

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## APPENDIX 1 (Continued)

1	KFGO/KRWK/KVOX / KNFL/KOYY Radio/Websites	Greg Ressler	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	Email	
<b>Internet Sites:</b>					
2	ROSTR		California based	hq.rostr.cc	
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>	
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@	
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	2
13	NDSU		1340 Administration Ave., Fargo ND 58102	<a href="https://career.ndsu.edu">https://career.ndsu.edu</a>	
14	Indeed			Indeed.com	2
15	Country Aircheck				
16	SD Broadcasters				
<b>Postings:</b>					
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:mandy.stephenson@mwcradio.com">mandy.stephenson@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.demanes@mwcradio.com">shannon.demanes@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/WTHI/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/KRWK/ KVOX KOYY/KNFL	Office Coordinator	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	<a href="mailto:holly.kolden@mwcradio.com">holly.kolden@mwcradio.com</a>	

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32	Office Manager WJXA/WCJK/WNFN-FM		504 Rosedale, Nashville, TN 37211	<a href="mailto:brenda.mcarthur@mwcradio.com">brenda.mcarthur@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
- 36. Outside Referral

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## APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Fargo, North Dakota

Covering the Period from December 1, 2023 to November 30, 2024

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 all of the websites of each radio station encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
  - 2. Outreach:** Career Day

**Date:** January 24, 2024

**Participating Employees:** JJ Gordon, Brand Manager/Announcer

**Event Sponsor:** Fargo North High School

**Description of Activity:** JJ represented our stations at this Career Day which included three 25 minute sessions which ran from 9:30am-10:55am. Participating businesses had the opportunity to expose high school students to careers available to them upon graduation from high school and/or college. JJ shared his own career path to his current position; talked about the educational path that he took with recommendations of
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what the students might want to consider as well as what a typical work day looked like. He also shared information on the various jobs available in radio

**Outreach:**

Mock Interviews

Date:

February 22, 2024

Participating Employees:

Amanda Krautkremer, Announcer, KOYY Radio

Event Sponsor:

West Fargo Public Schools

Description of Activity:

Allison, a Career Advisor at West Fargo High School invited Amanda to participate in mock interviews with seniors as part of their career readiness curriculum. Amanda participated in a professional roundtable doing a mock interview outlining the expectations regarding a career in radio broadcasting.

**Outreach:**

Careers on Wheels

Date:

May 3, 2024

Participating Employees:

Corey Schaffer, Operations Manager  
Amanda Krautkremer, Announcer  
Amy Kronkow, Asst. Brand Manager/Announcer  
Ben Chartier, Brand Manager/Announcer

Event Sponsor:

Fargo Public Schools/Middle Schools

Description of Event:

The KOYY and KVOX teams were once again invited to the Careers 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 held at The Fargodome with 34 business partners involved.

**Outreach:**

Tour

Date:

June 30, 2024

Participating Employees:

Dan Cash, VP/Market Manager  
Greg Ressler, Production Director  
Jordan Bennett, Production Assistant  
Corey Schaffer, Operations Manager

Event Sponsor:

Fargo-Moorhead West Fargo Chamber Foundation

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Description of Event: Our Midwest/Fargo site was again requested as an EDventure site. The Chamber's Workforce Development program brought seven educators from local high schools and colleges to our stations. We did a tour through the studios, the offices, engineering, IT and traffic departments. The reason was to showcase the positions available within our organization and radio as a whole. We discussed our belief in the need to serve our community, educate about local news, weather, sports and information. We talked about how we work with non-profits and for-profit businesses on their advertising. We are proud to continue to be a part of this annual event.

**Outreach:** Storm the Dorms  
Date: August 29, 2024

Participating Employees: Ben Chartier, Brand Manager/Announcer  
Joel deBlonk, Assistant Brand Manager/Announcer  
Corey Schaffer, Operations Manager

Event Sponsor: North Dakota State University

Description of Event: North Dakota State University annually hosts a student "Block Party" during which students are welcomed to class and among the entertainment (which includes food vendors, bounce house, games and more) are participating area businesses with internship and part-time employment opportunities for interested students. Our team was out there handing out 'swag bags' of treats from area businesses and information regarding internships and/or part-time job opportunities with our group and answering questions regarding the various careers available in broadcasting.

**Outreach:** Job Shadow  
Date: September 17, 2024

Participating Employees: Amy Iler, Brand Manager  
JJ Gordon, Brand Manager

Event Sponsor: Midwest Communications, Inc. Fargo-Moorhead

Description of Event: Katie, a young lady who was interested in a radio career, spent the day with Amy and JJ. She toured our facility, learned about all the different jobs necessary to make our location work. She learned from Amy and JJ what it takes to put together a top-rated radio program. Katie enjoyed her time so much that she applied for a part-time job hoping to get a start in radio.

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**Outreach:** Tomorrow's Top Hands Beef Leadership Summit  
**Date:** October 18, 2024

**Participating Employees:** Sarah Heinrich, Farm/Ranch Director

**Event Sponsor:** North Dakota Stockmen's Association (NDSA)

**Description of Event:** This Summit hosted annually was held at the NDSA headquarters in Bismarck, ND. Sarah was invited to participate in their career exploration segment. The conference is designed for students, ages 14-20, to develop skills and connections to help propel them forward in their educational and career journeys. Sarah discussed ag broadcasting and radio with approximately 25 young people. She discussed daily duties, job schedules, podcasting and broadcasting as a career. The students asked many good questions about writing and what makes a strong ag story.

**Outreach:** Speaking Engagements  
**Dates:** May 27, 2024; September 22, 2024; November 1, 2024  
November 2, 2024

**Participating Employees:** JJ Gordon, Brand Manager/Announcer  
Amy Iler, Brand Manager/Announcer

**Event Sponsor:** Varied

**Description of Events:** JJ and Amy participate in various organization events lending their talents to promote events important to the community they serve. They introduce themselves, talk briefly about their background and why support of these activities is important. Some of those speaking engagements involved a Memorial Day event speaking about KFGO's involvement with the ND/MN Honor Flight and it's impact on veterans; an Out of the Darkness Walk raising awareness about suicide and suicide prevention, again lending their voice to an important cause; and introducing Great Plains Harmony to packed houses on two evenings. Great Plains Harmony shares the proceeds from their events with charitable projects in the Red River Valley.

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