
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

MIDWEST COMMUNICATIONS, INC. - SW Michigan Region

**WNWN-FM, WHTC-AM, WYVN-FM, WTVB-AM, WFAT-AM
WVFM, WKZO-AM, WZOX-FM, WTOU-AM**

Covering the period June 1, 2023 through May 31, 2024

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 southwestern Michigan Station Employment Unit (“SEU”). This SEU is comprised of the following stations: **WZOX-FM** and **WTOU-AM** licensed to PORTAGE, MICHIGAN; **WVFM-FM, WKZO-AM** licensed to KALAMAZOO, MI.; **WHTC** licensed to HOLLAND, MI; **WYVN** licensed to SAUGATUCK, MI; **WNWN-FM** and **WTVB AM** licensed to COLDWATER, MI, **WFAT-AM** licensed to BATTLE CREEK, MI. This report has been uploaded to the FCC Public Inspection Files website and posted on the station websites prior to June 1, 2024.

The information contained in this Report covers the time period beginning June 1, 2023 through May 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 Station Employment Unit 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. – Michigan Region

Covering the Period from June 1, 2023 through May 31, 2024

**Stations Comprising Station Employment Unit:
WNWN-FM, WHTC-AM, WYVN-FM, WTVB-AM, WFAT-AM
WVFM, WKZO-AM, WZOX-FM, WTOU-AM**

Vacancy Information

| Positions <u>Filled by Job Title</u> | Recruitment | | Recruitment <u>Source of Hire</u> | Sources <u>Utilized</u> |
|--|-------------|--------------------------------|--------------------------------------|--|
| | <u>DOE</u> | <u>Total # Interviewed</u> | | |
| Announcer WNWN-FM Radio | 6/30/23 | 6 | All Access | 5-22, 23, 25, 26, 27, 29, 30, 31, 33, 34, 36, 38, 39 |
| Admin/Sales Assistant WHTC/WYVN Radio | 7/20/23 | 4 | Indeed | 1, 4, 5-22, 25, 26, 27 30, 37 |
| News Director WKZO-AM/FM | 9/11/23 | 2 | Indeed | 4, 5-22, 23, 25, 26 27, 29, 30, 31, 33, 34 36 |
| Marketing Consultant Battle Creek/Kalamazoo Based Radio Stations | 10/23/23 | 4 | Indeed | 2, 4, 5-22, 25, 26, 27, 30, 37, 40 |
| Marketing Consultant Kalamazoo/Battle Creek Based Radio Stations | 11/8/23 | 23 | Inside Referral | 2, 4, 5-22, 25, 26, 27 30, 37, 39 |
| Admin Asst/Announcer WNWN-FM, WFAT AM/FM | 2/5/24 | 5 | In-House Posting | 4, 5-22, 25, 26, 27, 30 37, 41 |
| Marketing Consultant Kalamazoo/Battle Creek Based Radio Stations | 4/19/24 | 8 | Indeed | 2, 4, 5-22, 25, 26, 27, 30, 38, 39 |
| Total Number of Positions Filled: | | 7 | | |
| Total Number of Persons Interviewed: | | 52 | | |

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Appendix 1 (Con't) Annual EEO Public File Report Midwest Communications, Inc. – Michigan Region Covering the Period from June 1, 2023 through May 31, 2024 Stations Comprising Station Employment Unit WNWN-FM, WHTC-AM, WYVN-FM, WTVB AM, WFAT-AM WVFM, WKZO-AM, WZOX-FM, WTOU-AM

Recruitment Source Information

| <u>Radio Announcement/Website</u> | <u>Contact</u> | <u>Address</u> | <u>Of Contact</u> | <u>From Source</u> |
|--|--|---|-------------------------|--------------------|
| 1. WKZO/WVFM/WZOX/WTOU WNWN/WFAT/WTVB WHTC/WYVN/Websites | Stephanie Bishop JD Belsaas Bryan Brewer | 4200 W. Main Street, Kalamazoo, MI 70 West Michigan Ave., Battle Creek, MI 87 Central Avenue, Holland, MI | Email Email Email | |

Internet Sites

| | | | | |
|---------------|--|--|--|----|
| 2. LinkedIn | www.linkedin.com | | | 3 |
| 3. Glassdoor | www.glassdoor.com | | | |
| 4. Indeed.com | www.indeed.com | | | 33 |

Postings

| | | | | |
|---|---------------|--|--|---|
| 5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL | Office Mgr. | 1420 Bellevue St., Green Bay, WI 54311 | caitlin.kazik@mwcradio.com | |
| 6. WGEE/WYDR | Admin. Asst. | 1500 N. Casaloma Drive, #301, Appleton, WI 54913 | craig.vanabel@mwcradio.com | |
| 7. WHBL/WHBZ/WBFM/WXER | Admin. Asst. | 2100 Washington Ave., Sheboygan, WI 53081 | kim.schneider@mwcradio.com | |
| 8. WTOU-AM/WKZO-AM/ WZOX-FM/WVFM | Office Mgr. | 4200 West Main Street., Kalamazoo, MI 49006 | katie.tulin@mwcradio.com | |
| 9. WTVB | Office Mgr. | 182 N. Angola Road, Coldwater, MI 49036 | ken.delaney@mwcradio.com | |
| 10. WNWN-FM/WFAT | Office Mgr. | 70 W. Michigan Ave., #700, Battle Creek, MI 49017 | mandy.stephenson@mwcradio.com | 2 |
| 11. WHTC-AM/WYVN-FM | Office Mgr. | 87 Central Avenue, Holland, MI 49423 | bryan.brewer@mwcradio.com | |
| 12. KDAL/KTCO/KDKE KQDS//WDSM/WDUL | Office Mgr. | 11 E. Superior, Ste. 380, Duluth, MN 55802 | sarah.pugliese@mwcradio.com | |
| 13. WIFC/WDEZ/WSAU/ WOZZ/WRIG | Admin. Asst. | 557 Scott Street, Wausau, WI 54403 | cheryl.radtke@mwcradio.com | |
| 14. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX | Admin. Asst. | 807 West 37 th St., Hibbing, MN 55746 | rollie.dethloff@mwcradio.com | |
| 15. WMGI/WWVR/WIBQ WBOW/WTHI | Office Mgr. | 824 3 rd Street, Terre Haute, IN 47807 | cheri.page@mwcradio.com | |
| 16. WQTX/WWDK/WLMI/WJXQ | Office Mgr. | 2495 Cedar Street, Holt, MI 48842 | lexy.skirvin@mwcradio.com | |
| 17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF | Admin. Asst. | 500 S. Phillips Ave., Sioux Falls, SD 57104 | rachel.sundem@mwcradio.com | |
| 18. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL | Business Mgr. | 1020 S. 25 th Street, Fargo, ND 58103 | holly.kolden@mwcradio.com | |
| 19. WJXA/WCIK/WNFN | Admin. Asst. | 504 Rosedale, Nashville, TN 37211 | brenda.mcarthur@mwcradio.com | |
| 20. WIMZ/WJXB/WDKW | Business Mgr. | 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37917 | jennifer.terry@mwcradio.com | |
| 21. WIKY/WABX/WSTO/WLYD | Business Mgr. | 1162 Mt. Auburn Dr., Evansville, IN 47720 | kearsten.peters@mwcradio.com | |
| 22. WSWT/WXCL/WMBD/WIRL WKZF/WPBG | Business Mgr. | 331 Fulton St., 12 th Floor, Peoria, IL 61602 | shannon.demanis@mwcradio.com | |

WEBSITE

| | | | | |
|-----------------|---|--|--|---|
| 23. All Access | www.allaccess.com | | | 7 |
| 24. AM FM Jobs | http://www.amfm.com | | | |
| 25. Career Page | http://www.careerpage.org | | | |

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|---|--|---|
| 26. Midwest Careers | www.midwestcareers.com | |
| 27. Radio Online | www.radioonline.com | |
| 28. Country Aircheck | chuck@countryaircheck | |
| 29. WI Broadcasters Assoc. | kgeissler@wi-broadcasters.org | |
| 30. MI Assoc. of Broadcasters | michmab.com/careers | |
| 31. IL Broadcasters Association | dgray@ilba.org | |
| 32. IN Broadcasters Association | indianabroadcasters.org/job/submit-job/ | |
| 33. ND Broadcasters Association | bethh@ndba.org | |
| 34. SD Broadcasters Association | marla@willardandassociates.com | |
| 35. TN Association of Broadcasters | tabtn.org/careers/ | |
| 36. MN Broadcasters Association | office.manager@minnesotabroadcasters.com | |
| 37. Pure MI Talent Connect | www.mitalent.org | |
| 38. Outside Referral | | 1 |
| 39. Inside Referral | | 4 |
| 40. Google Search | | 1 |
| 41. Zip Recruiter (did not post to this site) | | 1 |

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Appendix 2 Annual EEO Public File Report Midwest Communications, Inc. - Michigan Region

Covering the Period from June 1, 2023 to May 31, 2024

Stations Comprising Station Employment Unit:

**WNWN-FM, WHTC-AM, WYVN-FM, WTVB-AM, WFAT-AM
WVFM, WKZO-AM, WZOX-FM, WTOU-AM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit

1. **Outreach:** **Website Posting and On Air Announcements**
www.wincountry.com (WNWN) www.whtc.com; www.jack1065.com (WVFM)
www.wkzo.com www.mosthits965.com (WZOX)
www.927thevan.com(WYVN)
www.go955.com(WTOU); www.wtvbam.com www.1027wfat.com.
 - a) Date: June 1, 2006 to present
Participating Employees: Peter Tanz, Market Manager,
President/Executive Vice President
Event Sponsor: Midwest Communications

Description of Activity
Midwest Communications 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. Midwest Communications also airs announcements each month on each station encouraging organizations to apply to have job openings sent to them

 2. **Outreach:** **Participation in programs relating to Career Opportunities in Broadcasting**
Outreach: **Sales Leadership Career Fair**
Date: September 19, 2023
Participating employees: Mark Jaycox, VP/Market Manager
Event Sponsor: Michigan Association of Broadcasters
Michigan State University

Description of Activity: Mark represented all of our MI radio markets at this Job Fair held in the Spartan Stadium at Michigan State University. Mark was
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able to talk to more than 20 students about the various open positions in our Michigan broadcast group over the 2.5 hours of this event. Resumes collected were distributed to the appropriate hiring manager.

Outreach: **Student & Station Networking Series**

Dates: September 26, 2023

Participating Employees: Mark Jaycox, VP/Market Manager

Sponsor: Michigan Assoc. of Broadcasters

Description: Mark represented all of our Michigan radio stations at this virtual event. Approximately 80 companies participated. Mark was able to interview approximately 26 students at this event held at the Michigan State University Stadium Club.

Outreach: **Career Day**

Date: October 19, 2023

Participating Employees: Ken Delaney, Market Manager

Event Sponsor: Branch Area Careers Center/Branch Intermediate School District

Description of Event: Ken represented Midwest Communications Inc./WTVB Radio, along with approximately 30 other employers from Branch County at this event held at the Dearth Center in Coldwater, MI from 8:30-11:00am. Over 500 9th grade students from Coldwater, Bronson and Quincy Community Schools along with Pansophia Academy attended, taking advantage of the ability to interact with each employer about possible careers in many different fields and, of course, including broadcasting.

Outreach: **Great Lakes Broadcast & Sports Media Academy**

Date: November 2, 2023

Participating Employees: Peter Tanz, Market Manager/ President/Executive Vice President
Ken Delaney, Market Manager/Coldwater
Jay Morris, Director of Sales/Kalamazoo, Battle Creek
Stefan VanderMolen, Director of Sales/Holland
Mark Jaycox, VP/Market Manager – Lansing

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Dan Cash, VP/Market Manager – Fargo, ND

Event Sponsor: Great Lakes Broadcast & Sports Media Academy
Midwest Communications, Inc.

Description of Activity: Over 900 college and high school students along with broadcast professionals from across Michigan and the Midwest gathered at Ford Field in Detroit for the second Great Lakes Broadcast & Sports Media Academy. Midwest was a co-sponsor of the overall event and specifically sponsored the complimentary “head shot” photo booth for students. Dan Cash was a presenter for the Breakout Session “From Concept to Completion: The Wizardry of Sales & Marketing”. Peter Tanz and Stefan VanderMolen were participants in the Speed Networking session while all five Michigan managers manned the Midwest Communications, Inc. booth for the Media Career Fair from 12noon to 3pm discussing career opportunities with students, collecting resumes and conducting mini interviews. The Michigan markets participating included Coldwater, Battle Creek, Kalamazoo, Holland and Lansing.

Outreach: **American Marketing Association Mentor Mixer**

Date: January 31, 2024

Participating Employees: Jay Morris, Director of Sales (Kalamazoo, Battle Creek)

Event Sponsor: American Marketing Association

Description of Activity: This event was at Haworth College of Business at Western Michigan University from 5:30-7:30pm. Jay represented all of Midwest Communications stations in Kalamazoo and Battle Creek. Jay was part of an eight person panel answering questions about marketing and questions about the future of radio from the WMU/AMA adviser and American Marketing Association members from Western Michigan University. Jay talked with four students after the Q&A about marketing and radio. They were very interested in potential internships in broadcasting.

Outreach: **Career Fair**

Date: March 18, 2024

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Participating Employees: Jay Morris, Director of Sales
Mark Jaycox, VP/Market Manager

Event Sponsor: Michigan Association of Broadcasters Foundation

Description of Activity: Jay and Mark attended the 2024 MAB Foundation Media Career Fair during the Michigan Student Broadcast Awards ceremony at the Crowne Plaza in Lansing, MI on March 18, 2024. Over 300 students and business-minded professionals registered to attend this career outreach event. Mark and Jay were able to meet and collect information on ten potential employees and interns.

Outreach: Broadcasting Scholarship

Date: March 18, 2024

Participating Employees: Jay Morris, Director of Sales
Mark Jaycox, VP/Market Manager

Event Sponsor: MAB/Midwest Communications, Inc.

Description of Activity: Jay and Mark, representing our Midwest Communications, Inc. Michigan based group of radio stations, again at the MAB Foundation Media Career Fair, during the Student Awards Luncheon presented a \$1,000 scholarship to Karson from Spring Arbor College. Karson was interested in radio broadcasting, audio production as a career.