
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 Northeast Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WGEE-FM licensed to New London, Wisconsin, WDKF-FM licensed to Sturgeon Bay, Wisconsin, WYDR-FM and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, Wisconsin. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to August 1, 2023.

The information contained in this Report covers the time period beginning August 1, 2022 to and including July 31, 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. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was utilized” refer to the number of the full-time job positions listed on Appendix 1.

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. – Northeast Wisconsin
Covering the Period from August 1, 2022 to July 31, 2023

Stations Comprising Station Employment Unit:
WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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>
Marketing Consultant WTAQ/WYDR/WGEE/WNFL	8/23/22	6	Radio	1, 3, 4, 5, 6, 10-27, 32, 38, 44
Office Manager WIXX/WNCY/WTAQ/WDKF/WNFL	9/26/22	6	Radio	1, 3, 5, 6, 10-27, 32, 38, 44, 48
News Reporter WTAQ AM/FM	10/24/22	6	Midwest Careers	2, 4, 5, 6, 10-27, 32, 41, 42, 43, 44
Talent/Promotions Coordinator WYDR-FM	10/31/22	6	Radio	1, 2, 4, 5, 6, 10-27, 32, 41, 42, 43, 44, 47, 49
Marketing Consultant WNCY-FM Radio	2/6/23	7	Inside Referral	3, 4, 5, 6, 10-27, 32, 38, 44, 47, 48
Marketing Consultant WIXX-FM Radio	7/10/23	12	Linked In	3, 4, 5, 6, 10-27, 32, 38, 44, 47

Total Number of Positions Filled During Applicable Period: 6
Total Number of Persons Interviewed During Applicable Period: 43

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact:</u>	<u># Interviews From Source</u>
1. WIXX/WNCY/WGEE/WYDR WDFK/WNFL/WTAQ AM/FM	Jeff Johnson	1420 Bellevue Street., Green Bay, WI 54311	920-435-3771	7
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	5
3. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	6
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	rdionline.com	
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	13
7. Glassdoor	Matt DiFrancesca	1000 Shoreline Hwy, Mid Valley, CA 94941	glassdoor.com	
8. AM/FM Jobs		PO Box 4116, San Francisco, CA 92052	amfmjobs.com	
9. Country Aircheck	Chuck Aly	914 18 th Ave., Nashville, TN 37212	news@countryaircheck.com	

Postings:

10. WNCY/WIXX/WDKF WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com
11. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	crai.canabel@mwcradio.com
12. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com
13. WTOU/WQLR WKZO AM/WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	katie.tulin@mwcradio.com
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com
15. WNNW/WFAT	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	jay.morris@mwcradio.com
16. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com
17. KDAL/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior/Ste. 380., Duluth, MN 55811	sarah.pugliese@mwcradio.com
18. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com
19. WUSZ, WMFG-AM, WDKE WEVE, WNMT, WTBX, KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com
20. WMGI/WIBQ/WBOW WTHI/WWVR	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com
21. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com
22. KELO, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst. .	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com
23. KFGO, KRWK, KVOX KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	dan.cash@mwcradio.com
24. WJXA/WCJK, WNFN	Business Mgr.	504 Rosedale Ave. Nashville, TN 37211	tracie.vaughn@mwcradio.com
25. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917	jennifer.terry@mwcradio.com
26. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Road, Evansville, IN 47720	christie.york@mwcradio.com
27. WMBD/WSWT/WXCL/WKZF WPBG/WIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com

WEBSITE

Website Address

28. Indiana Career Connect	www.indianacareerconnect.com
29. Indiana Univeristy/Kelly School Of Broadcasting	https://www.indianacareerconnect.com
30. Edgewood College	http://www.edgewood.edu/src/career
31. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html
32. Midwest Careers	www.midwestcareers.com
33. MN UW System	http://www.myconsortium.com/mcucsa/employer
34. Northwestern College	https://vnwsp-csm.symplicity.com/employers/index.php
35. Radio Online	www.radioonline.com
36. Superior Job Service Center	www.ci.superior.wi.us

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- 37. Wausau Region Chamber of Commerce <http://www.wausauchamber.com/mx/hm.asp?id=jobs>
- 38. WI Jobnet <https://jobnet.wisconsin.gov/jobnetbusiness/>

EMAIL

- | | <u>E-Mail Address:</u> | |
|---|--|---|
| 39. IL Broadcast Association | dgray@ilba.org | |
| 40. ITT Technical School (Green Bay) | mwitte@itt-tech.edu | |
| 41. MN Broadcasters Assoc. | tim.hyde@minnesotabroadcasters.com | |
| 42. ND Broadcasters Assoc. | bethh@ndba.org | |
| 43. SD Broadcasters Assoc. | marla@willardassociates.com | |
| 44. WI Broadcasters Association | kgeissler@wi-broadcasters.org | |
| 45. Wisconsin Job Network | in@wisconsinjobnetwork.com | 2 |
| 46. Wisconsin Department of Workforce Development | miledor@dwd.state.wi.us | |
| | | |
| 47. Inside Referral | | 5 |
| 48. Outside Referral | | 2 |
| 49. TikTok (did not post to this site) | | 1 |

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APPENDIX 2

Annual EEO Public File Report

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Covering the Period from August 1, 2022 through July 31, 2023

Stations Comprising Station Employment Unit:

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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

Outreach: Website Posting
www.midwestcareers.com www.wtaq.com
www.wixx.com www.943jackfm.com (WYDR)
www.wncy.com www.wnflsports.com
www.dukefm.com (WGEE/WDKF)

Date: January 1, 2003 to present
Participating Employees: Peter Tanz - President

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. 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.

Outreach Activity: The BIG Event

Date: October 8, 2022

Participating Employees: Corey Carter, Brand Manager, WIXX
Fife, Announcer, WIXX
Jayson Slade, Announcer, WIXX

Event Sponsor: Encompass

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Description of Activity: This event is designed to allow children to explore and interact with community businesses and organizations. For the WIXX and Midwest booth, we set up an interactive live microphone and music area where kids could come and see what it's like to be on the radio. They were able to record scripts and the on-air talent mixed their recordings over the intros of songs to make it sound like they were on the radio. The mix-downs were played over the PA system set up so the families and kids could hear what they sounded like.

Outreach Activity: Careers in Broadcasting Mixer

Date: November 10, 2022

Participating Employees: Jason Hillery, Operations Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: Radio and television representatives from around the state sat at 'virtual tables' and students had the opportunity to ask questions about broadcasting and how to get involved in the broadcasting industry.

Outreach Activity: Interview & Station Tour

Date: December 17, 2022

Participating Employees: Nick Vitrano – Morning Talent, WIXX

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Nick was interviewed by a Bay Port High School journalism student, Kennedy, about his job and the radio industry as a whole. Nick gave her a tour of the building and studios talking about all the various jobs that make up a radio station. Nick spoke about his experience in the industry and how he got started. He talked about a typical day in his and where the radio industry fits in the entertainment landscape. He talked about how radio competes for listeners and how it has survived so many 'attacks' from other options and also about the part that social media plays in the industry as a whole.

Outreach Activity: Tour

Date: February 8, 2023

Participating Employees: Jason Hillery, Operations Manager
Mike DuBord, Announcer

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Event Sponsor: Midwest Communications, Inc.

Description of Activity: A group of Oconto Falls High School students toured our studios to learn more about the business world, how our business runs, different career opportunities in our industry and the types of education needed for those careers. They were taken into different areas of the building, jobs were explained. They were able to spend time in the production room, recorded some audio, got to see how our on-air studios run and got to watch some of our on-air talent in action.:

Outreach Activity: Student Networking – Student Seminar

Date: February 25, 2023

Participating Employee: Peter Tanz, President

Event Sponsor: Wisconsin Broadcasters Assoc./Midwest Communications, Inc.

Description of Event: Midwest participated in the WBA Student “Speed Networking” event held as part of the WBA’s 2023 Student Seminar on Saturday, February 25, 2023 at the Madison, WI Marriott West in Middleton, Wisconsin. Peter met one-on-one with students to discuss their post-graduation career objectives and career opportunities in broadcasting.

Outreach Activity: Job / Career Fair

Date: February 25, 2023

Participating Employee: Peter Tanz, President
Jon Giroux, Operations Manager

Event Sponsor: Wisconsin Braodcasters Assoc./Midwest Communications, Inc.

Description of Event: This Job/Career Fair was held as part of the WBA’s 2023 Student Seminar on Saturday, February 25, 2023 at the Madison Marriott West in Middleton, WI. Peter and Jon met with potential job seekers interested in broadcasting careers. They shared all the various jobs in radio and a potential career path to be successful in this industry. Approximately 75 potential job applicants attended the event.

Outreach Activity: Job Shadow

Date: March 10, 2023

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Participating Employee: Brian “Fife” Pfeifer, Announcer, WIXX

Event Sponsor: Midwest Communications, Inc.

Description of Event: A senior at Freedom High School, Freedom, WI, Maeson came in with a possible interest in working in radio. She asked to job shadow and learn what goes on behind the scenes at a radio station. Maeson sat in with Fife and really seemed interested and engaged in the discussion of radio. Maeson was hired as a part-time announcer after she graduated.

Outreach Activity: Celebrate National Reading Month

Date: March 17, 2023

Participating Employee: Nick Vitrano, Morning Show Talent, WIXX

Event Sponsor: Bonduel Elementary School

Description of Event: Nick was invited to meet with the 2nd graders from Bonduel Elementary School, Bonduel, WI. After reading a book to the students he spoke to them about the importance of reading in everyday life and especially in his job. He took questions about radio and showed them how to record things for broadcast on their iPads and Chromebooks challenging them to have fun with the technology available to them. He talked to them about the potential to work in radio and how they could start today to shape what they wanted radio to sound like in the future. He told them to find their voice and explore what an amazing extension of your community that radio is.

Outreach Activity: D.A.R.E. Graduation Guest Speaker

Date: April 12, 2023

Participating Employee: Nick Vitrano, Morning Show Talent, WIXX

Event Sponsor: Ashwaubenon Public Safety/Ashwaubenon School District

Description of Event: Nick was invited to be the guest speaker at the 5th grade graduation of the D.A.R.E. program. As a guest speaker, Nick spoke on the importance of listening to that dream in each of them and surrounding themselves with the people and thing that can help them realize that dream. He spoke of how he dreamt of being an athlete, an astronaut or a rock star. His current career allows him to be on the field of athletic events, interview athletes, meet real astronauts and take the mic on countless music stages. Nick also

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said that if a dream of radio became their dream to know that they could reach out to him and he would help them realize that dream.

Outreach Activity: EEO Compliance Seminar

Date: April 13, 2023

Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Ms. Gillis participated in this seminar hosted by WBA Washington counsel David Oxenford of the law firm Wilkinson Barker Knauer. Attorney Oxenford reviewed all of the FCC's EEO obligations and discussed how we can meet those obligations. He also touched on what might lie in store in the way of future FCC EEO obligations.

Outreach Activity: EEO Sessions

Date: June 14, 2023

Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Assoc. of Broadcasters

Description of Activity: This session entitled "You're Looking in All the Wrong Places: How to Find Diverse Talent at Every Level" was part of the WBA Summer Conference held at Osthoff Resort in Elkhart Lake, WI. Michelle Duke, President, NAB Leadership Foundation, Chief Diversity Officer, shared ways to engage diverse job applicants, refine our hiring strategies and comply with FCC requirements helping us attract the best and brightest talent. A second session entitled "How to Identify and Recruit More Successful Talent" was led by Steve Wexler from WEXL Coaching and Development. Steve covered the 14 traits inherent in breakthrough talent along with strategies on how to coach our on-air talent to be more successful.

Outreach Activity: WBA Foundation Scholarship Program

Date: September, 2022 - November, 2022

Participating Employees: Peter Tanz, President
Jason Hillery, Operations Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

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Description of Activity: Our Green Bay, WI based radio stations participated in the WI Assoc. of Broadcasters Foundation Scholarship Program. This is designed to allow individual member stations an opportunity to support potential qualified college students interested in broadcasting as a career through an educational scholarship. The above individuals assisted in judging ten (10) pre-qualified candidates. The four (4) winning recipients were recognized during the WBA Student Seminar.

Outreach Activity: Endowment – Media Technology Institute

Date: May 12, 2023

Event Sponsor: Midwest Communications, Inc.

Description of Activity: An endowment from the estate of Duke Wright secured the long-term future for the WBA Media Technology Institute which now bears his name, i.e. the WBA Duke Wright Media Technology Institute. This endowment was recognized at the Summer Conference held at the Osthoff Resort in Elkhart Lake, WI. Duke believed technical professionals are the silent backbone of every broadcasting organization and this endowment ensures that the tools and training needed will continue.