
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM 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 Hibbing, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: WUSZ-FM licensed to Virginia, Minnesota, WNMT-AM licensed to Nashwauk, Minnesota, WEVE-FM licensed to Eveleth, Minnesota, WDKE-FM licensed to Coleraine, Minnesota, WMFG-AM, WMFG-FM and WTBX-FM licensed to Hibbing, 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 requested in this report would covers the time 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. – Hibbing, Minnesota

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

Stations Comprising Station Employment Unit:

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM 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>
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No full-time positions were filled during this reporting period

Total Number of Positions filled during the Applicable Period:	0
Total Number of Persons Interviewed during Applicable Period:	0

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APPENDIX 2

Annual EEO Public File Report
Midwest Communications, Inc. – Hibbing, Minnesota

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

Stations Comprising Station Employment Unit:
WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM Radio

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

1. Outreach: Website Posting
www.midwestcareers.com www.wtbx.com
www.radiousa.com (WUSZ) www.wnmtradio.com
www.961duke.fm (WDKE) www.979weve.com
www.95kqds.com (WMFG-FM)
 - Date: WTBX-FM from 8/1/04 to present
WUSZ-FM from 9/15/04 to present
WNMT-AM from 9/20/04 to present
WDKE-FM from 1/1/17 to present
WEVE-FM from 1/1/17 to present
KQDS-FM (WMFG) from 1/1/17 to present
 - Participating Employees: Kristi Westrem – Vice President/Market Manager
 - Event Sponsor: Midwest Communications, Inc.
 - Description of Activity: Midwest Communications, Inc. has a general announcement posted on each of our Hibbing based radio station available websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 2. Outreach: Tour/Job Shadow
 - Date: December 6, 2023
 - Participating Employee: Tom Baldrice, Operations Manager/Announcer
 - Event Sponsor: Midwest Communications, Inc., Hibbing Radio Group
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Description of Activity: Peter, a young man with disabilities and an interest in radio, came in with his care person, Angie, to sit in on Tom's afternoon show on WUSZ. While some of Peter's communication can be challenging at times, Tom says they laugh and talk about radio and he feels Peter learns a little about what it takes to do an afternoon show.

Outreach: Job Shadow

Date: January 4, 2024

Participating Employees: Rollie Dethloff, Brand Manager, ABM/Announcer
Steve Carlson, Sports Announcer
Tom Baldrice, Operations Mgr./Announcer

Event Sponsor: Midwest Communications, Inc. Hibbing Radio Group

Description of Activity: Parker, a student in a media production class at Rock Ridge High School, Virginia, MN, asked to be able to do a job shadow as part of a class assignment. He was able to join Steve for a Rock Ridge Boy's Hockey broadcast learning about setting up the equipment, interviewing coaches and getting his notes ready prior to the actual game. Parker was able to add some color commentary during the game. Steve showed Parker how we air commercials from the game site and how the game gets on-air from the hockey arena. Parker also spent some time with Rollie who shared his day-to-day activities with him, how he got started in radio and what he enjoys the most about his job.

Outreach: Speaking Engagement

Date: March 18, 2024

Participating employees: Tom Baldrice, Corporate Country Strategist, Brand Manager, Announcer

Event Sponsor: Minnesota North College

Description of Activity: Emily, a Communications Instructor from the Mesabi Range, Virginia, MN Campus, invited Tom to speak to the Mass Communications class. Tom talked to them about his career in radio, how he got started and what is necessary to succeed in this business. Tom also talked about his career in the record industry in Nashville, TN. It was a lively discussion with Tom giving the students some real-world examples of the principles that had been discussed in class.

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Outreach:	Iron Range Job Fair
Date:	April 25, 2024
Participating Employees:	Scott Hanson, Brand Manager/Announcer Sean Mull, Brand Manager/Announcer/Production
Event Sponsor:	Laurentian Chamber of Commerce, Virginia, MN
Description of Activity:	Scott and Sean represented our Hibbing, MN radio stations at this Job Fair held at the Iron Trail Motors Event Center in Virginia, MN. The job fair was held from 10am to 2pm. They talked with approximately 50 people who wanted to learn more about radio and about the position that we were hoping to fill; that of a Marketing Consultant (advertising sales). Sean and Scott answered a ton of questions about radio, their jobs and how they got to where they are. They did find a solid, prospective candidate who applied for the open position in sales.
Outreach:	Tour
Date:	March 22, 2024
Participating Employee:	Tom Baldrice, Operations Manager/Announcer
Event Sponsor:	Midwest Communications, Inc. Hibbing Radio Group
Description of Activity:	Tom took some time to give Peter, a fan of his Radio USA show, and his care giver, a tour of the various studios and offices. Tom then discussed with Peter what he does on a daily basis. Peter was able to see Tom voice track shows for WUSZ-FM and learn from Tom how he prepares his show on a daily basis.
Outreach:	Morning Show Shadow/Radio Station Tour
Date:	October 22, 2024
Participating Employees:	Scott Hanson, Brand Manager/Announcer Jessie Wivoda, Production Director/Announcer Rollie Dethloff, Brand Manager/Announcer Tom Baldrice, Announcer
Event Sponsor:	Midwest Communications, Inc.

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Description of Activity: Students from the Mountain Iron-Buhl High School Mass Communications Class travelled to our radio stations in Hibbing to experience a live morning radio show with Scott on WUSZ Radio USA. After spending time in the studio learning what goes into putting together a winning morning show, they spent time with Jessie who showed them the other studios and discussed with them the importance of marketing, advertising and promoting local radio. Rollie talked to the group about his job in radio and the path that got him there. Tom also met the group and talking about his job in radio.

Outreach: Tour

Date: November 21, 2024

Participating Employees: Scott Hanson, Brand Manager/Announcer

Event Sponsor: Midwest Communications, Inc. Hibbing Group

Description of Event: Hannah, Navi and Emma, members of the Hibbing High School Drama class came in to promote their upcoming production, "Freaky Friday" with Scott on WUSZ. They were in the studio with Scott and then toured all of the studios, learned about all the different jobs necessary to run radio stations and asked good questions about possible careers in radio.
