
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WUSZ-FM, KDAH-AM, KQDX-FM WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM 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, KDAH-AM licensed to Nashwauk, Minnesota, WEVE-FM licensed to Eveleth, Minnesota, WDKE-FM licensed to Coleraine, Minnesota, KQDX-FM, WMFG-AM 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, 2025.

The information requested in this report would covers the time period beginning December 1, 2024 to and including November 30, 2025 (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, 2024 to November 30, 2025

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>
Production Manager	1/6/25	5	LinkedIn	2, 3, 6, 8, 10-27, 28,
Announcer	3/3/25		Midwest Careers	29, 31-25
Hibbing, MN All Stations				

Total Number of Positions filled during the Applicable Period: 2
Total Number of Persons Interviewed during Applicable Period: 5

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APPENDIX 1 (Continued)

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u>from Source</u>
WTBX/WUSZ/WEVE/ WMFG/WDKE/WNMT & Websites	Mark Cheney	807 W. 37 th Street, Hibbing, MN	mark.cheney@mwcradio.com	

Internet Sites:

2. RAMP	25876 The Old Road #254, Valencia, CA 91381	Kevin@ramp247.com	2
3. Radio Online	3500 Tripp Avenue, Amarillo, TX 79121	www.radio-online.com	
4. ROSTR	Los Angeles/Palm Springs, CA	hq.rostr.cc	
5. LinkedIn	Sunnyvale, CA	linkedin.com	1
6. Indeed	PO Box 660367, Dallas TX 75266	indeed.com	
7. Glassdoor	100 Shoreline Hwy. Mill Valley, CA	glassdoor.com	
8. Career Page		careerpage.org	
9. Country Aircheck	914 18 th Avenue, South, Nashville, TN 37212	countryaircheck.com	

Postings:

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

WEBSITE

	<u>Website Address</u>	
28. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
29. Midwest Careers	www.midwestcareers.com	
30. MN Job Bank	http://employer.mnworks.org/emli.cfm	2

EMAIL

	<u>E-Mail Address</u>
31. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com
32. WI Broadcasters Association	kgeissler@wi-broadcasters.org
33. IL Broadcasters Association	dgray@ilba.org
34. ND Broadcasters Association	bethh@ndba.org
35. SD Broadcasters Association	marla@willardandassociates.com

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APPENDIX 2

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

Covering the Period from December 1, 2024 to November 30, 2025

Stations Comprising Station Employment Unit:
WUSZ-FM, KDAH-AM, KQDX-FM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM 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
WDKE-FM from 1/1/17 to present
WEVE-FM from 1/1/17 to present
KQDX-FM (WMFG) from 1/1/17 to present
KDAH-AM (WNMT) from 9/20/04

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: Job Fair

Date: April 24, 2025

Participating Employee: Kristi Westrem, VP/Market Manager
Scott Hanson, Brand Manager

Event Sponsor: Virginia, MN Chamber of Commerce
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Description of Activity:	Scott and Kristi participated in this Job Fair held at the Iron Trail Convention Center in Virginia, MN from 10am to 2pm. They set up a booth and took applications/resumes and talked with potential applicants/visitors about radio and all of the jobs that make up a radio station and what we were currently looking for (always Account Reps). There were a total of 72 employers with booths, four job seeker organizations (DEED, Careerforce, JET, AEOA) with approximately 580 attendees.
Outreach:	Appearance
Date:	October 14, 2025
Participating Employees:	Rollie Dethloff, Brand Manager/Announcer Ben Lundstem, Production Director
Event Sponsor:	Boys & Girls Club – Hibbing, MN
Description of Activity:	This Lip Sync Battle Fundraiser, raising money for the Boys & Girls Club, was held in the Hibbing High School Auditorium. The event started at 6PM. Rollie was invited to be the Master of Ceremonies and Ben appeared as a celebrity judge. Both Rollie and Ben were able to talk about how they got into radio, what their jobs entailed and how it could be a fun and fulfilling career. It was a successful evening for the Boys & Girls Club.
Outreach:	Job Shadow
Date:	April 9, 2025
Participating employees:	Rollie Dethloff, Brand Manager/Announcer
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Peter, a young man with disabilities and an interest in radio, came in with his care person, Angie, to learn more about radio and how it works. Rollie showed him how to produce a commercial; he was able to see how he prepared the news segments for his morning show on WEVE and also sat in while Rollie tracked his weekend show on WEVE. Peter visited with Rollie on two other occasions. Rollie stated he enjoys teaching Peter about radio.

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Outreach:	Appearance
Date:	March 3, 2025
Participating Employees:	Scott Hanson, Brand Manager/Announcer
Event Sponsor:	Keewatin Elementary School, Keewatin, MN
Description of Activity:	Scott was invited by Ben at Keewatin Elementary to read to the students in his class. Scott was joined by other local ‘celebrities’ such as policemen, firemen, the Mayor and some first responders. Scott was able to talk about his position with our radio stations, how he got to that position and the importance of education to move forward in whatever career path chosen. After reading to the students, Scott answered questions from the students about radio.