
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-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 Sioux Falls, South Dakota Employment Unit (“SEU”). This SEU is comprised of the following stations: KELO-AM/FM, KRRO-FM, KTWB-FM, KWSN-AM licensed to Sioux Falls, South Dakota, KQSF-FM licensed to Dell Rapids, South Dakota, and KELQ-FM licensed to Flandreau, South Dakota. 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 cover the period beginning December 1, 2023 and including through 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

Annual EEO Public File Report

Midwest Communications, Inc. – Sioux Falls, South Dakota

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

Stations Comprising Station Employment Unit:

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-FM

Vacancy Information

Full-time Positions		Total #	Recruitment	Recruitment
<u>Filled by Job Title</u>	<u>DOE</u>	<u>Interviewed</u>	<u>Source of Hire</u>	<u>Sources Utilized</u>
Announcer KTWB Radio	01/02/2024	11	Midwest Careers	2-19, 20, 21, 22, 24, 25, 27, 28, 29, 30,31, 32, 33
Traffic Specialist KTWB/KRRO/KELO/ KQSF/KWSN/KELQ Radio	03/26/2024	7	Indeed.com	1, 2-19, 21, 22, 23, 24, 26, 31, 34, 36, 37, 38, 39, 40
Marketing Consultant KTWB/KRRO/KELO/ KQSF/KWSN/KELQ Radio	04/01/2024	5	Inside Referral	2-19, 22, 23, 24, 26, 31, 34, 36, 38,39,40, 42

Total Number of Positions filled during the Applicable Period: 3

Total Number of Persons Interviewed during Applicable Period: 23

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APPENDIX 1 (cont.)

Recruitment Sources:

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact</u>	<u># Interviews From Source</u>
1. KELO/FM/KELO/KRRO/ KWSN/KTWB/KQSF – Radio and websites	Mark Cartwright	500 S. Phillips Ave., Sioux Falls, SD 57104	Email	

Postings

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

WEBSITE

	<u>Website Address</u>	
20. All Access	www.allaccess.com	6
21. AM FM Jobs	amfmjobs.com	
22. Career Page	careerpage.org/members/	
23. Indeed	indeed.com	10
24. Midwest Careers	midwestcareers.com	4
25. Radio Online	www.radioonline.com	
26. LinkedIn	linkedin.com	
27. Country Aircheck	chuck@countryaircheck.com	
28. RAMP	cartermedia@gmail.com	

EMAIL

	<u>Email Address</u>	
29. Wisconsin Broadcasters Assoc.	mendicott@wi-broadcasters.org	
30. MN Broadcasters Assoc.	llasere@minnesotabroadcasters.com	
31. South Dakota Broadcasters Association	marla@willardandassociates.com	
32. North Dakota Broadcasters Assoc.	bethh@ndba.org	2
33. IL Broadcasters Assoc.	dgray@ilba.org	
34. South Dakota Job Works		
35. Handshake includes:		
36. South Dakota State University		
37. Dakota State University		
38. University of Sioux Falls		
39. Southeast Technical College		
40. University of South Dakota		
41. University of MN		

42. Inside Referral

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APPENDIX 2

Annual EEO Public File Report Midwest Communications, Inc. – Sioux Falls, SD

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

Stations Comprising Station Employment Unit KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-FM

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

1. **Outreach:** Website Posting
 www.midwestcareers.com www.kelo.com
 www.kelofm.com; www.krro.com www.kwsn.com
 www.ktwb.com www.q957.com (KQSF-FM)

 - Date:** November 1, 2012 to present

 - Participating Employees:** Peter Tanz – Senior Vice-President/Market Manager

 - Outreach Sponsor:** Midwest Communications, Inc.

 - Description of Activity:** Midwest Communications, Inc. has a general announcement posted on its websites as well as airing on all stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.

 2. **Outreach:** Tour

 - Date:** December 15, 2023

 - Participating Employees:** Tom Gjerdrum, Operations Manager

 - Outreach Sponsor:** Midwest Communications, Inc. – Sioux Falls

 - Description of Activity:** A group of nine students and four faculty members from Harrisburg South Dakota’s Step Academy were given a tour of our studios, engineering lab, newsroom and sales department. They were given a description of each station’s format and how the stations were operated by a mix of computers and humans. They asked great questions and seemed to enjoy their time meeting Chris Carter and Doc Murphy, mornings on KTWB;
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Paul Andresen, Brand Manager/Announcer from KELO-FM;
Tom Rooney, News Director, from KELO-AM news, as well as
the President of Midwest Communications, Peter Tanz.

Outreach: CTE Career Fair

Date: February 15, 2024

Participating Employees: Denzil Bursey, Brand Manager/Announcer
Rachel Sundem, Business Manager
Bridget Danforth, Marketing Consultant
Leesa Olander, Marketing Consultant

Outreach Sponsor: Career and Technical Education Academy – Sioux Falls, SD

Description of Activity: Denzil and Rachel covered the morning session from 8:20-11:25am. Bridget and Leesa covered the afternoon session from 1:00-2:00pm. We fielded questions from the students regarding internships and what we each do in our positions in radio. We also talked about job shadow possibilities and handed out our own career piece, Jobs in Radio which covers all the positions in radio and a little bit about what each position entails.

Outreach: 2024 SD B.I.G. Career & Internship Fair

Date: February 27, 2024

Participating Employees: Tom Gjerdrum, Operations Manager
Mary Schilling, Marketing Consultant

Outreach Sponsor: SD Association of College Career Centers

Description of Activity: Tom and Mary attended this Career and Internship Fair held at the Ramkota Hotel & Conference Center, Sioux Falls, from 10am to 2pm. They shared information on available positions within Midwest and directed all who were interested to MidwestCareers.com for other open positions throughout all Midwest locations. They met with almost fifty South Dakota college graduates and soon-to-be graduates to learn what their employment interests were. This career fair had approximately 140 employers available to alumni and students.

Outreach: Job Fair

Date: March 6, 2024

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Participating Employees: Joel Gough, Director of Sales
Dave Scaturro, Marketing Consultant

Outreach Sponsor: South Dakota State University/Finance School, Brookings, SD

Description of Activity: This job fair was held in the Volstorff Ballroom in the Student Union of SDSU from 1-4pm. While attendance was light, the quality of those attending was quite good. Dave and Joel were able to secure a couple of promising resumes for potential sales positions.

Outreach: Job Shadow

Date: July 23, 2024

Participating Employees: Paul Andresen, Brand Manager/Announcer

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Aden, a young man interested in a career in radio, asked if he could come in and job shadow Paul. He was able to tour the station and studios and learn about the various jobs that make up a radio station. During the job shadow, he was introduced to Wide Orbit, Music Master, the control board and was able to cut an on-air break where he would be able to hear what he sounded like on-air.

Outreach: Job Fair

Date: August 28, 2024

Participating Employees: Rachel Sundem, Business Manager

Outreach Sponsor: Southeast Technical College- Sioux Falls, SD

Description of Activity: Rachel attended this part-time Job fair held in the Hub Commons on campus from 11am to 1pm. This job fair was designed to help students find part-time employment while attending Southeast Tech. Rachel talked to them about our opening for a part-time board operator and part-time news positions currently available. She handed out our own Jobs in Radio handout which talked about all of the various jobs available in radio and a little information about each position.

Outreach: Career Fair

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Date:	October 21, 2024
Participating Employees:	Dave Scaturro, Marketing Consultant Renee Breck, Marketing Consultant
Outreach Sponsor:	Career & Technical Education Academy – Sioux Falls
Description of Event:	Dave and Renee participated in the CTE Career Fair held from 4-7pm. They talked with students about the different opportunities available with our Company. They handed out information on possible Job Shadow opportunities to interested attendees giving them an opportunity to learn more about whatever level of interest they had in possible radio careers.
Outreach:	South Dakota State University Career Fair
Date:	October 10, 2024
Participating Employees:	Rachel Sundem, Business Manager Joel Gough, Director of Sales
Outreach Sponsor:	South Dakota State University – Brookings, South Dakota
Description of Event:	Rachel and Joel attended SDSU’s Management, Economics and Communication Career Fair held at Club 71 in the Dana Dykhouse Statium from 12noon to 4pm. Students were there to find internships and jobs pertaining to their particular field of study. They were able to talk to quite a few students who were interested in working in the radio industry and some who had not thought about radio as a career previously but seemed intrigued after talking with them.
Outreach:	2024 Media & Journalism Department Career Fair
Date:	October 28, 2024
Participating Employees:	Tom Gjerdrum, Operations Manager
Outreach Sponsor:	University of South Dakota Media & Journalism Department
Description of Event:	Tom attended this Career Fair held in the Al Neuharth Media Center, on the SDU Campus in Vermillion, SD. The students attending this school have backgrounds and interests in advertising, social media marketing, graphic design, public relations, audio/video production, journalism (all platforms), digital strategy, media writing and sports marketing. Tom was able to talk about the various positions open in our Company in several of the fields
