
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-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 Duluth, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: KDAL AM/FM, KTCO-FM and KQDS-FM (as of December 31, 2016) licensed to Duluth, Minnesota, KDKE-FM, and WDSM-AM, WDUL-AM licensed to Superior, 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.

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.

MIDWEST COMMUNICATIONS, INC.

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APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Duluth, Minnesota

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

Stations Comprising Station Employment Unit:

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-FM

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	2/13/23		Google Job	3, 5, 6, 8, 10-27, 29, 30,
KDAL/KTCO/KQDS/KDKE	3/09/23		Indeed	37, 41-202, 203
WDSM/WDUL	4/17/23	15	Indeed	

Total Number of Positions Filled During Applicable Period: 3
Total Number of Persons Interviewed During Applicable Period: 15

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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. KDAL/KQDS/KTCO KDKE/WDSM/WDUL	Sarah Pugliese	11 E Superior Street, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
<u>Internet Sites:</u>				
2. All Access	18955 Pacific Coast Hwy., Malibu, CA 90265		info@allaccess.com	
3. Radio Online	3500 Tripp Avenue, Amarillo, TX 79121		www.radio-online.com	
4. AM/FM Jobs	P.O. Box 4116, Oceanside, CA 92052		amfmjobs.com	
5. LinkedIn	Sunnyvale, CA		linkedin.com	
6. Indeed	PO Box 660367, Dallas TX 75266		indeed.com	13
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	
<u>Postings:</u>				
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 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	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 55802	sarah.pugliese@mwcradio.com	1
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	mark.cheney@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	dan.cash@mwcradio.com	
24. WJXA/WCJW/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@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	christie.york@mwcradio.com	
27. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

	<u>Website Address</u>
28. Career Network	http://www.career-network.com
29. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationssubmit.html
30. Midwest Careers	www.midwestcareers.com
31. MN UW System	http://www.myconsortium.com/mcucs/employer/
32. MN Job Bank	http://employer.mnworks.org/emli.cfm

EMAIL

	<u>E-Mail Address:</u>
33. Duluth Business Univ.	wendyb@dbumn.edu
34. Fond du Lac Tribal Comm. College	donnai@fdltcc.edu
35. Univ of MN--Duluth	glen@d.umn.edu
36. WI Broadcasters Association	kgeissler@wi-broadcasters.org
37. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com
38. IL Broadcasters Association	dgray@ilba.org
39. ND Broadcasters Association	bethh@ndba.org
40. SD Broadcasters Association	marla@willardandassociates.com

MIDWEST COMMUNICATIONS, INC.

and Affiliates

MAIL (MBA distributes to the following sources)

41. Ability Building Ctr.	Wallace Bigelow	PO Box 6938 / 1911 14th St NW, Rochester, MN 55903
42. Academy College		Minneapolis, MN
43. Access		403 Ctr. Ave #512, Moorhead, MN 56560
44. Access Ability	Steven Ditschler	360 Hoover St NE, Minneapolis, MN 55413
45. Adult Client Training Service	Karen Borden	802 E Fairview Ave., Olivia, MN 56277
46. Adult Training & Habilitation Ctr.	Stephen Wilson	PO Box 600, Winsted, MN 55395
47. Alexandria Technical College		Alexandria, MN
48. Alliance of the Streets	Herb Frey	2211 Clinton Ave., Minneapolis, MN 55404
49. Alto Consulting & Training		7210 Metro Blvd., Minneapolis, MN
50. American Council of the Blind of MN		120 S 6th St #1005, Minneapolis, MN 55402
51. American Indian OIC, Inc.	Lee Antell	1845 E Franklin Ave., Minneapolis, MN 55404
52. Amputee Resource Foundation of American (ARFA)	Al Pike	2324 Wildwood Trail, Minnetonka, MN 55305
53. Anoka Ramsey Community College		Cambridge, MN
54. Anoka Ramsey Community College		Coon Rapids, MN
55. Anoka Technical College		Anoka, MN
56. Argosy University		St. Paul/Minneapolis, MN
57. Augsburg College		Minneapolis, MN
58. Auto Tech., Inc.	Tia Henry-Johnson	1504 N Innsbruck Dr., Fridley, MN 55432
59. Bemidji State University		Bemidji, MN
60. Benilde-St. Margaret's School		Minneapolis, MN
61. Bethany Lutheran College		Mankato, MN
62. Bethel College		3900 Bethel Drive, St. Paul, MN
63. Brainco/Mpls. School of Advertising, Design & Interactive Studies		Minneapolis, MN
64. Building for Women		32 E 1st St., Duluth, MN 55802
65. Carver Cty. Workforce Ctr.	Mary Rudolf	602 E 4th Street, Chaska, MN 55318
66. Cedar Valley Service Inc	James Mueller	2111 4th St NW, Austin, MN 55912
67. Cedar Valley Service Inc. Alpha Program	James Mueller	1839 SE Broadway Ave., Albert Lea, MN 56007
68. Central MN Jobs & Training Services	Diane Publitz	106 Pine Street. Monticello, MN 55362
69. Chippewa Enterprises Inc.	Terry Nielsen	PO Box 348, Montevideo, MN 56265
70. Choice Unlimited	Simeona Nygren	5 N 19th Ave E., Duluth, MN 55812
71. Clay Cty. Supportive Training Service		403 Ctr. Ave #512, Moorhead, MN 56560
72. College of St. Benedict		37 S. College Avenue, St. Joseph, MN
73. St. Catherine University		St. Paul, MN
74. Concordia College		Moorhead, MN
75. Concordia University		St. Paul, MN
76. Crossroads College		Rochester, MN
77. Crown College		Minneapolis, MN
78. Dakota County Technical College		3140 Neil Armstrong Blvd., Eagan, MN
79. Dunwoody College of Technology		818 Dunwoody Blvd., Minneapolis, MN
80. East Polk Cty. DAC	Wayne Holt	PO Box 178 / 326 Mark Ave N., Fosston, MN 56542
81. East Range DAC	Dale Gilbertson	800 A Ave., Eveleth, MN 55734
82. Equality-Pathways to Potential	Greg Hani	5535 Lake Sarah Heights Dr., Loretto, MN 55357
83. Federation of Somall Community	Saeed Fahia	420 15th Ave S., Minneapolis, MN 55454
84. Fon du Lac OIC	Rachelle King	1720 Big Lake Rd., Cloquet, MN 55720
85. Goodwill Industries Vocational Enterprises	Douglas Weber	700 Garfield Ave., Duluth, MN 55802
86. Goodwill/Easter Seals		553 Fairview Ave N., St. Paul, MN 55104
87. Grant Cty. DAC, Inc.	Todd Nelson	PO Box 166, Hoffman, MN 56339
88. Gustavus Adolphus College		800 W. College, St. Peter, MN
89. Hamline University		1536 Hewitt Avenue, St. Paul, MN
90. Hennepin Technical College		Brooklyn Park, MN
91. Hennepin Technical College		Eden Prairie, MN
92. Hibbing Community College		Hibbing, MN
93. Hired	Jane Samargia	1200 Plymouth Ave N., Minneapolis, MN 55411
94. Houston Cty. Networks	Beth Iseminger	PO Box 408, Caledonia, MN 55921
95. Inroads/MNPLS-St. Paul, Inc.	Melvin Collins	2550 University Ave W #435, St. Paul, MN 55114
96. Institute of Production & Recording		Minneapolis, MN
97. Intercultural Mutual Assistance Assoc.	Ron Buzard	300 11th Ave NW, Rochester, MN 55901
98. Inver Hills Community College		2500 80 th St. E., Inver Grove Heights, MN
99. Itasca Community College		Itasca, Mn
100. Itasca Dvlpmt. Achvmt. Ctr.	Mary Rittmiller	PO Box 20 Grand Rapids, MN 55744
101. Jeane Thorne, Inc.		St. Louis Park, MN
102. Job Training Ctr.	April Sutor	300 11th Ave NW #114 Rochester, MN 55901

MIDWEST COMMUNICATIONS, INC.

and Affiliates

103. Jobs Now Coalition	Kris Jacobs	400 Selby Ave #Q St. Paul, MN 55102
104. Jobs Plus, Inc.	Roberta Walker	200 16th Ave SE Waseca, MN 56093
105. Kandi Works DAC, Inc.	Debra Terwisscha	PO Box 119 Atwater, MN 56209
106. Lao Assistance Ctr. of MN		503 Irving Ave N #100A Minneapolis, MN 55405
107. Lao Family Community of MN	Ying Vang	320 University Ave W St. Paul, MN 55103
108. Learning Strategies Corp.		2000 Plymouth Rd., Minnetonka, MN
109. Life-Work Planning Ctr.	Susan Bruss	201 N Broad St #100 Mankato, MN 56001
110. Macalester College		1600 Grand Avenue, St. Paul, MN
111. Mahnommen Cty. DAC	Joanne Fatz	123 N Railway St Mahnommen, MN 56557
112. Mankato Rehabilitation Ctr. (MRCT)	William Bickett	15 Map Dr Mankato, MN 56001
113. Martin Luther College		1995 Luther Court, New Ulm, MN
114. McNally Smith College of Music		19 Exchange St. E., St. Paul, MN
115. MDI Commercial Services	Lloyd Bratland	1700 Wynne Ave St. Paul, MN 55108
116. Merrick Companies	Kevin Martineau	1636 Gervais Ave #14 Maplewood, MN 55109
117. Mesabi Range Community & Technical College	Eveleth, MN	
118. Mesabi Range Community & Technical College	Virginia, MN	
119. Metro Work Ctr., Inc.	Dianna Krogstad	2730 E 31st St Minneapolis, MN 55406
120. Metropolitan State University		700 E. 7 th Street, St. Paul, MN
121. Miami Ad School		Minneapolis, MN
122. Minneapolis American Indian Ctr.	Frances Fairbanks	1530 E Franklin Ave Minneapolis, MN 55404
123. Minneapolis Business College		Minneapolis, MN
124. Minneapolis College of Art & Design		Minneapolis, MN
125. Minneapolis Community & Technical College	Minneapolis, MN	
126. Minnesota Resource Center		2438 27 th Ave., S., Minneapolis, MN
127. Minnesota School of Business		Richfield, MN
128. Minnesota School of Business		Brooklyn, MN
129. Minnesota State College/Southeast Technical	Red Wing, MN	
130. Minnesota State College/Southeast Technical	Winona, MN	
131. Minnesota state University		Moorhead, MN
132. Minnesota State Community & Technical College	Detroit lakes, Fergus Falls, Moorhead, Wadena, Canby MN	
133. Minnesota State Community & Technical College	Granite Falls, Jackson, Pipestone, Worthington, MN	
134. MN Diversified Industries	Lloyd Bratland	1700 Wynne Ave St. Paul, MN 55108
135. MN Teamsters Service Bureau	Jean Dunn	2829 University Ave SE #720 Minneapolis, MN 55414
136. MN Vocational Association	Marlys Bucher	1500 Hwy 36 W St. Paul, MN 55113
137. MW Persons & Associates		10032 Island Drive, Brainerd, MN
138. Normandale Community College		Bloomington, MN
139. North American Training Institute		Duluth, MN
140. National Federation of the Blind of MN	Joyce Scanlan	100 E 22nd St Minneapolis, MN 55404
141. New Directions/Otter Tail-Wadena CAC	Pat Fredley	PO Box L New York Mills, MN 56567
142. Newgate Education & Research Center		2900 E. Hennepin Ave., Minneapolis, MN
143. North Central Career Dvlpmt. Ctr.	Kenneth McFayden	516 Mission House Ln. New Brighton, MN 55112
144. North Central University		910 Eliot Avenue, Minneapolis, MN
145. North Hennepin Community College		Brooklyn Park, MN
146. Northland Community & Technical College		Thief River Falls, MN
147. Northland Community & Technical College		East Grand Forks, MN
148. Northwest Indian OIC, Inc.	Holly Smith	1819 Bemidji Ave Bemidji, MN 56601
149. Northwest Technical College		905 Grant Avenue SE, Bemidji, MN
150. Oak Hills Christian College		1600 Oak Hills Road SE, Bemidji, MN
151. Occupational Dvlpmt. Ctr.	Peter Lavalier	PO Box 730 / Hwy 32 South Thief River Falls, MN 56701
152. Opportunity Partners	Jon Thompason	5500 Opportunity Court Minnetonka, MN 55343
153. Opportunity Services, Inc.	Nancy Gurney	1618 W 3rd St Red Wing, MN 55066
154. Pine Habilitation & Supported Emp. (PHASE)	Jeannette Kester	PO Box 126 Sandstone, MN 55072
155. Pine Technical College		900 4 th Street SE, Pine City, MN
156. Prosource Educational Services, Inc.		1295 Bandana Blvd., St. Paul, MN
157. Quality Career Services, Inc.	Virginia Barkheimer	640 N Prior #212 St. Paul, MN 55104
158. Rainy River Community College		1501 Hwy. 71, International Falls, MN
159. Ramsey Action Programs, Inc.	Dale Anderson	450 Syndicate St N #300 St. Paul, MN 55104
160. Rasmussen College		Mankato Campus, MN
161. Ridgewater College		Willmar, MN
162. Rise Habilitation Services		8406 Sunset Rd NE Spring Lake Park, MN 55432
163. Riverland Community College		Albert Lea, MN
164. Rochester Community & Technical College		Rochester, MN
165. Rock Cty. Dvlpmt. Achvmt. Ctr.	Dorothy Cronin	807 W Main Luverne, MN 56156
166. Rural MN CEP	Larry Buboltz	PO Box 1108 / 803 Roosevelt Ave Detroit Lakes, MN 56501

MIDWEST COMMUNICATIONS, INC.

and Affiliates

167. S Central MN Electrical Industry Joint Apprenticeship & Training Trust Fund	Andy Toft	5100 Gamble Dr #365 Minneapolis, MN 55416
168. Service Enterprises, Inc.	Ruth Rusche	PO Box 248 / 515 W Bridge Redwood Falls, MN 56283
169. SOAR Career Solutions		Duluth, MN
170. South Central Technical College		Faribault and North Mankato, MN
171. Southwest MN Private Industry Council, Inc.	Juanita Lauritsen	607 W Main St Marshall, MN 56258
172. Southwest MN Private Industry Council, Inc.	129 W Nichols Montevideo, MN	56265
173. Southwest MN State University	Career Services	1501 State Street, Marshall, MN
174. St. Cloud University		St. Cloud, MN
175. St. Cloud Technical College		St. Cloud, MN
176. St. Mary's University of Minnesota		2500 Park Avenue, Minneapolis, MN
177. St. Olaf College		1520 St. Olaf Avenue, Northfield, MN
178. St. Paul College		235 Marshall, St. Paul, MN
179. Summit Academy OIC	Louis King II	935 Olson Memorial Hwy Minneapolis, MN 55405
180. Todd Cty. Dvlpmt. Achvmt. Ctr.		PO Box 206 / 551 W Sixth St Browerville, MN 56438
181. Transition of the Twin Cities	Daniel Sloan	1230 Balsam Trail E Eagan, MN 55123
182. TSE, Inc.	Phil Saari	2027 Rice St Roseville, MN 55113
183. Twin City Area Labor Mgmt. Council	Carol Thomalla	321 19th Ave S Minneapolis, MN 55455
184. United Cambodian Assoc. of MN (USCAM)	Darina Siv	1101 Snelling Ave N St. Paul, MN 55108
185. University of Minnesota		231 Pillsbury Drive SE, Minneapolis, MN
186. University of St. Thomas		2115 Summit Avenue, St. Paul, MN
187. University of Wisconsin/River Falls		Black River Falls, WI
188. Upper Midwest American Indian Ctr.	Gertrude Buckanaga	1035 W Broadway Ave Minneapolis, MN 55411
189. Vermillion community College		1900 E. Camp Street, Ely, MN
190. Veterans Incentive Project	John Fields	984 St. Paul Ave St. Paul, MN 55116
191. Vietnamese MN Assoc.	John Tranberg	1030 University Ave #160C St. Paul, MN 55104
192. Vision Loss Resources	Steven Fischer	1936 Lyndale Ave S Minneapolis, MN 55403
193. WACOSA		Waite Park, MN
194. Walden University		155 Fifth Street, Minneapolis, MN
195. West Nicollet & Brown Counties DAC		PO Box 668 / 2100 N Broadway New Ulm, MN 56073
196. Winona Cty. Dvlpmt. Achvmt. Ctr.	Mary Hewett	1721 W Service Dr Winona, MN 55987
197. Winona ORC Industries	Bill Harris	1053 E Mark St Winona, MN 55987
198. Winona State University		Winona, MN
199. Women in the Trades		550 Rice St St. Paul, MN 55103
200. Women In Transition	Lonna Szczesny	6715 Minnetonka Blvd #212 St Louis Park, MN 55426
201. Women's Resource Ctr. of Steele Cty.	Shelly Rockman	1401 E 2nd St #A Duluth, MN 55805
202. Working Opportunities for Women	Marcie Brooke	1295 Bandana Blvd N #110 St. Paul, MN 55108
203. Google Jobs		

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Duluth, Minnesota

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

Stations Comprising Station Employment Unit:

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-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.kdal610.com
 www.dukefmduluth.com (KDKE-FM)
 www.katcountry989.com (KTCO-FM)
 www.my957.com (KDAL-FM)
 www.95kqds.com
 www.wdsm710.com

Date: January 1, 2003 to present

Participating Employees: Scott Christensen, Vice President/Market Manager

Event Sponsor : Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on the
 above websites encouraging people to apply for open positions and to
 encourage organizations who can refer job seekers to contact us.

 2. **Outreach Activity:** Webinar

Date: October 5, 2022

Participating Employees: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment & Economic Development
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MIDWEST COMMUNICATIONS, INC.

and Affiliates

Description of Activity: This webinar focused on strategies for engaging our youth for career opportunities. The panel talked about ways to develop and strengthen programs and opportunities in our offices for younger hires; motivational tips, experiences to offer, etc. Also making sure you have a professional environment and utilize community outreach programs.

Outreach Activity: Virtual Workforce Wednesday Recording & Resources

Date: September 7, 2022

Participating Employees: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment & Economic Development

Description of Activity: The MN Department of Employment and Economic Development Workforce Strategy Consultant team hosted an engaging virtual discussion about re-engaging the aging population post-pandemic. A panel of employers and subject matter experts talked about how to support recruitment, retention and inclusion efforts for older adults. It was very interesting to hear how to handle and support our aging population especially after Covid.

Outreach Activity: Workforce Wednesday

Date: January 4, 2023

Participating Employee: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment and Economic Development

Description of Activity: This webinar talked about where we can make an impact on our current labor market. They showed some interesting data of those who are able to work and why they haven't applied for jobs in the last 4 weeks; whether it be due to no childcare, transportation or ill. They also talked about the unemployment rates by race and ethnicity. They focused on how to increase your number of applicants and new hires. This was very helpful information especially in the Superior/Duluth market where the number of qualified applicants has been slim at best.

Outreach Activity: Superior High School – Health & Human Services Job Fair

Date: March 29, 2023

Participating Employees: Chris Zuech, Brand Manager/Announcer

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Taylor Fideldy, Announcer

Event Sponsor: Superior High School, Superior WI

Description of Event: Chris and Taylor attended this job fair held in the Commons area of Superior High School. About three dozen businesses participated with a wide range of careers represented. Chris and Taylor talked to students about opportunities for careers in radio; sales, on-air, promotions, etc. They handed out job applications and media kits along with some station swag.

Outreach Activity: Superior High School Job Fair

Date: April 12, 2023

Participating Employee: Chris Zuech, Brand Manager/Announcer

Event Sponsor: Superior High School

Description of Event: This Job Fair was held after school, 3:30 to 5:30pm in the Commons area of Superior High School. Approximately two dozen businesses participated in this Job Fair. This was for all high school students. Chris talked to students about potential internships and what they entailed. He handed out applications and station profile packets for each format and frequency. He talked about what we do, the opportunities available and who we are.

Outreach Activity: EEO Compliance Seminar

Date: April 13, 2023

Participating Employees: Scott Christensen, VP/Market Manager
Rich Cannata, Operations Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Scott and Rich 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: Tour

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date: April 25, 2023

Participating Employees: Rich Cannata, Operations Manager
Scott Christensen, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Event: Rich and Scott gave a full station tour and explained what their jobs entailed, their hiring procedures and the different opportunities in radio to Scott who went through the broadcasting program at Lake Superior College along with Jill from Northstar Community Services. Scott expressed his interest in getting a job in radio and talked about who his love of radio came about!

Outreach Activity: Job Shadow

Date: June 9, 2023

Participating Employee: Scott Savage, Morning Show Talent

Event Sponsor: Midwest Communications, Inc.

Description of Event: Bear & Ramona actually won a KQDS contest and actually came in to pick up their prize. They had their son Abel with them. They asked if they could come in and watch how a morning show worked for Abel's benefit. They came in, observed how the morning show runs. Abel asked many questions on how the music is scheduled, played, how we play our drops, etc. Scott explained each step of how a daily show works.

Outreach Activity: Student Critique

Date: June 28, 2023

Participating Employee: Bruce Ciskie, Sports Director/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Event: A Hermantown High School graduate, Will, reached out to Bruce and asked if he would be willing to provide feedback on his broadcasts of high school hockey games. Bruce listened to the reel he provided and offered constructive feedback while also making sure that Will knew radio is a great place to get experience covering sports.

Outreach Activity: Tour

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Date: July 5, 2023

Participating Employee: Jason Manning, Brand Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Event: Amanda, a new employee at Footprint Promotional Advertising, asked if she could come in and tour to learn first hand what happens in a radio station. Footprint does business with our radio group and Amanda felt it would be helpful to see how the operation works from not only the sales end but the on-air/production side as well. Amanda was very appreciative and felt the tour would prove to be very helpful in her future endeavors.

Outreach Activity: WBA Foundation Scholarship Program

Date: September, 2022 - November, 2022

Participating Employees: Peter Tanz, President
Scott Christensen, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Our 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.