
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 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, 2024.

The information contained in this Report covers the time period beginning August 1, 2023 to and including July 31, 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. – Duluth, Minnesota

Covering the Period from August 1, 2023 to July 31, 2024

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>
Traffic Specialist Duluth Radio Stations	10/2/23	7	Outside Referral	1, 3, 6, 7, 9-26, 28, 42
Traffic Specialist Duluth Radio Stations	12/12/23	7	Indeed	1, 3, 6, 7, 9-26, 28, 42, 43
Traffic Specialist	4/15/24	6	Indeed	1, 3, 6, 7, 9-26, 28, 41

Total Number of Positions Filled During Applicable Period: 3

Total Number of Persons Interviewed During Applicable Period: 20

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APPENDIX 1 (Con't.)

Recruitment Sources:

Radio Announcements	Contact	Address	Method of Contact	# Interviews from Source
1. KDAL/KQDS/KTCO KDKE/WDSM/WDUL	Sarah Pugliese	11 E Superior Street, Duluth, MN 55802	sarah.pugliese@mwcradio.com	4
Internet Sites:				
2. ROSTR	Los Angeles, CA		hq.rostr.cc	
3. Radio Online	3500 Tripp Avenue, Amarillo, TX 79121		www.radio-online.com	
4. Handshake	225 Bush St., 12 th Floor, San Francisco, CA 94104		joinhandshake.com	
5. LinkedIn	Sunnyvale, CA		linkedin.com	
6. Indeed	PO Box 660367, Dallas TX 75266		indeed.com	11
7. Career Page			careerpage.org	
8. Country Aircheck	914 18 th Avenue, South, Nashville, TN 37212		countryaircheck.com	
Postings:				
9. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFX	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
10. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
11. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
12. WTOU-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
13. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
14. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	mandy.stephenson@mwcradio.com	
15. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
16. KDAL/KTCO/KDKE KQDS//WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
17. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
18. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
19. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
20. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
21. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
22. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
23. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	brenda.mcarthu@mwcradio.com	
24. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
25. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
26. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanas@mwcradio.com	

WEBSITE

	Website Address	
27. MAB Job Bank	http://www.michiganmedia.com	
28. Midwest Careers	www.midwestcareers.com	1
29. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
30. MN Job Bank	http://employer.mnworks.org/emli.cfm	

EMAIL

	E-Mail Address:	
31. WI Broadcasters Association	kgeissler@wi-broadcasters.org	
32. MN Broadcasters Association	tim.hyde@minnesotabroadcasters.com	1
38. IL Broadcasters Association	dgray@ilba.org	
39. ND Broadcasters Association	bethh@ndba.org	
40. SD Broadcasters Association	katie@lancastermanagementgroup.com	
41. Inside Referral		1
42. Outside Referral		1
43. Social Media (didn't specify)		1

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APPENDIX 2

Annual EEO Public File Report

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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: **Junior Curator Program**

Date: August 8, 2023

Participating Employees: Rich Cannata, Operations Manager

Event Sponsor: Bong Veterans Historical Center

Description of Activity: Each summer the Center invites two middle school students to do research and learn interview techniques designed to prepare them for recording an
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oral history with a veteran. Rich was invited as a professional interviewer to come in and give the kids tips on how he prepares for and conducts his interviews. Rich spoke about the radio industry, his career in radio and how to interview people. The kids then had an opportunity to interview Rich.

Outreach Activity: **KIDS/COPS/CARS**

Date: August 17, 2023

Participating Employees: Chris Zuech, Brand Manager/Announcer

Event Sponsor: Duluth, MN Police Department

Description of Activity: Various area businesses that use vehicles in their day to day business are invited to Bayfront Park with local and state police. Students are invited to visit the various participants, learn about the business and how the vehicles are used in their business. Chris played music, talked to the kids about radio, let them talk on the microphone and gave them little tasks that a DJ might do and allowed them to take pictures with the KTCO truck.

Outreach Activity: **Virtual Job Fair**

Date: September 25-29, 2023

Participating Employees: Scott Christensen, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: This virtual Job Fair was held from September 25-29, 2023. We promoted this job fair on all of our Duluth-Superior based radio stations. Our market was specifically looking for potential sales candidates. We had four potential sales candidates, and two on-air candidates that showed promise. Their resumes were shared with the appropriate management.

Outreach Activity: **Workforce Wednesday**

Date: October 4, 2023

Participating Employee: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment and Economic Development

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Description of Activity: This webinar, from 11am to 12:30pm, led by the Minnesota DEED Commissioner and the Workforce Strategy team, along with a diverse panel of employers and subject matter experts as designed to share ideas on promising practices to help enhance our workforce. They also shared strategies for growing and expanding our business through automation, upskilling our workers and fostering a more diverse and inclusive workforce.

Outreach Activity: **Webinar**

Date: January 3, 2024

Participating Employees: Sarah Pugliese, Office Manager

Event Sponsor: MN Dept. of Employment and Economic Development

Description of Event: Utilizing labor market data as a business strategy was the topic of this webinar. The discussion involved assisting employers in increasing the number of applicants and new hires they receive. This was very helpful to Sarah as a hiring manager who experiences difficulty getting qualified applicants in all areas of our business. Another very timely topic covered was enhanced Diversity, Equity and Inclusion (DEI). Pay, benefits, job security and working conditions were also discussed. This was a very helpful webinar.

Outreach Activity: **Job Fair**

Date: February 9, 2024

Participating Employee: Sarah Pugliese, Office Manager

Event Sponsor: Lakeview Christian Academy

Description of Event: Sarah had a booth at this Middle and High School Job Fair. She talked with the students about all the different jobs available in radio from on air, traffic, sales, etc. It was fun to see how excited the kids were to hear about how you can get into radio and that there is a wide variety of positions open. She shared our own Job Description handout with information about our industry and what we do.

Outreach Activity: **Job Shadow**

Date: April 24, 2024

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Participating Employees: Tom Roubik, Brand Manager/Announcer
Rich Cannata, Operations Manager
Jason Manning, Brand Manager/Announcer
Chris Zuech, Brand Manager/Announcer
Dave Strandberg, News Anchor/Reporter

Event Sponsor: Midwest Communications, Inc.

Description of Event: Haylee, a Proctor MN high school student, asked to job shadow Tom as part of the Leadership and Community Engagement class and Pathways program in her high school. She was very interested in a career in radio. She was able to spend time with the above employees from 7am to 11:30am learning about what they do in radio, toured the broadcast studios and learned about all of the job opportunities available in radio.

Outreach Activity: Job Shadow

Date: May 24, 2024

Participating Employees: Scott Savage, Morning Show Host, KQDS

Event Sponsor: Midwest Communications, Inc.

Description of Event: Charles, a student at Proctor High School, asked to job shadow the morning show on KQDS. Scott went over how each of the segments work, explained and showed how the control board worked, how they take calls and how the hours are put together with songs and commercials. He showed him how show prep is done. He was able to see tour the broadcast center and see the other jobs available in radio.

Outreach Activity: Evaluation

Date: June 28, 2024

Participating Employee: Bruce Ciskie, Announcer/Sports Director

Event Sponsor: Midwest Communications, Inc.

Description of Event: Jackson, a student at Forest Lake Area High School, aspires to be a sports broadcaster and asked Bruce to critique some YouTube videos that he had put together. Bruce gave him some pointers based off what he had submitted and talked about the importance of continuing to practice his craft. Bruce also talked about the ability we have in the radio business to

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get young people experience in this field via internships, part-time work and possibly full-time work.

Outreach Activity:

Job/Career Fair

Date:

February 24, 2024

Participating Employees:

Peter Tanz, President
Craig Van Abel, Director of Sales
Shelly Lukasik, Director of Sales
Rob Sussman, News Director/Announcer
Matt Zimmermann, Brand Manager/Announcer

Event Sponsor:

Wisconsin Broadcasters Assoc.

Description of Event:

This Career Fair was held at Lambeau Field from 12Noon to 2pm. We promoted this Career Fair on all of our Wisconsin based radio stations. The attendance was great. We had information on all available openings in our Wisconsin markets. Our staff was able to talk to many potential applicants. Resumes collected were distributed to the appropriate managers.

Outreach Activity:

Job Shadow

Date:

June 8, 2024

Participating Employees:

Kevin Key, Announcer

Event Sponsor:

Midwest Communications, Inc.

Description of Event:

Two students (with a parent) from an Iron Range Conference high school asked to shadow Kevin during his show for class credit. Kevin talked about what his job is, what is involved. They found the computer and production information really interesting and appreciated the knowledge they gained.

Outreach Activity:

Tour

Date:

June 11, 2024

Participating Employee:

Jason Manning, Brand Manager/Announcer

Event Sponsor:

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Description of Event: Simone, a young lady who is interested in broadcasting as a possible career, asked if she would be able to tour our Duluth facility. She was a fan of KQDS. Jason talked about his path in broadcasting and shared his insights into the industry. He also offered practical advice to Simone, along with encouragement, should she decide to pursue a career in broadcasting. She was able to tour the broadcast center and learn a little about the various positions available in radio. She was very appreciative of the time spent with her.

Outreach Activity: **EEO Session/Legislative Update**

Date: June 19, 2024

Participating Employees: Peter Tanz, President
Steve Schouten, Vice President/Market Manager
Esther Gillis, Vice President/Human Resources
Scott Christensen, Vice President/Market Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: The above individuals represented all of our Wisconsin based radio markets (Green Bay/Appleton/Sheboygan/Wausau/Duluth) at the WBA Summer Conference held at the Hotel Retlaw in Fond du Lac, WI. The EEO Session, hosted by Jean Marie Brown, Senior Fault Lines Trainer, Maynard Institute based in Oakland, CA, covered looking beyond the right places, stepping outside of our own fault lines and biases. She focused on performance, conformity, attribution, etc.

This was followed by a Legislative Update, hosted by David Oxenford of Wilkinson, Barker, Knauer, LLP law firm based in Washington, DC. David brought us up to date on the latest from the FCC now under new leadership and what that might mean to the broadcasting community.
