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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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## 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, 2025.

The information contained in this Report covers the time period beginning August 1, 2024 to and including July 31, 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

Annual EEO Public File Report

Midwest Communications, Inc. – Duluth, Minnesota

Covering the Period from August 1, 2024 to July 31, 2025

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>
Announcer KQDS-FM Radio	5/5/25	8	In-house Posting	2, 3, 4, 5, 6, 7, 9-26, 31, 32, 39, 40

Total Number of Positions Filled During Applicable Period:	1
Total Number of Persons Interviewed During Applicable Period:	8

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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	<a href="mailto:sarah.pugliese@mwcradio.com">sarah.pugliese@mwcradio.com</a>	
<b>Internet Sites:</b>				
2. ROSTR	Los Angeles, CA		<a href="http://hq.rostr.cc">hq.rostr.cc</a>	
3. Radio Online	3500 Tripp Avenue, Amarillo, TX 79121		<a href="http://www.radio-online.com">www.radio-online.com</a>	
4. RAMP	25876 The Old Road, #254, Valencia, CA 91381		<a href="mailto:Kevub@RAMP147.com">Kevub@RAMP147.com</a>	
5. LinkedIn	Sunnyvale, CA		<a href="http://linkedin.com">linkedin.com</a>	2
6. Indeed	PO Box 660367, Dallas TX 75266		<a href="http://indeed.com">indeed.com</a>	2
7. Career Page			<a href="http://careerpage.org">careerpage.org</a>	
8. Country Aircheck	914 18 <sup>th</sup> Avenue, South, Nashville, TN 37212		<a href="http://countryaircheck.com">countryaircheck.com</a>	
<b>Postings:</b>				
9. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	<a href="mailto:roberta.chevalier@mwcradio.com">roberta.chevalier@mwcradio.com</a>	
10. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	<a href="mailto:craig.vanabel@mwcradio.com">craig.vanabel@mwcradio.com</a>	
11. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	<a href="mailto:kim.schneider@mwcradio.com">kim.schneider@mwcradio.com</a>	
12. WTOU-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	<a href="mailto:katie.tulin@mwcradio.com">katie.tulin@mwcradio.com</a>	
13. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	<a href="mailto:ken.delaney@mwcradio.com">ken.delaney@mwcradio.com</a>	
14. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	<a href="mailto:julie.fleming@mwcradio.com">julie.fleming@mwcradio.com</a>	
15. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	<a href="mailto:bryan.brewer@mwcradio.com">bryan.brewer@mwcradio.com</a>	
16. KDAL/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	<a href="mailto:sarah.pugliese@mwcradio.com">sarah.pugliese@mwcradio.com</a>	2
17. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	<a href="mailto:cheryl.radtke@mwcradio.co">cheryl.radtke@mwcradio.co</a>	
18. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 <sup>th</sup> St., Hibbing, MN 55746	<a href="mailto:rollie.dethloff@mwcradio.com">rollie.dethloff@mwcradio.com</a>	
19. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 <sup>rd</sup> Street, Terre Haute, IN 47807	<a href="mailto:cheri.page@mwcradio.com">cheri.page@mwcradio.com</a>	
20. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	<a href="mailto:lexy.skirvin@mwcradio.com">lexy.skirvin@mwcradio.com</a>	
21. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	<a href="mailto:rachel.sundem@mwcradio.com">rachel.sundem@mwcradio.com</a>	
22. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	<a href="mailto:holly.kolden@mwcradio.com">holly.kolden@mwcradio.com</a>	
23. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	<a href="mailto:brenda.mcarthu@mwcradio.com">brenda.mcarthu@mwcradio.com</a>	
24. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	<a href="mailto:jennifer.terry@mwcradio.com">jennifer.terry@mwcradio.com</a>	
25. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	<a href="mailto:kearsten.peters@mwcradio.com">kearsten.peters@mwcradio.com</a>	
26. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 <sup>th</sup> Floor, Peoria, IL 61602	<a href="mailto:shannon.demanes@mwcradio.com">shannon.demanes@mwcradio.com</a>	

### WEBSITE

	Website Address	
27. MAB Job Bank	<a href="http://www.michiganmedia.com">http://www.michiganmedia.com</a>	
28. Midwest Careers	<a href="http://www.midwestcareers.com">www.midwestcareers.com</a>	2
29. MN UW System	<a href="http://www.myconsortium.com/mcucsa/employer/">http://www.myconsortium.com/mcucsa/employer/</a>	
30. MN Job Bank	<a href="http://employer.mnworks.org/emli.cfm">http://employer.mnworks.org/emli.cfm</a>	

### EMAIL

	E-Mail Address:
31. WI Broadcasters Association	<a href="mailto:kgeissler@wi-broadcasters.org">kgeissler@wi-broadcasters.org</a>
32. MN Broadcasters Association	<a href="mailto:tim.hyde@minnesotabroadcasters.com">tim.hyde@minnesotabroadcasters.com</a>
38. IL Broadcasters Association	<a href="mailto:dgray@ilba.org">dgray@ilba.org</a>
39. ND Broadcasters Association	<a href="mailto:bethh@ndba.org">bethh@ndba.org</a>
40. SD Broadcasters Association	<a href="mailto:katie@lancastermanagementgroup.com">katie@lancastermanagementgroup.com</a>

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## APPENDIX 2

### Annual EEO Public File Report

Midwest Communications, Inc. – Duluth, Minnesota

Covering the Period from August 1, 2024 through July 31, 2025CCR128@1960

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](http://www.midwestcareers.com)   [www.kdal610.com](http://www.kdal610.com)  
[www.dukefmduluth.com](http://www.dukefmduluth.com) (KDKE-FM)  
[www.katcountry989.com](http://www.katcountry989.com) (KTCO-FM)  
[www.my957.com](http://www.my957.com) (KDAL-FM)  
[www.95kqds.com](http://www.95kqds.com)  
[www.wdsm710.com](http://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: **State of MN Workforce Wednesday Seminar**  
  
Date: August 7, 2024  
  
Participating Employees: Sarah Pugliese, Office Manager  
  
Event Sponsor: State of MN
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Description of Activity: This online seminar shared information on how to increase the number of applicants and new hires. Sarah shared these tips with hiring managers who at times struggle to find qualified candidates. They also covered upcoming job fairs as well as offering tools to assist managers in reviewing and enhancing current training programs. This was a very helpful seminar.

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

Date: August 14, 2024

Participating Employees: Rich Cannata, Operations Manager

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. Rich played music, talked to the kids about radio and what his job is and about other jobs in radio.

**Outreach Activity:** Workforce Wednesday

Date: September 4, 2024

Participating Employees: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment and Economic Development

Description of Activity: This webinar talked about engaging, attracting and retaining our workforce. Panelists talked about the importance of having a good business reputation, promoting what makes your company unique and a great place to work resulting in increased response to open positions. This was really pertinent information and was shared with hiring managers.

**Outreach Activity:** **Workforce Wednesday**

Date: October 2, 2024

Participating Employee: Sarah Pugliese, Office Manager

Event Sponsor: MN Employment and Economic Development

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Description of Activity: This webinar, led by the Minnesota DEED Commissioner and the Workforce Strategy team, along with a panel of employers talked about building our future workforce along with information on the job skills partnership training grants. They talked about how to get grants to continue training for those who need it and to retain those employees.

**Outreach Activity:** **Career & Internship Fair**

Date: February 27, 2025

Participating Employees: Tom Roubik, Brand Manager  
Bruce Ciskie, Sports Director/Announcer

Event Sponsor: University of Wisconsin – Superior

Description of Event: Tom and Bruce manned a booth and stand at this job fair. They met with numerous students interested in the broadcast industry. They talked about what their jobs entailed and their background in broadcasting. They shared information on open positions, answered questions, provided information on the various departments including contact information for those departments, handed out applications and if they had a resume, accepted that resume.

**Outreach Activity:** **Tour**

Date: March 26, 2025

Participating Employee: Scott Christensen, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Event: Taku, a student at The College of St. Scholastica, contacted Scott asking if she would be able to come in for a tour. Scott gave her a tour of the studios, traffic, sales, production, etc. talking about the different positions available in broadcasting. Taku was looking for insight and advice on what she might do looking to break into the broadcast and communications industry.

**Outreach Activity:** **Internship**

Date: July 14, 2025 to October 15, 2025

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

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Jason Manning, Brand Manager/Announcer  
Chris Zuech, Brand Manager/Announcer  
Tom Roubik, Brand Manager  
Sarah Pugliese, Office Manager  
Dave Strandberg, News Anchor/Reporter

Event Sponsor: MN Broadcasters Assoc./Midwest Communications, Inc.

Description of Event: This internship is in conjunction with the MN Broadcasters Assoc. Ashlee, a student at the University of MN/Duluth, is interested in a career in the broadcasting field. During the term of her internship, she will spend time in each different departments learning about that department and all of the jobs that make up a successful broadcasting operation

**Outreach Activity:** **Tour**

Date: April 16, 2025

Participating Employees: Scott Savage, Morning Show Host, KQDS

Event Sponsor: Midwest Communications, Inc.

Description of Event: Faye, a teacher with Hermantown Community Schools, Hermantown, MN, and her students toured our stations. The students had fun learning about all the different jobs in radio and also learning about what it takes to put on a live broadcast. They had great questions and Faye felt this tour may have some of them looking at a possible career in radio.

**Outreach Activity:** **Career Fair**

Date: April 22, 2025

Participating Employee: Jason Manning, Brand Manager

Event Sponsor: Superior Middle School, Superior, WI

Description of Event: Jason spent a couple of hours talking with 8<sup>th</sup> grade students about radio broadcasting and the career opportunities at this Career Fair. He also talked about his specific job and his background that brought him to that position. He answered many questions about radio. He also had the students read a weather forecast over the school PA system and gave away t-shirts. The students seemed to really enjoy his session with them.

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**Outreach Activity: Summer Conference**

Date: June 18, 2025

Participating Employees: Scott Christensen, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Scott participated in this Conference. Attorney David Oxenford, the WBA's Washington, DC legal counsel discussed the latest FCC regulatory rules and potential changes under the new administration. Steve Wexler, founder of WEXL Coaching, LLC talked about hiring; the challenges and opportunities in recruitment for new broadcast employees. He talked about what to look for when hiring and the importance of a positive workplace environment.

**Outreach Activity: Mentoring & Leadership**

Date: June 17-19, 2025

Participating Employee: Bryce Kastning, Network Administrator, Duluth  
Neil Raddenbach, Network Administrator, Wausau  
Zak Sutter, Network Administrator, Green Bay/Sheboygan

Event Sponsor: Wisconsin Broadcasters Assoc./Midwest Communications, Inc.

Description of Event: Midwest sponsored the WBA Duke Wright Media Technology Institute held in LaCross, WI. The Media Technology Institute (MTI) provides education and mentoring opportunities for Broadcast Managers and Technical Professionals. This year's MTI included education sessions on the business of Broadcasting, Audio Processing, Real Time RF Measurements, Transmitter Site Safety, Data Network Configuration, Audio over IP, Studio Connectivity and Network Security.

**Outreach Activity: Mentoring & Leadership**

Date: April 15-17, 2025

Participating Employee: Scott Christensen, VP/Market Manager

Event Sponsor: Wisconsin Broadcasters

Description of Event: Scott participated in the Wisconsin Broadcasters Foundation "Walker Broadcast Management Institute" held at the University of Wisconsin-

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Madison Campus. Broadcasting and business leaders led this three-day event. Subjects included Financial Management for Broadcasters, Communication and Delegation Skills, Generational Workforce Development and Workplace Changemaking. The course offered lots of information and techniques related to management styles, team-building, how to hire better candidates based on the team as a whole and how your leadership style can develop culture. Change management and learning to lead a generational workforce was a major topic of discussion as was inclusivity and diversity in future hiring and team building.