
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 Northeast Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WGEE-FM licensed to New London, Wisconsin, WDKF-FM licensed to Sturgeon Bay, Wisconsin, WYDR-FM and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, 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. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was utilized” refer to the number of the full-time job positions listed on Appendix 1.

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. – Northeast Wisconsin
Covering the Period from August 1, 2023 to July 31, 2024

Stations Comprising Station Employment Unit:
WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 WIXX-FM	9/18/23	9	In-House Posting	1, 2, 4, 5, 8, 10-27, 28, 29, 32, 34, 35, 3, 37, 40, 41
Announcer WIXX-FM	12/5/23	9	Inside Referral	1, 2, 4, 5, 8, 10-27, 28, 29, 32, 34, 35, 36, 37, 40, 42, 43
WIXX-FM	1/29/24		Inside Referral	
WIXX-FM	2/19/24		Midwest Careers	
Production Director WIXX/WNCY/WTAQ/WDKE WYDR/WDKF/WNFL	3/13/24	4	Indeed	4, 5, 6, 10-27, 39, 32, 34, 35, 36, 37
Personality/Music Director WYDR-FM Radio	4/22/24	5	Midwest Careers	4, 5, 7, 8, 10-27, 29, 30, 32, 34, 35, 36, 37
Marketing Consultant WNCY-FM Radio	5/6/24	7	Indeed	3, 4, 5, 6, 10-27, 29, 31, 37, 40, 41
Marketing Consultant WIXX-FM Radio	5/29/24	8	Indeed	3, 4, 5, 6, 10-27, 29, 31, 37, 40

Total Number of Positions Filled During Applicable Period: 8
Total Number of Persons Interviewed During Applicable Period: 42

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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. WIXX/WNCY/WGEE/WYDR WDKF/WNFL/WTAQ AM/FM	Tim Francke	1420 Bellevue Street., Green Bay, WI 54311	tim.francke@mwcradio.com	2
<u>Internet Sites:</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	3
3. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	1
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	rdionline.com	
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	11
7. ROSTR		Los Angeles, CA	hqrostr.cc	
8. RAMP	Kevin Carter		cartermedia@gmail.com	1
9. Country Aircheck	Chuck Aly	914 18 th Ave., Nashville, TN 37212	news@countryaircheck.com	

Postings:

10. WNCY/WIXX/WDKF WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	1
11. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	crai.canabel@mwcradio.com	
12. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
13. WTOU/WQLR WKZO AM/WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	katie.tulin@mwcradio.com	
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
15. WNWN/WFAT	Office Mgr.	25 W. Michigan Avenue, Battle Creek, MI 49017	mandy.stephenson@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 55811	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-AM, WDKE WEVE, WNMT, WTBX, KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
20. WMGI/WIBQ/WBOW WTHI/WWVR	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com	
21. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
22. KELO, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst. .	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
23. KFGO, KRWK, KVOX KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
24. WJXA/WCJK, WNFN	Business Mgr.	504 Rosedale Ave. Nashville, TN 37211	brenda.mcarthur@mwcradio.com	
25. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
26. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Road, Evansville, IN 47720	kearsten.peters@mwcradio.com	
27. WMBD/WSWT/WXCL/WKZF WPBG/WIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

Website Address

28. MAB Job Bank	http://www.michmab.com	
29. Midwest Careers	www.midwestcareers.com	7
30. Radio Insight	www.radioinsight.com	2
31. WI Jobnet	jobnet.wisconsin.gov	

EMAIL

E-Mail Address:

32. ILBroadcast Association	dgray@ilba.org
33. ITT Technical School (Green Bay)	mwritte@itt-tech.edu
34. MN Broadcasters Assoc.	tim.hyde@minnesotabroadcasters.com
35. ND Broadcasters Assoc.	bethh@ndba.org
36. SD Broadcasters Assoc.	marla@willardassociates.com

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37. WI Broadcasters Association	kgeissler@wi-broadcasters.org	2
38. Wisconsin Job Network	in@wisconsinjobnetwork.com	
39. Wisconsin Department of Workforce Development	miledor@dwd.state.wi.us	
40. Inside Referral		8
41. Outside Referral		2
42. Jockline Daily (did not post to this site)		1
43. Word of Mouth		1

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APPENDIX 2

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

Outreach: Website Posting
www.midwestcareers.com www.wtaq.com
www.wixx.com www.943jackfm.com (WYDR)
www.wncy.com www.wnflsports.com
www.dukefm.com (WGEE/WDKF)

Date: January 1, 2003 to present
Participating Employees: Peter Tanz - President

Event Sponsor: Midwest Communications, Inc.

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

Outreach Activity: Guest Speaker

Date: February 21, 2024

Participating Employees: Rachel Charniak, News Anchor/Reporter

Event Sponsor: University of Wisconsin-Whitewater

Description of Activity: Rachel appeared via Zoom and talked about her career path at UW-Whitewater and the skills that she learned that led her to her first job out of college and eventually to this current position. She talked about how

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she gathers news, maintaining a professional relationship with police departments, government agencies, other newsmakers, etc. She talked about deadlines and how to conduct interviews in a time efficient manner while in a time crunch while still getting the important details and accurate information.

Outreach Activity:

Tour

Date:

April 18, 2024

Participating Employees:

Dave Bachman, CISO
Andy Gardinier, Announcer

Event Sponsor:

Midwest Communications, Inc.

Description of Activity:

Dave had the opportunity to conduct a tour of our broadcast facility with a summer school group and parents from Parkview Middle School based in Green Bay. The tour maintained a focus on the various career paths of radio including on-air operations, IT, engineering, sales, creative and digital. The group also had the opportunity to be on-air on WIXX with Andy Gardinier. This was probably the highlight of the trip for them. They asked good questions and seemed to enjoy the tour.

Outreach Activity:

Tour

Date:

April 24, 2024

Participating Employees:

Jason Hillery, Operations Manager

Event Sponsor:

Midwest Communications, Inc.

Description of Activity:

Jason hosted his Desert Veterans of Wisconsin meeting in April in our Broadcast facility. He took the opportunity to give them a tour of our studios talking about the various jobs available in radio.

Outreach Activity:

Leadership Green Bay

Date:

September, 2023 – May, 2024

Participating Employees:

Jason Hillery, Operations Manager

Event Sponsor:

Green Bay Area Chamber of Commerce

Description of Activity:

Jason was selected to participate in this leadership program. The goal is to expose participant to various areas of our community, challenge their

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thinking and inspire them to get involved in improving the quality of life for everyone in the community. Participants come from a variety of backgrounds, individuals who wish to build strong relationships, will work to improve our community and are committed to their own personal and professional development. This involved a full day monthly meeting. Jason had opportunities to talk to other participants about his job, what he does and how he got to the position of Operations Manager. He also took the opportunity to talk about the various openings that we had during the time of this program.

Outreach Activity: Virtual Online Mixer

Date: October 23, 2023

Participating Employees: Chris Conley, Operations Manager/Brand Manager

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: This Mixer was held from 7-8pm. Chris represented all of our Wisconsin markets meeting virtually with students from all across Wisconsin in this online platform to talk about broadcasting as a business and to also share with them all of the career opportunities available in a radio station.

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: EEO Session/Legislative Update

Date: June 19, 2024

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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.