
MIDWEST COMMUNICATIONS, INC.

and Affiliates

Exhibit 1

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WIRL-AM/WMBD-AM/WKZF-FM (formerly WNGY)/WSWT-FM/WXCL-FM/WPBG-FM RADIO

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 Peoria, Illinois Employment Unit (“SEU”). This SEU is comprised of the following stations: WIRL-AM, WMBD-AM, WSWT-FM, WPBG-FM licensed to Peoria, Illinois; WKZF-FM (formerly WNGY-FM) licensed to Morton, Illinois; WXCL-FM licensed to Pekin, Illinois. 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, 2022.

The information requested in this report would covers the time period beginning August 1, 2021 to and including July 31, 2022 (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

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Covering the Period from August 1, 2021 to July 31, 2022

Stations Comprising Station Employment Unit:

WIRL-AM/WMBD-AM/WKZF-FM (formerly WNGY)/WSWT-FM/WXCL-FM/WPBG-FM RADIO

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 All Midwest Peoria Radio Stations	8/15/21	4	Inside Referral	6, 7, 8, 9, 10-27, 28, 29, 33, 38, 47
Assistant Brand Manager/Announcer WMBD Radio	8/30/21	4	MidwestCareers.com	3, 4, 9, 10-27, 28, 33, 47,
News Anchor/Reporter WMBD Radio	9/15/21	4	AllAccess.com	3, 4, 9, 10-27, 28, 33, 50
News Director WMBD Radio	10/11/21	4	Consultant Referral	e, 4, 9, 10-27, 28, 33, 48
Marketing Coordinator/Sales Asst. All Midwest Peoria Radio Stations	10/18/21	3	LinkedIn	6, 7, 8, 9, 10-27, 28, 29, 33, 38, 48
Network Administrator All Midwest Peoria Radio Stations	2/23/22	4	Indeed.com	6, 7, 8, 9, 10-27, 28, 29 33, 38
Marketing Consultant All Midwest Peoria Radio Stations	3/14/22	3	Inside Referral	6, 7, 8, 9, 10-27, 28, 29, 33, 38, 47
Producer/Air Talent WMBD Radio	3/25/22	5	AllAccess.com	3, 4, 9, 10-27, 28, 33, 47
Marketing Consultant All Midwest Peoria Radio Stations	7/27/22	5	Station Event	6, 7, 8, 9, 10-27, 28, 29, 33, 38, 51
Positions Filled:		9		
Total Number Interviewed		36		

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APPENDIX 1 (Con't)

Recruitment Sources utilized when positions are available:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u># Interviews from Source</u>
1. WIRL/WMBD/WKZF/WPBG WSWT/WXCL Radio/Websites	John Riley	331 Fulton Street, Peoria, IL 61602	ryan.madden@mwcradio.com	
<u>Internet Sites:</u>				
3. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	9
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121	www.radio-online.com	
5. AM/FM Jobs		P.O. Box 4116, Oceanside, CA 92052	amfmjobs.com	
6. LinkedIn		Sunnyvale, CA	linkedin.com	5
7. Indeed		PO Box 660367, Dallas TX 75266	indeed.com	9
8. Glassdoor		100 Shoreline Hwy. Mill Valley, CA	glassdoor.com	
9. Career Page			careerpage.org	
<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/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kimberly.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	
18. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
19. WUSZ/WMFG/WDKF 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:

Website

28. Midwest Careers		www.midwestcareers.com	3
29. MAB Job Bank		www.michmab.com	
30. Illinois Job Site		www.IllinoisJobLink.com	
31. Peoria Chamber of Commerce	403 NE Jefferson Street, Peoria, IL 61603	www.peoriachamber.com	

EMAIL

32. Illinois Broadcasters Assoc.	200 Missouri Avenue, Carterville, IL 62918	dgray@ilba.org
33. Minnesota Broadcasters Assoc.	401 N. 3 rd Street/Suite 370, Minneapolis, MN 55401	wendy.paulson@

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34. North Dakota Broadcasters Assoc.	934 N. Parkview Drive, Bismarck, ND 58501	minnesotabroadcasters.com	
35. South Dakota Broadcasters Assoc.	106 W. Capitol Avenue #7, Pierre, SD 57501	beth@ndba.org	
36. Wisconsin Broadcasters Assoc.	44 E. Mifflin St. #900, Madison, WI 53703	marla@willardandassociates.com	
37. Bradley University	1501 W. Bradley Avenue, Peoria, IL 61625	kgeissler@wi-broadcasters.org	
38. Bradley University Dept. of Communications	1501 W. Bradley Avenue, Peoria, IL 61625	lhinthorn@bradley.edu	1
39. Heartland Community College	1500 W. Raab Road, Normal, IL 61761	aphillips@fsmail.bradley.edu	
40. Goodwill Industries/Central IL	2319 E. War Memorial Drive, Peoria, IL 61614	career.services@heartland.edu	
41. Lincoln College	300 Keokuk Street, Lincoln, IL 62656	contact@goodwillpeo.org	
42. NAACP	101 MacArthur Highway, Peoria, IL 61605	jmalone@lincolncollege.edu	
43. Valparaiso University	1700 Chapel Drive, Valparaiso, IN 46383	marcus.washington@me.com	
44. IL Central College Placement Serv.	One College Drive, Room L-221, East Peoria, IL 61635	Teresa.Bals-Elsholz@valpo.edu	
45. Illinois Media School	455 Eisenhower Lane S./Ste. 200, Lombard, IL 60148	dgries@icc.edu	
46. School of Communications IL State University	2525 Career Center, Bloomington, IL 61790	cjackson@beonair.com	
47. Inside Referral		rcarro3@itstu.edu	5
48. Outside Referral			2
50. Walk-In			1
51. Station Event			1

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APPENDIX 2

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Stations Comprising Station Employment Unit:

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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.superhitswirl.com
www.1470wmbd.com www.kz1023.com (WKZF)
www.mix1069.com (WSWT) www.1049thewolf.com (WXCL)
www.933thedrive.com (WPBG)

Date: May 1, 2019

Participating Employees: Mike Wild, Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

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

Outreach: **Training Program**

Date: August 1, 2021 Ongoing

Participating Employee: Mike Wild, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Mike conducted new employee training with five (5) employees covering various issues, obligations, employee relations, legal and regulatory issues and obligations, training on trust, conflict and commitment, values, success metrics, dynamics of the industry, industry technology, other media all designed to allow employees to grow within the Company and potentially qualifying them for higher level positions.
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Outreach: Scholarship Program

Date: August, 2021 - Ongoing

Description of Event: Continuation of participation with Bradley University based in Peoria of our own Midwest Communications Endowed Scholarship which provides annual scholarship money to a broadcasting student.

Outreach: Job Fair

Date: August 24, 2021

Participating Employees: Shannon Demanes, Business Manager
Chris Impens, Brand Manager

Event Sponsor: Bradley University Smith Career Center

Event Description: Shannon and Chris attended the Bradley University Part-time Employment Expo recruiting for Street Team members and a News/Anchor Reporter position.

Outreach: Job Fair

Date: September 1, 2021

Participating Employee: Shannon Demanes, Business Manager

Event Sponsor: Greater Peoria Economic Development Council

Event Description: This Job Fair allowed applicants to visit participating employers virtually or in person giving potential applicants varying options. Over a hundred employers participated. Midwest was recruiting for Street Team members, a Marketing Coordinator, News Anchor/Reporter positions and Marketing Consultants.

Outreach: Training

Date: October 13, 2021

Participating Employee: Mike Wild, VP/Market Manager

Event Sponsor: Midwest Communications, Inc.

Event Description: Management group training on our processes and procedures for all aspects of our EEO program and compliance, with emphasis on equal opportunity and prevention of discrimination. Guidelines for internal responsibilities were distributed to facilitate continuous compliance.

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Event Description: Shannon participated in this virtual Career & Internship Fair held from 11:00am – 4pm recruiting for part-time Street Team members and full-time Marketing Consultants.

Outreach: **Job Fair**

Date: February 22, 2022
Participating Employees: Shannon Demanes, Business Manager
Sarah Varnes, Director of Sales
Sara Hale, Digital Sales Manager
Chris Impens, Brand Manager/Announcer

Event Sponsor: Bradley University

Event Description: The above management personnel attended the Spring Job & Internship Fair continuing to recruit for Street Team members and Digital Media Marketing Consultants.

Outreach: **Training Program**

Date: March 28-30, 2022
April 25-28, 2022
Participating Employee: Matt Burgoyne, Corporate Sales Consultant

Event Sponsor: Midwest Communications, Inc.

Event Description: Matt conducted individual training with a new Marketing Consultant titled “The First 49 Days” covering various job skills necessary for accelerated performance and advancement in business development.

Outreach: **Job Fair**

Date: May 12, 2022
Participating Employee: Shannon Demanes, Business Manager

Event Sponsor: Bradley University

Event Description: Shannon attended this There’s Still Time! Virtual Job Fair continuing to recruit for part-time Street Team members and full-time Digital Media Marketing Consultants.
