
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-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 Sioux Falls, South Dakota Employment Unit (“SEU”). This SEU is comprised of the following stations: KELO-AM/FM, KRRO-FM, KTWB-FM, KWSN-AM licensed to Sioux Falls, South Dakota, KQSF-FM licensed to Dell Rapids, South Dakota, and KELQ-FM licensed to Flandreau, South Dakota. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to December 1, 2023.

The information requested in this report would cover the period beginning December 1, 2022 and including through November 30, 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.

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APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Sioux Falls, South Dakota

Covering the Period from December 1, 2022 to November 30, 2023

Stations Comprising Station Employment Unit:

KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-FM

Vacancy Information

Full-time Positions		Total #	Recruitment	Recruitment
<u>Filled by Job Title</u>	<u>DOE</u>	<u>Interviewed</u>	<u>Source of Hire</u>	<u>Sources Utilized</u>
News Director KELO Radio	2/10/2023	4	MidwestCareers.com	2-19, 20, 21, 24, 25, 29, 30, 31, 32, 35,
Announcer KTWB Radio	3/10/2023	10	Inside Referral	2-19, 20, 21, 22, 24, 25, 27, 28, 29, 30, 31, 32, 35, 39
Marketing Consultant KTWB/KRRO/KELO/ KQSF/KWSN/KELQ Radio	8/07/2023	2	Indeed	1, 2-19, 21, 22, 23, 24, 25, 26, .29,

Total Number of Positions filled during the Applicable Period: 3
Total Number of Persons Interviewed during Applicable Period: 16

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APPENDIX 1 (cont.)

Recruitment Sources:

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact</u>	<u># Interviews From Source</u>
1. KELO-FM/KELQ/KRRO/ KWSN/KTWB/KQSF – Radio and websites	Mark Cartwright	500 S. Phillips Ave., Sioux Falls, SD 57104	Email	

Postings

2. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
3. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
4. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
5. WTOU-AM/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
6. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
7. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	robert.weis@mwcradio.com	
8. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
9. KDAL/KTCO/KQDS /WDSM/WDUL/KDKE	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
10. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
11. WUSZ/WMFG/WEVE WDKE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
12. WMGI/WIBQ/WTHI/ WBOW/WWVR	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
13. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
14. KELO/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	3
15. KFGO/KRWK/KMJO/ KVOX/KNFL/KOYY	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
16. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
17. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
18. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
19. WIRL/WMBD/WKZF/WSWT WXCL/WPBG	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanes@mwcradio.com	

WEBSITE

	<u>Website Address</u>	
20. All Access	www.allaccess.com	2
21. AM FM Jobs	amfmjobs.com	
22. Career Page	careerpage.org/members/	
23. Indeed	indeed.com	4
24. Midwest Careers	midwestcareers.com	2
25. Radio Online	www.radioonline.com	
26. LinkedIn	linkedin.com	
27. Country Aircheck	chuck@countryaircheck.com	1
28. RAMP	cartermedia@gmail.com	

EMAIL

	<u>Email Address</u>	
29. Wisconsin Broadcasters Assoc.	mendicott@wi-broadcasters.org	
30. MN Broadcasters Assoc.	llasere@minnesotabroadcasters.com	
31. South Dakota Broadcasters Association	marla@willardandassociates.com	3
32. North Dakota Broadcasters Assoc.	bethh@ndba.org	
33. IL Broadcasters Assoc.	dgray@ilba.org	
34. South Dakota Job Works		
35. Handshake includes: South Dakota State University Dakota State University University of Sioux Falls		
36. Southeast Technical College		
37. University of South Dakota		
38. University of MN		

39. Inside Referral		1
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APPENDIX 2

Annual EEO Public File Report Midwest Communications, Inc. – Sioux Falls, SD

Covering the Period from December 1, 2022 through November 30, 2023

Stations Comprising Station Employment Unit KELO AM/FM, KRRO-FM, KQSF-FM, KTWB-FM, KWSN-AM, KELQ-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.kelo.com
www.kelofm.com; www.krro.com www.kwsn.com
www.ktwb.com www.q957.com (KQSF-FM)

Date: November 1, 2012 to present

Participating Employees: Peter Tanz – Senior Vice-President/Market Manager

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on its websites as well as airing on all stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 - 2. Outreach:** CTE Career Fair

Date: February 16, 2023

Participating Employees: Denzil Bursey, Brand Manager/Announcer
Sara Hyser, Marketing Consultant
Rachel Sundem, Business Manager

Outreach Sponsor: Career and Technical Education Academy – Sioux Falls, SD

Description of Activity: Denzil and Sara covered the morning session from 8:30-11am. Sara and Rachel covering the afternoon session from 1:30-2:30pm. Students were required to talk with five businesses. We
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were required to sign off on their forms after speaking with them. Sara, Denzil and Rachel talked to the students about all of the different jobs available in radio, handed out job shadow applications and provided insight on what it is like to work in the radio industry.

Outreach: 2023 SD B.I.G. Career & Internship Fair

Date: February 28, 2023

Participating Employees: Deb McDonald, Marketing Consultant
Mary Schilling, Marketing Consultant

Outreach Sponsor: SD Association of College Career Centers

Description of Activity: Deb and Mary talked with potential applicants about the opportunities in radio. They talked about job shadow possibilities as well as internships. They had applications on hand for those who requested them and collected a few resumes. The resumes went to the appropriate hiring manager upon their return to the offices.

Outreach: Tour

Date: April 6, 2023

Participating Employees: Tom Gjerdrum, Operations Manager
Denzil Bursey, Brand Manager/Announcer
Paul Andresen, Brand Manager/Announcer
Mark Nelson, Production Director/Brand Manager
Rachel Sundem, Business Manager

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Eleven students from Centerville High School's Music Appreciation class (Centerville, SD) along with their instructor asked to tour our facilities. The students split up so they could actually be in the studios to see how a radio show works and also how to produce a commercial. Their instructor has been going over jobs in music and the music industry and wanted them to see other areas they can work in within the industry. The students got to see how to do a live radio show, how to record and produce an ad and ask any questions they had in regards to working in radio.

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Outreach:	Speaking Engagement
Date:	April 25, 2023 May 2, 2023 May 9, 2023
Participating Employees:	Christine Ellenbolt, Accounts Receivable Manager
Outreach Sponsor:	Augustana University, Sioux Falls, SD
Description of Activity:	Christine was invited to be a guest presenter at Augustana University's Introduction to Multimedia Entrepreneurship class which is designed to train students on the basics of technology and the media industry. Christine was invited to share her experiences in the industry with the class over the course of the three classes. Christine shared very much about her path in the industry and the diverse opportunities available to people who are interested in audio/radio and also video careers.
Outreach:	Job Fair
Date:	August 23, 2023
Participating Employees:	Rachel Sundem, Business Manager Dave Scaturro, Marketing Consultant
Outreach Sponsor:	Southeast Technical College- Sioux Falls, SD
Description of Activity:	Rachel and Dave attended this Job Fair held on the campus from 11am to 1pm. They talked to students about the current part-time board-op position available. They supplied interested candidates with the job description and an application. Two completed applications were returned while the job fair was still going on. They also talked about what their job is and the other types of positions available in radio.
Outreach:	Career Fair & Fall Open House
Date:	October 16, 2023
Participating Employees:	Rachel Sundem, Business Manager Mary Schilling, Marketing Consultant
Outreach Sponsor:	Career & Technical Education Academy – Sioux Falls
Description of Event:	Rachel and Mary attended this job fair and open house from 4-7pm. Students and their parents were invited for conferences and

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also to talk to local businesses about job opportunities. They spoke with a few students in the Media Arts Program about jobs in radio, distributed our Jobs in Radio handout and also gave job shadow applications to students who were interested in seeing what it was like working in radio first-hand.

Outreach:	South Dakota State University Career Fair
Date:	November 1, 2023
Participating Employees:	Rachel Sundem, Business Manager Dave Scaturro, Marketing Consultant
Outreach Sponsor:	South Dakota State University – Brookings, South Dakota
Description of Event:	Rachel and Dave attended this Management, Economics and Communication Career Fair from 12pm-4pm held in the Dana Dykhouse Stadium location on the SDSU campus. Students enrolled in the Business and Communication Colleges were invited to visit various businesses to inquire about internship and job opportunities as well as to practice their interview skills. Rachel and Dave spoke with students who were studying Advertising, Journalism or Public Relations who were interested in learning more about working in radio advising them on how to apply for an internship or job shadow with our Company. They talked with a few students they felt would be great candidates for our open Advertising Sales Rep position or the part-time On-Air position.

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