
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WMBD-AM, WKZF-FM, WSWT-FM, WXCL-FM, WIRL-AM, WPBG-FM/HD1/HD2/HD3/HD4 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: WMBD-AM, WIRL-AM, WSWT-FM, and WPBG-FM/HD1/HD2/HD3/HD4, all licensed to Peoria, Illinois; WKZF-FM licensed to Morton, Illinois; and WXCL-FM licensed to Pekin, Illinois. This report has been placed in the Public Inspection File of these stations and posted on their websites, if they have websites, prior to August 1, 2023.

The information requested in this report would covers the time period beginning August 1, 2022 to and including July 31, 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. – Peoria, Illinois
Covering the Period from August 1, 2022 to July 31, 2023

Stations Comprising Station Employment Unit:

**WMBD-AM, WKZF-FM, WSWT-FM, WXCL-FM, WIRL-AM, WPBG-FM/HD1/HD2/HD3/HD4
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>
News Reporter WMBD Radio	12/16/22	4	All Access	3, 4, 9, 10-27, 28, 32, 37-46, 47
Producer/Announcer WMBD Radio	9/19/22	7	Internal Posting	3, 4, 9, 10-27, 28, 32, 37-46, 50
Brand Manager/Announcer WXCL Radio	2/24/23	4	Internal Posting	3, 4, 9, 10-27, 28, 32, 37-46
Marketing Consultant Peoria Radio Stations	7/24/23	5	Radio	1, 4, 6, 7, 9, 10-27, 28, 31, 32, 37-46, 47

Positions Filled: 4
Total Number Interviewed 20

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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	1
<u>Internet Sites:</u>				
3. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	7
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	1
7. Indeed		PO Box 660367, Dallas TX 75266	indeed.com	2
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/WDKE 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/WCJK/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	5

WEBSITE:

	<u>Website</u>
28. Midwest Careers	www.midwestcareers.com
29. MAB Job Bank	www.michmab.com
30. Illinois Job Site	www.IllinoisJobLink.com
31. Peoria Chamber of Commerce	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	bethh@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	Ihinthorn@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	2
50. Walk-In			1

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Peoria, Illinois
Covering the Period from August 1, 2022 through July 31, 2023

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:

- 1. Outreach:** Website Posting
www.midwestcareers.com www.1027superhits.com (WPBG-HD2)
www.wmbdradio.com www.kz1023.com (WKZF)
www.mix1069.com (WSWT) www.1049thewolf.com (WXCL)
www.933thedrive.com (WPBG)
www.freedom959.net (WPBG-HD3/WIRL)

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.
 - 2. Outreach:** **Scholarship Program**

Date: August, 2022 - Ongoing

Description of Event: Continuation of ongoing participation in our own Midwest Communications Endowed Scholarship through Bradley University where our endowment provides annual scholarship money to a broadcasting student.

Outreach: **Job Fair**
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Date: August 23, 2022

Participating Employee: Chris Impens, Promotions Director, WXCL Brand Manager

Event Sponsor: Bradley University

Description of Event: Chris attended Bradley University's Part-Time Job and Internship Job fair hoping to find candidates for our Street Team openings.

Outreach: Training Program

Date: August 23, 2022
September 2, 2022

Participating Employee: Bridget Wood, Marketing Consultant

Event Sponsor: Midwest Communications, Inc.

Description of Event: Sales Training Consultant, Matt, conducted Session #1 of individual training with Bridget titled "The First 49 Days" covering various job skills necessary for accelerated performance and advancement in business development. This was followed with Session #2 with Matt continuing to cover job skills necessary for Bridget to continue to progress in the advancement of business development.

Outreach: Job Fair

Date: September 22, 2022

Participating Employee: Rick Hirschmann, Operations Manager
Cooper Banks, WMBD News Director

Event Sponsor: Bradley University

Event Description: Rick and Cooper attended Bradley University's Full-Time Job Fair hoping to find candidates to fill our openings for a Full-Time News Anchor/Reporter and Production Director.

Outreach: Job Fair

Date: October 19, 2022

Participating Employee: Shannon Demanes, Business Manager

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Event Sponsor:	Bradley University
Event Description:	Shannon participated in this Graduate and Professional School Fair recruiting for Marketing Consultants and also for a Part-Time Producer position.
Outreach:	Job Fair
Date:	February 22, 2023
Participating Employees:	Shannon Demanes, Business Manager
Event Sponsor:	Bradley University
Event Description:	Shannon attended Bradley University's Spring Job and Internship Fair recruiting for Street Team members and Part-Time Producer positions.
Outreach:	Recruitment
Date:	August 1, 2022 On-Going
Event Sponsor:	Midwest Communications, Inc.
Event Description:	Regular dissemination of job vacancy notices, including upper-level positions, to various state media/trade organizations with broad-based memberships, including the participation of women and minorities.
Outreach:	Management Training
Date:	June 14, 2023 July 12, 2023
Participating Employees:	All Management Personnel
Event Sponsor:	Midwest Communications, Inc.
Event Description:	These two training sessions were to train all in-house management on workplace culture, including how to identify opportunities to impact culture and the type of behavior we expect and should reinforce in the workplace.

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Outreach:

Management Training

Date:

July 18, 2023

Participating Employees:

All Management Personnel

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 help facilitate continuous compliance with these efforts.