
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WIKY-FM, WABX-FM, WSTO-FM, WLYD-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 Evansville, Indiana Employment Unit (“SEU”). This SEU is comprised of the following stations: WIKY-FM, WABX-FM licensed to Evansville, Indiana, WSTO-FM licensed to Owensboro, Kentucky and WLYD-FM licensed to Chandler, Indiana. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, on or prior to April 1, 2023

The information requested in this report would cover the period beginning April 1, 2022 and including through March 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. – Evansville, Indiana

Covering the Period from April 1, 2022 to March 31, 2023

Stations Comprising Station Employment Unit:

WIKY-FM, WABX-FM, WSTO-FM, WLYD-FM Radio

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>
Marketing Consultant	5/9/22	10	Inside Referral	1, 2, 4, 5-22, 25, 26,
Marketing Consultant	5/9/22		LinkedIn	34-39, 41, 42
Marketing Consultant	9/19/22		Handshake	
WIKY/WSTO/WABX/WLYD				
Marketing Consultant	7/11/22	4	Inside Referral	2, 4, 25, 26, 27, 34-39,
WIKY/WSTO/WABX/WLYD				42
Marketing Consultant	2/13/23	9	Inside Referral	2, 4, 25, 26, 27, 34-39,
WIKY/WSTO/WABX/WLYD				41, 42
Business Manager	1/16/23	4	Inside Referral	2, 4, 5-22, 25, 26, 42
WIKY/WSTO/WABX/WLYD				

Total Number of Positions filled during the Applicable Period: 6
Total Number of Persons Interviewed during Applicable Period: 27

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APPENDIX 1 (cont.)

Recruitment Sources:

Radio Announcement/Website Station Websites	Contact	Address	Method Of Contact	# Interviews From Source
1. WIKY/WABX/WSTO/WLFW/	Jason Babb	1162 Mt. Auburn Drive, Evansville IN	Email	1

Internet Sites

2. LinkedIn	www.linkedin.com			2
3. Glassdoor	www.glassdoor.com			
4. Indeed.com	www.indeed.com			13

Postings

5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com	
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	peter.tanx@mwcradio.com	
7. WHBL/WHBZ/WBFX/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
8. WNWN-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	jay.morris@mwcradio.com ;	
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036		
10. WNWN-FM/WTOU	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jay.morris@mwcradio.com	
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
12. KDAL/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
14. WUSZ/WMFG/WDKE WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@mwcradio.com	
15. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
16. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
18. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com	
19. WJXA/WCJN/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
20. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
21. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	christie.york@mwcradio.com	1
22. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	

WEBSITE

WEBSITE	Website Address	
23. All Access	www.allaccess.com	
24. AM FM Jobs	http://www.amfmjobs.com	
25. Career Page	http://www.careerpage.org	
26. Midwest Careers	www.midwestcareers.com	1
27. Radio Online	www.radioonline.com	

EMAIL:

28. WI Broadcasters Assoc.	kyle.geissler@wi-broadcasters.org	
29. MN Broadcasters Assoc.	office.manager@minnesota.broadcasters.com	
30. South Dakota Broadcasters Assoc.	marla@willardandassociates.com	
31. Illinois Broadcasters Asso.c	d.gray@ilba.org	
32. North Dakota Broadcasters Assoc.	bethh@ndba.org	
33. Indiana State University/Career Center	231 North 6 th Walkway. Terre Haute, IN 47809	isu-career-center@indstate.edu
34. Indiana State University/Handshake	200 North Seventh Street, Terre Haute, IN 47809	isu-marketing@mail.indstate.edu
35. University of Evansville	1800 Lincoln Avenue, Evansville, IN 47722	career@evansville.edu
36. University of Southern Indiana	8600 University Blvd., Evansville, IN 47712	career@usi.edu
37. Murray State University	102 Curris Center, Murray, KY 42071	msu.admissions@murraystate.edu
38. Southern Indiana Career & Tech Center	1901 Lynch Road, Evansville, IN 47711	sictinfo@evsck12.com
39. Ivy Tech Community College	50 Walnut Street, Lawrenceburg, IN 47025	info@ivytech.edu

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40. RAMP
41. Indiana Broadcasters Assoc. Career Fair
42. Inside Referral

25876 The Old Road, Valencia, CA 91381

Kevin@RAMP247.com

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APPENDIX 2

Annual EEO Public File Report Midwest Communications, Inc. – Evansville, IN

Covering the Period from April 1, 2022 through March 31, 2023

Stations Comprising Station Employment Unit WIKY-FM/WSTO-FM/WABX-FM/WLYD-FM Radio

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

- 1. Outreach:** Website Posting
www.midwestcareers.com www.hot96.com (WSTO);
www.wabx.net; www.wiky.com; www.935thelloyd.com
(WLYD);

Date: September 1, 2014 to present

Participating Employees: Tim Huelsing – Vice-President/Market Manager

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: We maintain a website, CareersbyLincoln.com. This site is promoted on all of our radio stations encouraging anyone looking for a job to visit our websites. All open positions available within our stations and in the area are also posted to this site.
 - 2. Outreach:** Indiana State University

Date: April 15, 2022

Participating Employees: Dave Wisniewski, Local Sales Manager

Outreach Sponsor: Indiana State University

Description of Activity: This was ISU’s Elevator Pitch Final Rounds. Students were invited to convince potential employers in attendance about their unique skills or abilities that would make them a valuable employee and how it makes you stand out from others possibly applying for the same job. Dave spoke to ten (10) students during this event about careers available in radio..
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Outreach:	Advisory Committee Meeting
Date:	November 15, 2022
Participating Employees:	Debra Miller, Assistant Brand Manager/Announcer
Outreach Sponsor:	Southern Indiana Career & Technical Center
Description of Activity:	Debra was invited to attend the advisory board meeting in connection with WPSR. This non-commercial radio station is part of the curriculum of the Media Communication and Broadcasting program at SICTC. This board meets bi-annually to give feedback to the program administrators as to what the students should be learning to be 'real world ready' should they pursue a career in broadcasting.
Outreach:	Indiana State University Career Fair
Date:	September 14, 2022
Participating Employees:	Dave Wisniewski, Local Sales Manager
Outreach Sponsor:	Indiana State University
Description of Activity:	This was an All Majors Job & Internship Career Fair held at the Hulman Center on campus from 1 to 4pm. Dave spoke to approximately 75 students about the various careers available in radio and offered some guidance as to what they might want to do to prepare for possible broadcasting careers.
Outreach:	Internship
Date:	January-March, 2023
Participating Employees:	Aaron Santini, Operations Manager
Outreach Sponsor:	University of Southern Indiana
Description of Activity:	Sean, a USI broadcasting student began an internship for college credit. A schedule was created with goals for learning a bit about all the departments in a radio station. Sean committed to and completed 100 hours of supervised internship. Sean received credit towards his broadcasting degree.

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Outreach: Guest Speaker

Date: January 27, 2023

Participating Employees: Clay Roth, Announcer - WSTO

Sponsor of Activity: South Spencer Middle School

Description of Activity: South Spencer High School is going to offer a Radio & Broadcasting Pathway to their students in 2023 with the plan being to convert one of their classrooms into a broadcasting room. Monica, a teacher in the Middle School, was working to raise career awareness. Clay spoke to a group of Middle School students about what his job entailed and his path to get into radio sharing tips on steps they could and should take to get involved in a radio career.

Outreach: Indiana Broadcasters Assoc. Scholarship

Date: February, 2023

Participating Employees: Tim Huelsing, VP/Market Manager

Sponsor of Activity: Midwest Communications, Inc.

Description of Activity: Our stations contributed to the IBA scholarship fund. Each year, the IBA awards ten (10) \$5,000 scholarships to broadcasting students in Indiana to help pay for their educational expenses.

Outreach: I.A.S.B. Student Broadcasting Awards

Date: February 25, 2023

Participating Employees: Debra Miller, Assistant Brand Manager/Announcer
Jason Babb, Production Director/Announcer

Outreach Sponsor: Indiana Association of Student Broadcasters

Description of Activity: Debra and Jason volunteered to be judges for the 2023 Indiana Assoc. of School Broadcasters awards event. This was held from 9am to 1pm at the Southern Indiana Career & Technical Center in Evansville. They were judging a variety of college and high school entries.

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Outreach:	Speaking Engagement
Date:	March 10, 2023
Participating Employees:	Tyler Foxx, Brand Manager/Announcer Aaron Santini, Operations Manager/Announcer
Outreach Sponsor:	Southern Indiana Career & Tech Center
Description of Activity:	Tyler and Aaron were invited to speak to local high school students participating in the Multi-Media class at SICTC. Tyler and Aaron talked to the students about careers in radio, their path that got them into their management and on-air positions. They shared with the students steps they might want to take if they were interested in a radio/broadcasting career.
Outreach:	Career Fair
Date:	March 25, 2023
Participating Employees:	Tim Huelsing, VP/Market Manager Aaron Santini, Operations Manager
Outreach Sponsor:	Indiana Broadcasters Assoc.
Description of Activity:	Tim and Aaron participated in this Spring Career Fair held from 1:30-4:30pm at 502 East Event Center in Carmel, IN. More than 70 stations from all over Indiana participated in this fair. Aspiring broadcasters were there to look for opportunities in sales, engineering, producing, reporting, announcing, etc. This was in collaboration with the Indiana Assoc. of School Broadcasters annual awards ceremony.
Outreach:	Indiana State University Career Fair
Date:	February 15, 2023
Participating Employees:	Dave Wisniewski, Local Sales Manager
Outreach Sponsor:	Indiana State University
Description of Activity:	Dave participated in the Spring All Majors Career Fair held in the Hulman Center on the ISU campus from 1-4pm. Dave was able

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to talk to approximately 80 students about possible careers in radio as well as what path they might want to take to prepare them more fully for a career in broadcasting.