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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

### **WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/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 Hibbing, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: WUSZ-FM licensed to Virginia, Minnesota, WNMT-AM licensed to Nashwauk, Minnesota, WEVE-FM licensed to Eveleth, Minnesota, WDKE-FM licensed to Coleraine, Minnesota, WMFG-AM, WMFG-FM and WTBX-FM licensed to Hibbing, Minnesota. 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 covers the time period beginning December 1, 2022 to and including 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 (Continued)

### Annual EEO Public File Report

Midwest Communications, Inc. – Hibbing, Minnesota

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

Stations Comprising Station Employment Unit:

**WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/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>
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**No full time positions were filled during this reporting period**

Total Number of Positions filled during the Applicable Period:	0
Total Number of Persons Interviewed during Applicable Period:	0

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## APPENDIX 2

Annual EEO Public File Report  
Midwest Communications, Inc. – Hibbing, Minnesota

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

Stations Comprising Station Employment Unit:  
**WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/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](http://www.midwestcareers.com)    [www.wtbx.com](http://www.wtbx.com)  
[www.radiousa.com](http://www.radiousa.com) (WUSZ)    [www.wnmtradio.com](http://www.wnmtradio.com)  
[www.961duke.fm](http://www.961duke.fm) (WDKE)    [www.979weve.com](http://www.979weve.com)  
[www.95kqds.com](http://www.95kqds.com) (WMFG-FM)

Date: WTBX-FM from 8/1/04 to present  
WUSZ-FM from 9/15/04 to present  
WNMT-AM from 9/20/04 to present  
WDKE-FM from 1/1/17 to present  
WEVE-FM from 1/1/17 to present  
KQDS-FM (WMFG) from 1/1/17 to present

Participating Employees: Kristi Westrem – Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites and on each of our Hibbing based radio stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
  2. Outreach: Radio Station Promotion  
Date: February 20, 2023

Participating Employee: Jessica Halverson, Production Director/Announcer

Event Sponsor: Midwest Communications, Inc., Hibbing Radio Group
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Description of Activity: Jessie gave five students from Chisholm, MN High School a tour of the various studios and offices talking about the various careers available in radio. The station group has supported a “Stay in School” promotion for many years. These students recorded their own “stay in school” messages; the thought being other students would be more likely to hear this message when voiced by classmates.

Outreach: Station Tour/Job Shadow  
Date: March 10, 2023

Participating Employees: Kristi Westrem, VP/Market Manager  
Scott Hanson, Brand Manager/Announcer  
Sean Mull, Brand Manager/Announcer/Asst. Production Director  
Doug Diedrich, Brand Manager, Announcer  
Rollie Dethloff, Asst. Brand Manager/Announcer  
Jessica Halverson, Production Director/Announcer  
Tom Baldrice, Operations Manager/Announcer

Event Sponsor: Midwest Communications, Inc. Hibbing Radio Group

Description of Activity: Noah, a young man who has a love for radio and hopes to get into the field when he graduates high school, was able to spend a day learning about the various careers in radio. He was able to sit in on the WTBX morning show, created some production with Jessie and Rollie, did some voice tracking and was able to learn from Doug on how sporting events were put together. Noah also spent time with Scott learning about Radio USA’s legacy. Tom Baldrice showed Noah how he prepares for his shows each day. Noah had a good deal of knowledge about the technical side of radio so was able to converse with Sean on that subject.

Outreach: Speaking Engagement  
Date: March 27, 2023

Participating employees: Tom Baldrice, Corporate Country Strategist, Brand Manager, Announcer

Event Sponsor: Minnesota North College

Description of Activity: Emily, a Communications Instructor from the Mesabi Range, Virginia, MN Campus, invited Tom to speak to the Mass Communications class, the Interpersonal Communications class and the Public Speaking class. Tom discussed the many aspects of his career in radio and also in the record industry covering leadership techniques and strategies and chasing your dream. Tom said it was a lively interactive discussion in all three classes.

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Outreach:	Station Tour/Job Shadow
Date:	March 28, 2023
Participating Employees:	Tom Baldrice, Brand Manager/Announcer
Event Sponsor:	Midwest Communications, Inc. Hibbing Radio Group
Description of Activity:	Tom took some time to first of all give Peter, a fan of his Radio USA show, a tour of the various studios and offices. Tom then shared with Peter what he does on a daily basis. Peter was able to see Tom voice track shows for WUSZ-FM and learn from Tom how he prepares his show to deliver a great on-air product that both entertains and informs his listeners on a daily basis.
Outreach:	Interview
Date:	April 4, 2023
Participating Employee:	Jessie Halverson (Jessie B), Announcer
Event Sponsor:	Minnesota North College
Description of Activity:	Emily, in her position as an instructor of a Mass Communications Class at Minnesota North College Mesabi Range/Virginia Campus asked Jessie to answer questions from students in regards to a career in radio and how the Mass Communications and Speech classes as an alumnus of Minnesota North College helped prepare her for her career in radio. Jessie answered questions on her Career Path, Public Speaking, Education and her career in Radio.
Outreach:	Tour
Date:	April 27, 2023
Participating Employees:	Jessie Halverson, Production Director/Announcer
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Jessie gave four students from Hibbing High School a tour of our Hibbing MN studios and offices. She discussed with them college courses that would help move them towards a career in radio. They were able to record 'fake' ads to be able to listen to how they sound. They also recorded Senior salute messages.
Outreach:	Job Fair

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Date: April 27, 2023

Participating Employees: Scott Hanson, Brand Manager/Announcer  
Doug Diedrich, Brand Manager/Announcer

Event Sponsor: Iron Range Job Fair/Iron Trail Event Center

Description of Activity: Scott and Doug covered this event representing our Hibbing radio group. The Job Fair was from 10am to 2pm. They were able to talk to approximately 50 participants; those with an interest in broadcasting and/or advertising positions in addition to students asking how does one get into radio both on-air and in other radio related positions. They also talked about potential internships. A few job seekers asked if their particular skill set would translate to jobs in radio. There were approximately 80 different businesses participating in this Job Fair.

Outreach: Station Tour/Job Shadow  
Date: June 9, 2023

Participating Employees: Rollie Dethloff, Assistant Brand Manager/Announcer/Admin. Asst.  
Sean Mull, Brand Manager/Announcer/Asst. Production Director  
Jessie Halverson, Production Director/Announcer

Event Sponsor: Midwest Communications, Inc. Hibbing Radio Group

Description of Activity: Will wanted to explore a career in audio production that may involve radio. Rollie sat with Will to produce a commercial step by step so that he could see and actually help produce including the mix mastering process and the set-up of a commercial in our on-air system. Will then sat in to watch both Sean and Rollie voice track a weekend show on their respective stations. Jessica gave a brief presentation on Community Watch (a public service program) and they then produced one of those. Will was given a tour of the station and each studio and indicated an interest in coming back again to learn more about a typical day in their jobs.

Outreach: Safety Town – Hibbing  
Date: July 19, 2023

Participating Employees: Scott Hanson, Brand Manager/Announcer  
Jessie Halverson, Production Director/Announcer  
Rollie Dethloff, Asst. Brand Manager/Announcer/Admin. Asst.

Event Sponsor: Minnesota North College

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Description of Activity: Minnesota North sponsors Safety Town. It was held in the new Early Childhood Learning Center in Hibbing. This is an opportunity to share what your business does to help keep the community safe. The fire and police departments also volunteer. Jessie has participated in this previously and was asked to present again. Jessie and Rollie talked about how radio helps connect the community and keep people safe, i.e. Emergency Alert System (EAS) and how that fits in with the National Weather Service and severe weather. They talked about the part the EAS system plays in AMBER alerts (missing and abducted children) and Civil Emergency situations (fires, flooding; threats to the public). They also talked about Community Watch which alerts listeners to community events like parades, fairs, fund raisers, etc. They discussed local news and national news keeping the community informed. Radio also helps out local animal shelters in adopting animals. They presented to a total of 54 people; kids, their teen helpers and adults in attendance.

Outreach: Tour  
Date: July 17, 2023

Participating Employees: Sean Mull, Brand Manager/Announcer/Asst. Production Director  
Rollie Dethloff, Assistant Brand Manager/Announcer/Admin. Asst.

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Arulina, an 11 year old who stated she loved WTBX came in for a tour and the opportunity to meet with Sean and Rollie to learn more about how the station works from the mics and board to the internet streaming. She indicated that she will be back to intern with the stations as soon as she is old enough.

Outreach: Tour  
Date: July 19, 2023

Participating Employees: Rollie Dethloff, Asst. Brand Manager/Announcer/Admin. Asst.  
Sean Mull, Brand Manager/Announcer/Asst. Production Director  
Scott Hanson, Brand Manager, Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Residents of NHS Northstar.(providing community support services for individuals with disabilities) and staff toured our Hibbing facilities. Rollie, Sean and Scott explained their various roles with the stations and

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explained how the basic studio equipment worked to produce the content that they hear each day. They seemed very excited to see the day to day operations.

Outreach:

Tour

Date:

August 23, 2023

Participating Employees:

Sean Mull, Brand Manager/Announcer/Asst. Production Director  
Rollie Dethloff, Asst. Brand Manager/Announcer/Admin Asst.  
Scott Hanson, Brand Manager/Announcer

Outreach Sponsor:

Midwest Communications, Inc. Hibbing Radio Group

Description of Activity:

Abby and her family asked to tour our stations after meeting staff at the National Night Out. Abby is one of WTBX's biggest fans and listens to WTBX constantly. She wants to be on the air as a career. Her younger sister also said she wanted to work for our stations when she grows up. They got a tour of the studios and offices. Abby had many questions about how the music gets in their car and their radios at home. Abby was able to record some production doing a "Hi, I'm Abby and I love 93.9FM WTBX". Sean will be using that as imaging on the station. Abby was very excited about that.