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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

### **WHBL-AM, WBFM-FM, WHBZ-FM and WXER-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 Sheboygan, Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WHBL-AM and WBFM-FM licensed to Sheboygan, Wisconsin, WHBZ-FM and WXER-FM licensed to Sheboygan Falls, Wisconsin. 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, 2023.

The information contained in this Report 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. – Sheboygan, Wisconsin

Covering the Period from August 1, 2022 to July 31, 2023

Stations Comprising Station Employment Unit:

**WHBL-AM, WBFM-FM, WHBZ-FM and WXER-FM**

### 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 WHBL/WBFM/WHBZ/WXER	8/15/22	10	Indeed	1, 3, 5, 6, 8-25, 27, 31, 38, 52, 57
Marketing Consultant WHBL/WBFM/WHBZ/WXER	10/17/22	4	Indeed	1, 3, 5, 6, 8-25, 27, 31, 38, 52
Marketing Consultant WHBL/WBFM/WHBZ/WXER	3/27/23	8	Indeed	1, 3, 5, 6, 8-25, 27, 31, 38, 52

Total Number of Positions Filled during the Applicable Period: 3  
Total Number of Persons Interviewed During Applicable Period: 22

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## APPENDIX 1 (Con't.)

### Recruitment Sources:

Radio Announcement/Website	Contact	Address	Method Of Contact:	#Interviews from Source
1. WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Josh Dekker	2100 Washington Ave., Sheboygan, WI 53081	In Person	4
<b>Internet Sites</b>				
2. All Access	David Frankel	18955 Pacific Coast Hwy., Malibu, CA 90265	<a href="mailto:info@allaccess.com">info@allaccess.com</a>	1
3. LinkedIn		1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	
4. Radio Online	Christine Russell Matt DiFrancesca	3500 Tripp Avenue, Amarillo, TX 79121-1637	rdioonline.com	14
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed		6433 Champion Grandview Way, Austin, TX 78750	indeed.com	
7. Glassdoor		1000 Shoreline Hwy, Mid Valley, CA 94941	glassdoor.com	

### Postings

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

### WEBSITE

	Website Address
26. AM FM Jobs	<a href="http://www.amfmjobs.com">http://www.amfmjobs.com</a>
27. Career Page	<a href="http://www.careerpage.org/members/index.php">http://www.careerpage.org/members/index.php</a>
28. Cornell College	<a href="https://cornellcollege-csm.symplicity.com">https://cornellcollege-csm.symplicity.com</a>
29. Iowa Central Community College	<a href="http://www.iowacentral.edu/Career_Services/admin/employer">www.iowacentral.edu/Career_Services/admin/employer</a>
30. Madison Media Institute	<a href="http://www.mediainstitute.edu/employer">www.mediainstitute.edu/employer</a>
31. Midwest Careers	<a href="http://www.midwestcareers.com">www.midwestcareers.com</a>
32. MI Association of Broadcasters	<a href="http://www.michmab.com">www.michmab.com</a>
33. Sheboygan County C of C	<a href="http://www.sheboygan.org">http://www.sheboygan.org</a>
34. Superior Chamber of Commerce	<a href="http://www.superiorchamber.org">www.superiorchamber.org</a>
35. Upper Iowa University	<a href="https://uiu-csm.symplicity.com/employers/index.php">https://uiu-csm.symplicity.com/employers/index.php</a>
36. Wausau Region Chamber of Commerce	<a href="http://www.wausauchamber.com/mx/hm.asp?id=Jobs">www.wausauchamber.com/mx/hm.asp?id=Jobs</a>
37. WI Dept of Workforce Development	<a href="https://jobnet.wisconsin.gov/jobnetbusiness/">https://jobnet.wisconsin.gov/jobnetbusiness/</a> (uses WI Jobnet website)
38. WI Jobnet	<a href="https://jobnet.wisconsin.gov/jobnetbusiness/">https://jobnet.wisconsin.gov/jobnetbusiness/</a>

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## EMAIL

- 39. UW Baraboo/Sauk County
- 40. UW Barron County
- 41. UW Fond du Lac
- 42. UW Fox Valley
- 43. UW Manitowoc
- 44. UW Marathon Center
- 45. UW Marinette
- 46. UW Marshfield/Wood Co.
- 47. UW Richland Center
- 48. UW Rock County
- 49. UW Sheboygan
- 50. UW Washington County
- 51. UW Waukesha
- 52. WI Broadcasters Association
- 53. North Dakota Broadcasters Assoc.
- 54. South Dakota Broadcasters Assoc.
- 55. MN Broadcasters Assoc.
- 56. Lakeshore Technical College Job Fair
  
- 57. Inside Referral

## E-Mail Address

barabooinfo@uwc.edu  
uwbcinfo@uwc.edu  
Maggie.gellings@uwc.edu  
foxinfo@uwc.edu  
manadmit@uwc.edu  
uwmc@uwc.edu  
ssinfo@uwc.edu  
msfadmit@uwc.edu  
shawna.connor@uwc.edu  
Karen.greenler@uwc.edu  
[carrie.hoppe@uwc.edu](mailto:carrie.hoppe@uwc.edu)  
dan.cibrario@uwc.edu  
Amanda.carron@uwc.edu  
[kgeissler@wi-broadcasters.org](mailto:kgeissler@wi-broadcasters.org)  
bethh@ndbaorg  
[marla@willardandassociates.com](mailto:marla@willardandassociates.com)  
[tim.hyde@minnesotabroadcasters.com](mailto:tim.hyde@minnesotabroadcasters.com)  
gotoltc.edu

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Covering the Period from August 1, 2022 through July 31, 2023

Stations Comprising Station Employment Unit:

**WHBL-AM, WBFM-FM, WHBZ-FM and WXER**

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.whbl.com](http://www.whbl.com)  
[www.b93radio.com](http://www.b93radio.com) [www.whbz.com](http://www.whbz.com) [www.wxer.com](http://www.wxer.com)

**Date:** January 1, 2003 to present

**Participating Employees:** Steve Schouten – Vice President/Market Manager

**Event Sponsor:** Midwest Communications, Inc.

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

**Outreach Activity:** Lakeshore Community Job Fair

**Date:** October 20, 2022

**Participating Employees:** Steve Schouten, VP/Market Manager

**Event Sponsor:** Blue Harbor Resort  
Wisconsin Dept. of Workforce Development  
Job Center of Wisconsin

**Description of Activity:** This Job Fair was held at the Blue Harbor Resort in Sheboygan, WI from 1-4pm. This Job Fair was a partnership of various Manitowoc and Sheboygan County organizations. Steve was able to talk to several potential job applicants about the various positions available in radio.
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Steve was specifically recruiting for Marketing Consultants and was able to speak to two potential applicants for that open position.

**Outreach Activity:** STEM Fest 2022

Date: October 13, 2022

Participating Employees: Steve Schouten, Vice President/Market Manager  
Jeff Frieders, Operations Manager

Event Sponsor: University of Wisconsin-Green Bay/Sheboygan Campus  
Sheboygan County Chamber of Commerce

Description of Activity: This STEM Fest was held on the UW-GB, Sheboygan Campus. Area 5<sup>th</sup> and 6<sup>th</sup> graders toured the different booths to inspire career awareness. Steve and Jeff talked about the different jobs in broadcasting and allowed the kids to speak into a microphone to hear what they might sound like if they were to choose an 'on-air' career in broadcasting.

**Outreach Activity:** Job Shadow

Date: November 14, 2022

Participating Employees: Jon Henseler, Brand Manager  
William Harpold, Announcer  
Jeff Frieders, Operations Manager

Event Sponsor: Midwest Communications, Inc.  
Inspire Sheboygan Co.

Description of Activity: The Director of Communications/Engagement at Inspire Sheboygan County contacted us to set up a job shadow for Valor, a Sheboygan high school student. Valor is interested in a career in broadcasting. Valor was able to sit in with several staff members during their live shifts to see what is involved in a career in radio and how our talent got their start in broadcasting

**Outreach Activity:** Creating Inclusive Workspaces

Date: April 19, 2023

Participating Employees: Steve Schouten, VP/Market Manager

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Event Sponsor: Sheboygan County Chamber of Commerce

Description of Activity: The Vice President, Community Engagement & Chief Diversity Officer at Froedtert Health, Milwaukee, WI presented insights and information about how to create a better workplace through a better understanding of bias in workplace situations. The goal is to create inclusivity in our workplace.

**Outreach Activity:** Scholarship

Date: October-November 2022

Participating Employees: Steve Schouten, VP/Market Manager  
Rusty James, VP/Market Manager  
Peter Tanz, President  
Scott Christensen, VP/Market Manager

Event Sponsor: Wisconsin Assoc. of Broadcasters Foundation

Description of Activity: Our WI based radio stations participated in the WI Assoc. of Broadcasters Foundation Scholarship Program. This is designed to allow individual member stations an opportunity to support potential qualified college students interested in broadcasting as a career through an educational scholarship.

**Outreach Activity:** EEO Sessions

Date: June 14, 2023

Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Assoc. of Broadcasters

Description of Activity: This session entitled “You’re Looking in All the Wrong Places: How to Find Diverse Talent at Every Level” was part of the WBA Summer Conference held at Osthoff Resort in Elkhart Lake, WI. Michelle Duke, President, NAB Leadership Foundation, Chief Diversity Officer, shared ways to engage diverse job applicants, refine our hiring strategies and comply with FCC requirements helping us attract the best and brightest talent. A second session entitled “How to Identify and Recruit More Successful Talent” was led by Steve Wexler from WEXL Coaching and Development. Steve covered the 14 traits inherent in breakthrough talent along with strategies on how to coach our on-air talent to be more successful.

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