and Affiliates

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, 2020.

The information contained in this Report covers the time period beginning August 1, 2019 to and including July 31, 2020 (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.

and Affiliates

APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. - Sheboygan, Wisconsin

Covering the Period from August 1, 2019 to July 31, 2020

Stations Comprising Station Employment Unit:

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

Vacancy Information

Full-time Positions <u>Filled by Job Title</u>	DOE	Total # <u>Interviewed</u>	Recruitment Source of Hire	Recruitment Sources <u>Utilized</u>
Marketing Consultant WHBL/WBFM/WHBZ/WXER	8/26/19	5	LinkedIn	3, 6, 7, 8-24, 30, 36, 37, 91-139
Marketing Consultant WHBL/WBFM/WHBZ/WKER	2/10/20	5	LinkedIn	3, 6, 7, 8-24, 30, 36, 37, 91-139
Marketing Consultant WHBL/WBFM/WHBZ/WXER	3/2/20	6	IBA	3, 6, 7, 8-24, 30, 36, 37, 91-139, 144

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

and Affiliates

APPENDIX 1 (Con't.)

Recruitment Sources:

WH82-FM RadioJosh Dekker2100 Washington Ave, Sheboygan, W1 53081In PersonInternet: Sites 2. All Access 3. LinkedinDavid Frankel18955 Pacific Cosst Hwy, Malibu, CA 90265 1000 Wande Ave, Sumyvale, CA 94085 1000 Biometa, Amarillo, CA 91021info@2llaccess.com 1000 Biometa, Amarillo, CA 90265 1000 Biometa, Amarillo, CA 90265 1000 Biometa, Amarillo, CA 90265 1000 Shoreline Hwy, Mid Valley, CA 94041info@2llaccess.com4Carser Page 5. Carser Page 6. Indeed ComDavid Frankel1000 Wande Ave, Sumyvale, CA 94084 2333 Wisconsis St. NE Albuquerque NM 87101 2333 Wisconsis St. NE Albuquerque St. MSV 100 2333 Wisconsis St. NE Albuquerque St. MSV 1000 2333 Wisconsis St. NE Albuquerque St. MSV 100 2333 Wisconsis St. NE Albuquerque St. MSV 1000 2333 Wisconsis St. NE Albuquerque St. MSV 1000 2300 Wisconsis St. NE Albuquerque St. MSV 1000 2300 Wisconsis St. NE Albuquerque St. MSV 1000 2300 Wisconsis St. NE Albuquerque St. MSV 10000 2300 Wisconsis St. NE Albuquerque St. MSV 100000 2300 Wisconsis St. NE Albuquerque St		Announcement/Website	Contact		Address	Ν	Iethod Of <u>Contact:</u>	#Intervie ws from Source
2. All Access 18955 Pacific Coast Hwy, Malibu, CA 90265 info@edlacecess.com 4. Radio Online David Frankel 1000 W Maude Ave, Samyoyale, CA 94085 info@edlacecess.com 5. Carcer Page 2333 Wisconsin St. PK Albudgerupe NM 871110 carcerapage.org 110 6. Indeed Christine Russell 6433 Champion Grandview Way, Austin, TX 78750 indeed.com 11 7. Glassdoor WTAQ AM-PM/WNFL Office Mgr. 1420 Bellevue St., Green Bay, WI 54311 inda.noonan@mwcradio.com plassdoor.com 11 9. WGEE/WYDR Admin. Asst. 1500 W. Casaloma Drive, #301, Appleton, WI 54913 inda.noonan@mwcradio.com wwcradio.com wtp: wwc	1.	WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Josh Dekker		2100 Washington Ave., Sheboygan, WI 53081		In Person	
2. All Access 18955 Pacific Coast Hwy., Malibu. C3 09265 info@#allaceess.com 4. Radio Online David Frankel 1000 W Maude Ave, Samyyale, C3 94085 info@#allaceess.com 5. Cancer Page 233 Wisconsin St. NE Albude Ave, Samyyale, C3 94085 info@#allaceess.com 11 6. Indeed Cancer Page 233 Wisconsin St. NE Albude Ave, Samyyale, CA 94941 glassdoor.com 11 7. Glassdoor Christine Russell 6433 Champion Grandview Way, Austin, TX 78750 indeed.com 11 8. WNCY/WIXX/WDKF/ Matt DiFrancesca 1500 N. Casaloma Drive, #301, Appleton, W154913 inde.noonan@mwcradio.com petcratur2@mwcradio.com 9. WGEE/WYDR Office Mgr. 1420 Bellevue St., Green Bay, W154311 inde.noonan@mwcradio.com petcratur2@mwcradio.com petcratur2@mwcradio.com <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
5. Career Page 233 Wisconsin St. NE Albuquergue NM 87110 careerpage.org indeed.com 11 7. Glassdoor Matt DiFrancesca 6433 Champion Grandview Way, Austin, TX 78750 indeed.com 11 Postinge 8 WNCY/WIXX/WDKF/ Unin, Asst. 1400 Shoreline Hwy, Mid Valley, CA 94941 inded.com 11 Postinge 8 WNCY/WIXX/WDKF/ Office Mgr. 1400 Bellewe St., Green Bay, WI 54311 inded.com indet.com indet.com kits.trecker@mwcradio.com kits.trecker@mwcradio.com <td>2. 3.</td> <td>All Access LinkedIn</td> <td>David Franke</td> <td>1</td> <td>1000 W Maude Ave, Sunnyvale, CA 94085</td> <td></td> <td>linkedin.com</td> <td>4</td>	2. 3.	All Access LinkedIn	David Franke	1	1000 W Maude Ave, Sunnyvale, CA 94085		linkedin.com	4
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30. Midwest Careers <u>www.midwestcareers.com</u>			WWW.					

- 30. Midwest Careers
- 31. MI Association of Broadcasters
- 32. Sheboygan County C of C
- 33. Superior Chamber of Commerce
- 34. Upper Iowa University
- 35. Wausau Region Chamber of Commerce
- 36. WI Dept of Workforce Development
- 37. WI Jobnet

https://uiu-csm.symplicity.com/employers/index.php www.wausauchamber.com/mx/hm.asp?id=Jobs

www.michmab.com

http://www.sheboygan.org

www.superiorchamber.org

- https://jobnet.wisconsin.gov/jobnetbusiness/ (uses WI Jobnet website)
 - - https://jobnet.wisconsin.gov/jobnetbusiness/

and Affiliates

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Technical College

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- Chippewa Valley Technical College 39.
- 40. Fox Valley Technical College
- 41. Gateway Technical College
- Lakeshore Technical College 42
- Madison Area Technical College 43.
- 44. Midstate Technical College - Adams Campus
- Midstate Technical College Marshfield Campus 45.
- Midstate Technical College Stevens Point Campus 46.
- Midstate Technical College WI Rapids Campus 47
- Milwaukee Area Technical College 48.
- 49. Moraine Park Technical College
- Nicolet Area Technical College 50.
- North East WI Technical College 51
- Northcentral Technical College 52.
- 53. SW WI Technical College
- Waukesha County Technical College 54.
- 55. Western WI Technical College
- WI Indianhead Technical College 56.

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- Technical College
- Alverno College 57.
- Beloit College 58
- 59. Cardinal Stritch College
- Carroll College 60.
- 61. Carthage College
- Concordia University Saint Paul 62.
- Concordia University Mequon 63.
- 64. Edgewood College
- Lakeland College 65.
- Lawrence College 66.
- 67. Marian College
- 68. Marquette College
- 69.
- Milwaukee Institute of Art Design 70 Milwaukee School of Engineering
- Mount Mary College 71.
- Northland College 72.
- 73.
- Ripon College 74.
- Silver Lake College
- St. Norbert College 75. 76.
- Viterbo College
- WI Lutheran College 77.

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- UW Green Bay 79.
- UW LaCrosse 80.
- UW Madison 81.
- UW Milwaukee 82
- 83. UW Oshkosh UW Parkside 84.
- 85. UW Platteville UW River Falls
- 86. 87. UW Stevens Point
- UW Stout 88.
- 89. UW Superior
- 90 UW Whitewater

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- 91. ACLU of Wisconsin
- Affirmative Action & Compliance (WI)

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505 Pine Ridge Dr, Shell Lake, WI 54871

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www.wisconsintechconnect.com www.wisconsintechconnect.com

and Affiliates

93.	Aurora University
94.	Centro Hispano
95.	Citizen Action of Wisconsin
96.	Clarke College
97.	Columbia College
98.	DeVry University – Minnesota
99.	DeVry University – Wisconsin
100.	Duluth Business Univ.
101.	Eastern Illinois University
102.	Eau Claire Area Hmong Association
103.	Goods Entertainment
104.	Golden House of Green Bay
	Harbor House of Appleton
106.	Hmong Mutual Assoc. (Sheboygan)
	ITT Technical Institute (Green Bay)
	Keller Graduate School of Management (DeVry).
	LaCrosse Area Hmong Assoc.
	Menominee Indian Tribal Counsel
	Multicultural Center of Green Bay
	Multicultural Student Center - Madison
	NE WI Action Program (NEWCAP)
	NE WI African-American Assoc.
	Neighbor's Place
	NOW (Milwaukee)
	NTS Media Online
	Ohio/Illinois Center for Broadcasting
	UMOS (Corp. Headquarters-Milwaukee)
	University of MN - Duluth
	University of Ottawa - Brookfield
	University of Wisconsin Colleges
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	UW Barron County
	UW Fond du Lac
	UW Fox Valley
	UW Manitowoc
	UW Marathon Center
	UW Marinette
	UW Marshfield/Wood Co.
	UW Richland Center
	UW Rock County
	UW Sheboygan
	UW Washington County
	UW Waukesha
130.	WI Broadcasters Association
137.	Women's Center
	Women's Community Shelter
	Women's Resource Center (all centers)
	IL Broadcasters Assoc.
	North Dakota Broadcasters Assoc.
	South Dakota Broadcasters Assoc.

143. MN Broadcasters Assoc.

144. IBA (did not post to this site)

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Annual EEO Public File Report

Midwest Communications, Inc. - Sheboygan, Wisconsin

Covering the Period from August 1, 2019 through July 31, 2020

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:

l.	Outreach:	Website Posting <u>www.midwestcareers.com</u> <u>www.whbl.com</u> <u>www.b93radio.com</u> <u>www.whbz.com</u> <u>www.wxer.com</u>
	Date: Participating Employees:	January 1, 2003 to present Steve Schouten – Market Manager/Director of Sales
	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:	Job Shadow
	Date:	June 3, 2020
	Participating Employees:	Jeff Frieders, FM Operations Manager, Brand Mgr./Anncr. Jon Henseler, Brand Manager/Announcer
	Event Sponsor:	Midwest Communications, Inc./Sheboygan County Chamber of Commerce
	Description of Activity:	Jeff led Sheboygan County Chamber Job Shadow Participant Stephen through a tour of our broadcast facility, answering questions along the way. Jeff gave Stephen a behind-the-scenes look at the inner-workings of a radio station. Stephen, a big fan of country music was also able to

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spend time with Jon, WBFM Brand Manager. Jon was able to cover various topics including the charitable organizations B93 supports, the typical day in the life of a J and the process involved in selecting which songs to play on the radio.

Outreach Activity:	Media Advisory Board
Date:	April 30, 2020
Participating Employees:	Steve Schouten, Market Manager/Director of Sales
Event Sponsor:	Lakeshore Technical Institute
Description of Activity:	Steve participates on the Lakeshort Technical College Media Advisory Board. This board provides insight to the heads of the Marketing Department at LTC on everything from relevant media topics to internship and learning opportunities within our individual businesses. Steve represents the Broadcast (radio) and Digital (targeted tactics) media companies within this group. From this activity, we hope to influence/create broadcast related educational opportunities.
Outreach Activity:	Job Fair
Date:	January 29, 2020
Participating Employees:	Chris Conley, Operations Mgr/Brand Mgr.
Event Sponsor:	Wisconsin Broadcasters Assoc.
Description of Activity:	Chris represented our Wisconsin based radio stations at this Job Fair held at the Concourse Hotel in Madison, WI as part of the Winter Conference. Chris talked with potential applicants about the various openings in our radio stations, interviewed and accepted resumes from potential new hires. Those resumes were shared with hiring managers. The Job Fair was followed by a presentation by Attorneys Rebecca Lopez and Katie Mills of the Godfrey & Kahn law firm. The topic covered by this EEO Session was "Avoiding Discrimination in Employment Terminations". Chris shared the slides of this presentation with various management personnel. This was a refresher on nondiscriminatory practices to help broadcasters
	comply with certain aspects of the FCC's EEO rules.

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Outreach Activity:	Wisconsin Broadcasters Assoc. Provided Seminar		
Date:	June 22, 2020		
Participating Employees:	Esther Gillis, Vice President/Human Resources		
Event Sponsor:	Wisconsin Broadcasters Assoc.		
Description of Activity:	Ms. Gillis represented all of our WI properties attending this one (1) hour EEO Seminar given by David Oxenford of the Wilkinson Barker Knauer law firm based in Washington, DC. The topic of this seminar was FCC EEO Rules in the Year of the Pandemic . Mr. Oxenford covered what remained constant in the face of the Pandemic and what had changed in our hiring practices. This was a very good reminder of what is expected of broadcasters. Ms. Gillis will use this information in an upcoming manager training session.		
Outreach Activity:	Virtual Job Fair		
Date:	July 20-24, 2020		
Participating Employees:	Esther Gillis, Vice President/Human Resources		
Event Sponsor:	Wisconsin Broadcasters Association		
Description of Activity:	In absence of a Summer Conference, the WBA hosted a week long Job Fair. We pre-promoted the upcoming Job Fair and then during the week of the Job Fair, we reminded our listeners of the various job opportunities that they would find in Wisconsin broadcasting by going to <u>www.broadcastersvirtualjobfair.com</u> . Our Radio Group had a total of seven (7) openings listed; two specific to Wisconsin. At the conclusion of the Fair, we collected 24 resumes. Those resumes were distributed to the appropriate hiring managers for their review.		
Outreach Activity:	Great lakes Media Show Job Fair		
Date:	March 4, 2020		
Participating Employees:	Peter Tanz, Senior Vice President		
Event Sponsor:	MI Assoc. of Broadcasters/Midwest Communications, Inc.		

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Description of Activity: Midwest participated in this Job Fair held at the Lansing Center, Lansing, MI. Midwest hosted a booth and promoted the event to listeners. Mr. Tanz discussed open positions at our various stations with students and job seekers. Event participants were encouraged to use midwestcareers.com, our own maintained jobsite, for information on all open positions at all Midwest Communications, Inc. stations. Over 100 students and job seekers attended this Job Fair and showed interest in openings in several of our Midwest markets.