
MIDWEST COMMUNICATIONS, INC.

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, 2021.

The information contained in this Report covers the time period beginning August 1, 2020 to and including July 31, 2021 (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.

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Sheboygan, Wisconsin

Covering the Period from August 1, 2020 to July 31, 2021

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	1/4/21	4	Indeed	3, 5, 6, 7, 8-25, 26 27, 31, 38, 84
Administrative/Sales Assistant WHBL/WBFM/WHBZ/WXER	10/19/20	6	Indeed	1, 3, 5, 6, 7, 8-25, 31, 38, 84

Total Number of Positions Filled during the Applicable Period: 2

Total Number of Persons Interviewed During Applicable Period: 10

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact:</u>	<u>#Interviews from Source</u>
1. WHBL-AM/WXER/WBFM/ WHBZ-FM Radio	Josh Dekker	2100 Washington Ave., Sheboygan, WI 53081	In Person	1
<u>Internet Sites</u>				
2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	rdioonline.com	
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	8
7. Glassdoor	Matt DiFrancesca	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	linda.noonan@mwcradio.com
9. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	peter.tanz@mwcradio.com
10. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com
11. WTOU/WKZO WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	amy.polley@mwcradio.com
12. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com
13. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jay.morris@mwcradio.com
14. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com
15. KDAL AM-FM/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com
16. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com
17. WUSZ/WMFG AM/WDKE WEVE/WNMT/WTBX/KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com
18. WMGI/WDKE/WIBQ/WPRS/ WBOW-AM/WDWQ-FM	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com
19. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com
20. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com
21. KFGO/KRWK/KMJO/ KVOX-FM/KOYY/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com
22. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com
23. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com
24. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	lisa.pillow@mwcradio.com
25. WMBD/WSWT/WXCL/WKZF WPGWIRL	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com

WEBSITE

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

MIDWEST COMMUNICATIONS, INC.

and Affiliates

EMAIL

39. ACLU of Wisconsin
40. Affirmative Action & Compliance (WI)
41. Aurora University
42. Centro Hispano
43. Citizen Action of Wisconsin
44. Clarke College
45. Columbia College
46. DeVry University – Minnesota
47. DeVry University – Wisconsin
48. Duluth Business Univ.
49. Eastern Illinois University
50. Eau Claire Area Hmong Association
51. Goods Entertainment
52. Golden House of Green Bay
53. Harbor House of Appleton
54. Hmong Mutual Assoc. (Sheboygan)
55. ITT Technical Institute (Green Bay)
56. Keller Graduate School of Management (DeVry).
57. LaCrosse Area Hmong Assoc.
58. Menominee Indian Tribal Counsel
59. Multicultural Center of Green Bay
60. Multicultural Student Center – Madison
61. NE WI Action Program (NEWCAP)
62. NE WI African-American Assoc.
63. Neighbor's Place
64. NOW (Milwaukee)
65. NTS Media Online
66. Ohio/Illinois Center for Broadcasting
67. UMOs (Corp. Headquarters-Milwaukee)
68. University of MN - Duluth
69. University of Ottawa - Brookfield
70. University of Wisconsin Colleges
71. UW Baraboo/Sauk County
72. UW Barron County
73. UW Fond du Lac
74. UW Fox Valley
75. UW Manitowoc
76. UW Marathon Center
77. UW Marinette
78. UW Marshfield/Wood Co.
79. UW Richland Center
80. UW Rock County
81. UW Sheboygan
82. UW Washington County
83. UW Waukesha
84. WI Broadcasters Association
85. Women's Center
86. Women's Community Shelter
87. Women's Resource Center (all centers)
88. IL Broadcasters Assoc.
89. North Dakota Broadcasters Assoc.
90. South Dakota Broadcasters Assoc.
91. MN Broadcasters Assoc.

E-Mail Address

liberty@aclu-wi.org
lapinero@vc.wisc.edu
career@aurora.edu
tomy@chdc.us
brian.wooldridge@citizenactionwi.org
careerservices@clarke.edu
columbiaworks@colum.edu
dyoung@devry.edu
lnicolaisen@devry.edu
wendyb@dbumn.edu
csllm@eiu.edu
ecahmaa@gmail.com
agoodman@goodsentertainment.com
Stephanie@goldenhouse.org
Micheller@harborhousedap.org
mail@hmaaweb.org
egeymont@itt-tech.edu
askhr@devry.edu
xong79@gmail.com
vschlichting@mitw.or
multiculturalgreenbay@gmail.com
rbrown27@studentlife.wisc.edu
lynnratzburg@newcap.org
africanamericanhappeningsgb@gmail.com
tom@neighborsplace.or
senk8105@sbcglobal.net
al@ntsmediaonline.com
placement.lombard@beonair.com
claudia.frias@umos.org
glen@d.umn.edu
admiss.wi@ottawa.edu
cary.komoto@uwc.edu
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
dan.cibrario@uwc.edu
Amanda.carron@uwc.edu
kgeissler@wi-broadcasters.org
mail@twcwaukesha.org
shannon@womenscommunity.org
wsoffice@uwsa.edu
dgray@ilba.org
bethh@ndbaorg
marla@willardandassociates.com
tim.hyde@minnesotabroadcasters.com

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Annual EEO Public File Report

Midwest Communications, Inc. – Sheboygan, Wisconsin

Covering the Period from August 1, 2020 through July 31, 2021

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 www.whbl.com
www.b93radio.com www.whbz.com www.wxer.com

Date: January 1, 2003 to present

Participating Employees: 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: Guest Lecturer

Date: March 10, 2021

Participating Employees: Steve Schouten, Market Manager/DOS

Event Sponsor: Lakeshore Technical College

Description of Activity: Steve was invited to again speak to the Marketing program students at Lakeshore. He talked about what he did at Midwest and his path to his current position. He talked about radio in general, advertising and business to business sales. His presentation was about 90 minutes long and was followed with a 30 minute Q&A with the students in attendance.
-

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Outreach Activity: Media Advisory Board

Date: April 30, 2021

Participating Employees: Steve Schouten, Market Manager/Director of Sales

Event Sponsor: Lakeshore Technical Institute

Description of Activity: Steve participates on the Lakeshore 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: Virtual Career Fair

Date: March 1-5, 2021

Participating Employees: Esther Gillis, VP/Human Resources

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: Ms. Gillis entered all open WI positions on CareerPage.com. This Job Fair was promoted on all of our Wisconsin licensed radio stations. Resumes received as a result of this Career Fair were distributed to the appropriate hiring managers.

Outreach Activity: Webinar

Date: March 24, 2021

Participating Employees: Jeff Frieders, FM Operations Manager, Brand Manager

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: This webinar entitled “Staying on Top of Your Broadcast FCC EEO Obligations” given by David Oxenford of the Wilkinson, Barker, Knauer law firm, was designed to reiterate station FCC EEO obligations and to remind broadcasters that wide dissemination remained an obligation even during the pandemic. Suggestions on possible avenues to achieve this were discussed including virtual events and training employees for

MIDWEST COMMUNICATIONS, INC.

and Affiliates

advancement in their careers and mentoring employees to be able to move into positions that were of interest.

Outreach Activity: Virtual Job Fair

Date: June 7-11, 2021

Participating Employees: Esther Gillis, Vice President/Human Resources

Event Sponsor: Wisconsin Broadcasters Association

Description of Activity: The WBA hosted a second week long Job Fair. We pre-promoted the Job Fair on all of our Wisconsin based radio stations 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 www.broadcastersvirtualjobfair.com. Our Wisconsin radio stations had a total of six (6) open positions. At the conclusion of the Fair, resumes collected were distributed to the appropriate hiring managers for their review.

Outreach Activity: EEO Team Member Training Meeting

Date: August 27, 2021

Participating Employees: Sheboygan Programming/Administration Team

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Peter Tanz, Midwest Communications, Inc. Senior Vice President led a formal presentation detailing station personnel EEO compliance obligations. The meeting included discussion of additional ways station personnel could and should help create and execute EEO opportunities both in station and in the community. Team members participating included Market Manager, DOS Steve Schouten, FM Operations Manager Jeff Frieders, Brand Manager/Announcer Jon Henseler and Brand Manager/Announcer Kelly Meyer.

Outreach Activity: Lakeshore Community Job Fair

Date: April 29, 2021

Participating Employees: Steve Schouten, Market Manager/Director of Sales

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Event Sponsor: Dept. of Workforce Development/Sheboygan County Job Center

Description of Activity: Steve participated in this virtual Job Fair/Employment Event held from 1:00-4:00pm. While we did not have any current full-time openings, we're always looking for potential candidates for possible future openings. We were, however, actively looking for part-time employees.
