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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

### **WIRL-AM/WMBD-AM/WKZF-FM (formerly WNGY)/WSWT-FM/WXCL-FM/WPBG-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 Peoria, Illinois Employment Unit (“SEU”). This SEU is comprised of the following stations: WIRL-AM, WMBD-AM, WSWT-FM, WPBG-FM licensed to Peoria, Illinois; WKZF-FM (formerly WNGY-FM) licensed to Morton, Illinois; WXCL-FM licensed to Pekin, Illinois. 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 requested in this report would 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.

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## APPENDIX 1

### Annual EEO Public File Report

Midwest Communications, Inc. – Peoria, Illinois

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

Stations Comprising Station Employment Unit:

### **WIRL-AM/WMBD-AM/WKZF-FM (formerly WNGY)/WSWT-FM/WXCL-FM/WPBG-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>
Marketing Consultant All Peoria Stations	8/13/19	4	Radio	1, 6, 7, 8, 9, 10-27, 28, 30, 32, 37-46, 47
News Director WMBD Radio	9/3/19	5	All Access	3, 4, 5, 7, 8, 10-27, 28, 29, 32-46
Receptionist/Sales Assistant All Peoria Stations	9/30/19	7	Radio	1, 6, 7, 8, 10-27, 28, 30, 34-46, 47
Marketing Consultant All Peoria Stations	12/2/19	6	LinkedIn	6, 7, 8, 9, 10-27, 28 30, 32, 37-46
Total Number of Positions filled:		4		
Total Number of Persons Interviewed:		22		

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## APPENDIX 1 (Con't)

Recruitment Sources utilized when positions are available:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u># Interviews from Source</u>
1. WIRL/WMBD/WKZF/WPBG WSWT/WXCL Radio/Websites	Ryan Madden	331 Fulton Street, Peoria, IL 61602	<a href="mailto:ryan.madden@mwcradio.com">ryan.madden@mwcradio.com</a>	5
<u>Internet Sites:</u>				
3. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	<a href="mailto:info@allaccess.com">info@allaccess.com</a>	5
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121	<a href="http://www.radio-online.com">www.radio-online.com</a>	
5. AM/FM Jobs		P.O. Box 4116, Oceanside, CA 92052	<a href="http://amfmjobs.com">amfmjobs.com</a>	
6. LinkedIn		Sunnyvale, CA	<a href="http://linkedin.com">linkedin.com</a>	5
7. Indeed		PO Box 660367, Dallas TX 75266	<a href="http://indeed.com">indeed.com</a>	2
8. Glassdoor		100 Shoreline Hwy. Mill Valley, CA	<a href="http://glassdoor.com">glassdoor.com</a>	2
9. Career Page			<a href="http://careerpage.org">careerpage.org</a>	
<u>Postings</u>				
10. 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>	
11. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	<a href="mailto:peter.tanx@mwcradio.com">peter.tanx@mwcradio.com</a>	
12. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	<a href="mailto:kris.trecker@mwcradio.com">kris.trecker@mwcradio.com</a>	
13. WTOU-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	<a href="mailto:amy.polley@mwcradio.com">amy.polley@mwcradio.com</a>	
14. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	<a href="mailto:ken.delaney@mwcradio.com">ken.delaney@mwcradio.com</a>	
15. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	<a href="mailto:jim.siler@mwcradio.com">jim.siler@mwcradio.com</a>	
16. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	<a href="mailto:patty.vandenberg@mwcradio.com">patty.vandenberg@mwcradio.com</a>	
17. KDAL/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>	
18. 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>	
19. WUSZ/WMFG/WDK WEVE/WNMT/WTBX	Admin. Asst.	807 West 37 <sup>th</sup> St., Hibbing, MN 55746	<a href="mailto:sheila.jenson@mwcradio.com">sheila.jenson@mwcradio.com</a>	
20. WMGI/WWVR/WIBQ WBOW/WTHI	Office Mgr.	824 3 <sup>rd</sup> Street, Terre Haute, IN 47807	<a href="mailto:cheri.page@mwcradio.com">cheri.page@mwcradio.com</a>	
21. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	<a href="mailto:lexy.skirvin@mwcradio.com">lexy.skirvin@mwcradio.com</a>	
22. 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>	
23. KFGO/KOYY/KMJO/ KVOX/KRWK/KNFL	Business Mgr.	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	<a href="mailto:amy.hirsch@mwcradio.com">amy.hirsch@mwcradio.com</a>	
24. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	<a href="mailto:tracie.vaughn@mwcradio.com">tracie.vaughn@mwcradio.com</a>	
25. 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>	
26. WIKY/WABX/WSTO/WLYD	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	<a href="mailto:ellie.zirkelbach@mwcradio.com">ellie.zirkelbach@mwcradio.com</a>	
27. WSWT/WXCL/WMBD/WIRL WNGY/WPBG	Business Mgr.	331 Fulton St., 12 <sup>th</sup> Floor, Peoria, IL 61602	<a href="mailto:shannon.demanes@mwcradio.com">shannon.demanes@mwcradio.com</a>	
<u>WEBSITE:</u>				
28. Midwest Careers			<a href="http://www.midwestcareers.com">www.midwestcareers.com</a>	1
29. MAB Job Bank			<a href="http://www.michmab.com">www.michmab.com</a>	
30. Illinois Job Site			<a href="http://www.IllinoisJobLink.com">www.IllinoisJobLink.com</a>	
31. Peoria Chamber of Commerce		403 NE Jefferson Street, Peoria, IL 61603	<a href="http://www.peoriachamber.com">www.peoriachamber.com</a>	

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## EMAIL

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|---|--|--|
| 32. Illinois Broadcasters Assoc.                    | 200 Missouri Avenue, Carterville, IL 62918                     | dgray@ilba.org   |
| 33. Minnesota Broadcasters Assoc.                   | 401 N. 3 <sup>rd</sup> Street/Suite 370, Minneapolis, MN 55401 | wendy.paulson@minnesotabroadcasters.com  |
| 34. North Dakota Broadcasters Assoc.                | 934 N. Parkview Drive, Bismarck, ND 58501                      | bethh@ndba.org   |
| 35. South Dakota Broadcasters Assoc.                | 106 W. Capitol Avenue #7, Pierre, SD 57501                     | <a href="mailto:marla@willardandassociates.com">marla@willardandassociates.com</a> |
| 36. Wisconsin Broadcasters Assoc.                   | 44 E. Mifflin St. #900, Madison, WI 53703                      | kgeissler@wi-broadcasters.org  |
| 37. Bradley University                              | 1501 W. Bradley Avenue, Peoria, IL 61625                       | lhinthorn@bradley.edu  |
| 38. Bradley University Dept. of Communications      | 1501 W. Bradley Avenue, Peoria, IL 61625                       | <a href="mailto:aphillips@fsmail.bradley.edu">aphillips@fsmail.bradley.edu</a>     |
| 39. Heartland Community College                     | 1500 W. Raab Road, Normal, IL 61761                            | <a href="mailto:career.services@heartland.edu">career.services@heartland.edu</a>   |
| 40. Goodwill Industries/Central IL                  | 2319 E. War Memorial Drive, Peoria, IL 61614                   | <a href="mailto:contact@goodwillpeo.org">contact@goodwillpeo.org</a>               |
| 41. Lincoln College                                 | 300 Keokuk Street, Lincoln, IL 62656                           | <a href="mailto:jmalone@lincolncollege.edu">jmalone@lincolncollege.edu</a>         |
| 42. NAACP   | 101 MacArthur Highway, Peoria, IL 61605                        | <a href="mailto:marcus.washington@me.com">marcus.washington@me.com</a>             |
| 43. Valparaiso University                           | 1700 Chapel Drive, Valparaiso, IN 46383                        | <a href="mailto:Teresa.Bals-Elsholz@valpo.edu">Teresa.Bals-Elsholz@valpo.edu</a>   |
| 44. IL Central College Placement Serv.              | One College Drive, Room L-221, East Peoria, IL 61635           | <a href="mailto:dgries@icc.edu">dgries@icc.edu</a>                                 |
| 45. Illinois Media School                           | 455 Eisenhower Lane S./Ste. 200, Lombard, IL 60148             | <a href="mailto:cjackson@beonair.com">cjackson@beonair.com</a>                     |
| 46. School of Communications<br>IL State University | 2525 Career Center, Bloomington, IL 61790                      | <a href="mailto:rcarro3@itstu.edu">rcarro3@itstu.edu</a>                           |
| 47. Inside Referral                                 |  |  |

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## APPENDIX 2

### Annual EEO Public File Report

Midwest Communications, Inc. – Peoria, Illinois

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

Stations Comprising Station Employment Unit:

### **WIRL-AM/WMBD-AM/WKZF-FM (formerly WNGY)/WSWT-FM/WXCL-FM/WPBG-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.superhitswirl.com](http://www.superhitswirl.com)  
[www.1470wmbd.com](http://www.1470wmbd.com)    [www.kz1023.com](http://www.kz1023.com) (WKZF)  
[www.mix1069.com](http://www.mix1069.com) (WSWT)    [www.1049thewolf.com](http://www.1049thewolf.com) (WXCL)  
[www.933thedrive.com](http://www.933thedrive.com) (WPBG)
  - Date: May 1, 2019
  - Participating Employees: Mike Wild, Vice President/Market Manager
  - Event Sponsor: Midwest Communications, Inc.
  - Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
  2. Outreach: Scholarship
  - Date: August 1, 2019 Ongoing
  - Event Sponsor: Midwest Communications, Inc.
  - Description of Activity: Continuation of our ongoing participation in our own Midwest Communications Endowed Scholarship through Bradley University where our endowment provides annual scholarship money to a broadcasting student.
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3. Outreach: Training Program
- Date: August 7, 2019
- Description of Event: Management group training on our processes and procedures for all aspects of our EEO program and compliance, with emphasis on equal opportunity and prevention of discrimination. Guidelines for internal responsibilities were distributed to help facilitate continuous compliance with these efforts.
4. Outreach: Job Fair
- Date: August 27, 2019
- Participating Employees: Shannon Demanes, Business Manager
- Event Sponsor: Bradley University
- Event Description: Shannon attended the Bradley University Part-time Employment Expo recruiting for Street Team members while also discussing the company and other career opportunities within the company that may be available in the near future. She received 10 resumes of those interested in the Street Team position, one of which was later hired.
5. Outreach: Job Fair
- Date: September 20, 2019
- Participating Employees: Shannon Demanes, Business Manager  
Jessica La Reau, Digital Sales Manager
- Event Sponsor: Illinois State University
- Description of Event: Shannon and Jessica attended the 2019 Illinois State University IBA Career Fair recruiting for Account Executives and Street Team members while also fielding questions and taking resumes of students interested in other future positions, encouraging the student's interest in our industry.
6. Outreach: Tour
- Date & Participating: November 8, 2019
- Event Sponsor: Midwest Communications, Inc.
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Event Description: Students from the Bradley University Communications Department class visited the WMBD morning show and had the opportunity to be on the air live in the studio. Various career opportunities were discussed. They then were able to tour our Broadcast Center with demonstrations of equipment used, all designed to encourage their interest in broadcasting.

7. Outreach: Tour

Date: February 13, 2020

Event Sponsor: Midwest Communications, Inc.

Event Description: Select Quest Charter School students visited our facilities, received a tour of our production studios and then recorded a commercial. Recording and editing were demonstrated again designed to encourage their interest in broadcasting.

8. Outreach: Tour

Date: February 19, 2020

Event Sponsor: Midwest Communications, Inc.

Event Description: Yolanda who works with Lutheran Social Services contacted our stations indicating she had a young boy who was interested in music radio and asked if we did tours. Rob, of our staff, hosted a tour of our facilities as well as discussed production and on-air work. Our guest was able to make a voice recording and Rob demonstrated how to edit the audio files further encouraging our guest's interest in radio.

9. Outreach: Job Fair

Date: February 20, 2020

Participating employees: Shannon Demanes, Business Manager  
Randy Rundle, Operations Manager/Brand Manager  
Rick Hirschmann, Asst. Operations Manager/Brand Manager

Event Sponsor: Bradley University

Event Description: Shannon, Randy and Rick attended the Bradley University full-time & Internship Job Fair recruiting for Account Executives and Street Team Members as well as scouting talent for other future positions.

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