
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, 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.

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APPENDIX 1

Annual EEO Public File Report

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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

<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	8/26/19	5	LinkedIn	3, 6, 7, 8-24, 30, 36, 37, 91-139
Marketing Consultant WHBL/WBFM/WHBZ/WXER	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: 3
Total Number of Persons Interviewed During Applicable Period: 16

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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	
Internet Sites				
2. All Access	David Frankel	18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	4
3. LinkedIn		1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.com	
5. Career Page	Christine Russell Matt DiFrancesca	2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	11
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	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	kris.trecker@mwcradio.com
11. WNWN-AM/WQLR/WKZO-AM/ 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/WTOU	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jim.siler@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 WMGI/WDKE/WIBQ/WPRS/ WBOW-AM/WDWQ-FM	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com
18. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com
19. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com
20. KFGO/KRWK/KMJO/ KVOX-FM/KOYY/KNFL	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com
21. WJXA/WCJK/WNFN	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	amy.hirsch@mwcradio.com
22. WIMZ/WJXB/WDKW	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com
23. WIKY/WABX/WSTO/WLFW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com
24. WMBD/WSWT/WXCL/WKZF WPBG/WIRL	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	ellie.zirkelbach@mwcradio.com
	Business Mgr.	331 Fulton Street, Peoria, IL 61602	shannon.demanis@mwcradio.com

WEBSITE

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

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93. Aurora University	career@aurora.edu
94. Centro Hispano	tomy@chdc.us
95. Citizen Action of Wisconsin	brian.wooldridge@citizenactionwi.org
96. Clarke College	careerservices@clarke.edu
97. Columbia College	columbiaworks@colum.edu
98. DeVry University – Minnesota	dyoung@devry.edu
99. DeVry University – Wisconsin	lnicolaisen@devry.edu
100. Duluth Business Univ.	wendyb@dbumn.edu
101. Eastern Illinois University	csllm@eiu.edu
102. Eau Claire Area Hmong Association	ecahmaa@gmail.com
103. Goods Entertainment	agoodman@goodsentertainment.com
104. Golden House of Green Bay	Stephanie@goldenhouse.org
105. Harbor House of Appleton	Micheller@harborhousedap.org
106. Hmong Mutual Assoc. (Sheboygan)	mail@hmaaweb.org
107. ITT Technical Institute (Green Bay)	egeymont@itt-tech.edu
108. Keller Graduate School of Management (DeVry).	askhr@devry.edu
109. LaCrosse Area Hmong Assoc.	xong79@gmail.com
110. Menominee Indian Tribal Counsel	vschlichting@mitw.or
111. Multicultural Center of Green Bay	multiculturalgreenbay@gmail.com
112. Multicultural Student Center – Madison	rbrown27@studentlife.wisc.edu
113. NE WI Action Program (NEWCAP)	lynnratzburg@newcap.org
114. NE WI African-American Assoc.	africanamericanhappeningsgb@gmail.com
115. Neighbor's Place	tom@neighborsplace.or
116. NOW (Milwaukee)	senk8105@sbcglobal.net
117. NTS Media Online	al@ntsmidiaonline.com
118. Ohio/Illinois Center for Broadcasting	placement.lombard@beonair.com
119. UMOS (Corp. Headquarters-Milwaukee)	claudia.frias@umos.org
120. University of MN - Duluth	glen@d.umn.edu
121. University of Ottawa - Brookfield	admiss.wi@ottawa.edu
122. University of Wisconsin Colleges	cary.komoto@uwc.edu
123. UW Baraboo/Sauk County	barabooinfo@uwc.edu
124. UW Barron County	uwbcinfo@uwc.edu
125. UW Fond du Lac	Maggie.gellings@uwc.edu
126. UW Fox Valley	foxinfo@uwc.edu
127. UW Manitowoc	manadmit@uwc.edu
128. UW Marathon Center	uwmc@uwc.edu
129. UW Marinette	ssinfo@uwc.edu
130. UW Marshfield/Wood Co.	msfadmit@uwc.edu
131. UW Richland Center	shawna.connor@uwc.edu
132. UW Rock County	Karen.greenler@uwc.edu
133. UW Sheboygan	carrie.hoppe@uwc.edu
134. UW Washington County	dan.cibrario@uwc.edu
135. UW Waukesha	Amanda.carron@uwc.edu
136. WI Broadcasters Association	mendicott@wi-broadcasters.org
137. Women's Center	mail@twcwaukesha.org
138. Women's Community Shelter	shannon@womenscommunity.org
139. Women's Resource Center (all centers)	wsoffice@uwsa.edu
140. IL Broadcasters Assoc.	dgray@ilba.org
141. North Dakota Broadcasters Assoc.	bethh@ndbaorg
142. South Dakota Broadcasters Assoc.	marla@willardandassociates.com
143. MN Broadcasters Assoc.	wendy.paulson@minnesotabroadcasters.com

144. IBA (did not post to this site)

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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: 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 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: 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 www.broadcastersvirtualjobfair.com. 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.