
MIDWEST COMMUNICATIONS, INC.

and Affiliates

EEO License Renewal Narrative – Peoria, IL Radio Market

Midwest Communications, Inc.'s Peoria, Illinois Station Employment Unit (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.

From May 1, 2019 through July 31, 2020, the SEU achieved broad and inclusive outreach by following its EEO program and policies and by accomplishing its Supplemental Recruitment Measures. Each month, the SEU posts an announcement on all of their websites encouraging organizations who wish to receive our job openings and can refer job seekers to contact us. Additionally, each year, the EEO Director reviews and updates the list of organizations and people who receive our job opening information, seeking input to help increase referrals. Broad and inclusive recruitment by the SEU includes posting employment opportunities on our station websites, airing job openings on our various radio stations as appropriate to the position, on our Company maintained job site, Midwest Careers, and are sent to each of Midwest's various locations for posting. We also post to the IL, WI, MI and MN Broadcast Association Job Banks as the position dictates. We post to the IL Job Link state employment site, area colleges, universities, and various organizations as identified in our Annual EEO Report. Job openings are posted to All Access, AM/FM Jobs, Radio Online and Career Page again as appropriate to the job opening and as identified in our Annual EEO Report.

Additionally, paid sites are utilized such as, Indeed.com, LinkedIn.com and Glassdoor.com and professional trade associations; i.e. Society of Broadcast Engineers, Radio Ink, etc. as the open positions dictate to achieve a broad dissemination.

The SEU participated in several job fairs during the reporting period to introduce the opportunities available in radio and to promote their internship program.

SEU personnel participated in tours/job shadows by students interested in learning more about possible radio career opportunities.

The SEU annually offers a Midwest Communications Endowed Scholarship to a Bradley University student interested in a career in broadcasting.

The SEU additionally has an active training program for management covering all aspects of our EEO program with emphasis on compliance, equal opportunity and prevention of discrimination.

Midwest Communications, Inc. and our Illinois based radio group is committed to the continued implementation of an effective EEO program that includes a broad outreach and excludes all forms of discrimination.
