
MIDWEST COMMUNICATIONS, INC.

and Affiliates

EEO License Renewal Narrative – Superior, WI/Duluth, MN Radio Market

Midwest Communications, Inc.'s Duluth/Superior Station Employment Unit (SEU) is comprised of KDAL AM/FM, KTCO-FM and KQDS-FM licensed to Duluth, Minnesota, KDKE-FM, WDSM-AM, and WDUL-AM licensed to Superior, Wisconsin.

From August 1, 2012 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 airs announcements on all of its stations encouraging organizations that can refer job seekers to contact us. This announcement is also maintained on each of the station websites. Additionally, each year the EEO Director reviews and updates the organizations and people who receive job opening information. Broad and inclusive recruitment by the SEU includes posting employment opportunities on our station websites, 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 MN Broadcast Association Job Bank as well as the WI, ND, SD and MI Broadcast Association websites as appropriate to the position. The MN Broadcast Association posts open positions supplied to them to a varied list of colleges, tech schools and organizations who have indicated that they wish to receive job opening announcements. We also post to the MN Job Network and various surrounding state recruitment sites as well as various organizations as appropriate to the position and 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 management personnel participated in job fairs during the reporting period to introduce the opportunities available in radio and its intern program to area schools and potential applicants.

The SEU continued its formal internship program during the reporting period with a 12 week program allowing all interns to receive a broad overview of all departments making up a radio station. The SEU internship program allows college level students to obtain credit upon completion. It is the hope of the internship program that we encourage these students to consider the various careers available in radio.

SEU personnel continually participate in various programs by area educational institutions at the elementary, high school and college level relating to career opportunities in broadcasting and what students might do to prepare themselves.

The SEU additionally provides on the job training to enable station personnel to acquire skills that prepare them to qualify for higher level positions. This training conducted on a weekly and/or monthly basis is open to all interested staff members.

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