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# MIDWEST COMMUNICATIONS, INC.

*and Affiliates*

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## **EEO License Renewal Narrative – Sheboygan, WI Radio Market**

Midwest Communications, Inc.'s Sheboygan Station Employment Unit (SEU) is comprised of WHBL and WBFM licensed to Sheboygan, WI; WHBZ and WXER licensed to Sheboygan Falls, WI.

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. 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 WI, MI and MN Broadcast Association Job Banks, Wisconsin Job Service 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 intern program during the reporting period. The SEU intern program allows high school and college level students to obtain credit upon completion.

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 for a career in broadcasting.

The SEU additionally provides on the job and off site training to enable station personnel to acquire skills that prepare them to qualify for higher level positions. This training is conducted on a weekly and/or monthly basis allowing employees to move into possible management positions or to improve their on the job skills.

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

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