
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 Northeast Wisconsin Employment Unit (“SEU”). This SEU is comprised of the following stations: WTAQ-AM, WIXX-FM and WNFL-AM licensed to Green Bay, Wisconsin, WGEE-FM licensed to New London, Wisconsin, WDKF-FM licensed to Sturgeon Bay, Wisconsin, WYDR-FM and WNCY-FM licensed to Neenah-Menasha, Wisconsin and WTAQ-FM licensed to Glenmore, 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, 2019.

The information contained in this Report covers the time period beginning August 1, 2018 to and including July 31, 2019 (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. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was utilized” refer to the number of the full-time job positions listed on Appendix 1.

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. – Northeast Wisconsin
Covering the Period from August 1, 2018 to July 31, 2019

Stations Comprising Station Employment Unit:
WTAQ-AM/FM, WIXX-FM, WGEE-FM, WDKF-FM, WYDR-FM, WNCY-FM, WNFL-AM

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 WTAQ/WGEE/WYDR/WNFL	4/15/19	11	Inside Referral	1, 2, 3, 4, 5, 6, 7, 8-24, 31, 35, 69-112, 155
Marketing Consultant WTAQ/WYDR/WGEE/WNFL	3/25/19	“	LinkedIn	1, 2, 3, 4, 5, 6, 7, 8-24, 31, 35, 69-112, 155
Marketing Consultant WNCY-FM	10/1/18	9	Outside Referral	1, 2, 3, 4, 5, 6, 7, 8-24, 31, 35, 69-112, 155
Marketing Consultant WTAQ/WGEE/WYDR/WNFL	9/4/18	3	Radio (WTAQ)	1, 2, 3, 4, 5, 6, 7, 8-24, 31, 35, 69-112, 155
Director of Sales WIXX-FM	5/13/19	9	Inside Referral	2, 3, 4, 5, 6, 7, 8-24, 25, 29, 31, 35, 69-112, 155, 157
Digital Marketing Consultant WNCY	7/8/19	7	Radio (WNCY)	1, 2, 3, 4, 5, 6, 7, 8-24, 31, 35, 69-112, 156

Total Number of Positions Filled During Applicable Period: 6
Total Number of Persons Interviewed During Applicable Period: 39

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APPENDIX 1 (Con't.)

Recruitment Sources:

<u>Radio Announcements</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact:</u>	<u># Interviews From Source</u>
1. WIXX/WNCY/WGEE/WYDR WDFK/WNFL/WTQA AM/FM	David Louis	1420 Bellevue Street., Green Bay, WI 54311	920-435-3771	16

Internet Sites:

2. All Access		18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	
3. LinkedIn	David Frankel	1000 W Maude Ave, Sunnyvale, CA 94085	linkedin.com	3
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	rdioonline.com	
5. Career Page		2333 Wisconsin St. NE Albuquerque NM 87110	careerpage.org	
6. Indeed	Christine Russell	6433 Champion Grandview Way, Austin, TX 78750	indeed.com	6
7. Glassdoor	Matt DiFrancesca	1000 Shoreline Hwy, Mid Valley, CA 94941	glassdoor.com	1

Postings:

8. WNCY/WIXX/WDFK WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com	2
9. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	sandy.bringman@mwcradio.com	
10. WHBL/WHBZ/WBFB/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 49002	amy.polley@mwcradio.com	
12. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
13. WNWN-FM	Office Mgr.	25 W. Michigan Avenue, 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 55811	sarah.pugliese@mwcradio.com	
16. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtk@mwcradio.com	
17. WUSZ, WMFG-AM, WDKE WEVE, WNMT, WTBX, KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com	
18. WMGI/WIBQ/WPRS WTHI/WWVR/WDWQ-FM	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
19. WQTW/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
20. KELO AM/FM, KELQ, KRRO, KWSN, KTWB, KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
21. KFGO, KRWK, KMJO, KVOX-FM, KOYY, KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	amy.hirsch@mwcradio.com	
22. WJXA/WCJK, WNFN	Business Mgr.	504 Rosedale Ave. Nashville, TN 37211	tracie.vaughn@mwcradio.com	
23. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
24. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Road, Evansville, IN 47720	ellie.zirkelbach@mwcradio.com	

WEBSITE

Website Address

25. Broadcast Employ. Services	info@tvjobs.com (use AM/FM Jobs website)
26. Indiana Career Connect	www.indianacareerconnect.com
27. Indiana University/Kelly School Of Broadcasting	https://www.indianacareerconnect.com
28. Edgewood College	http://www.edgewood.edu/src/career
29. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html
30. Media Match	http://www.mediamatch.com/usa
31. Midwest Careers	www.midwestcareers.com
32. MN UW System	http://www.myconsortium.com/mcucsa/employer
33. Northwestern College	https://vnwsp-csm.symlicity.com/employers/index.php
34. Radio Sales Café	http://www.radiosalescafe.com
35. Radio Online	www.radioonline.com
36. Rasmussen College/Wausau	https://rasmussen.csm.symlicity.com
37. Southern Illinois Univ. Carbondale	http://siuc.experience.com/emp/sblogin
38. Southern Illinois Univ. Edwardsville	https://www.myinterfase.com/siuc/employer
39. Superior Chamber of Commerce	jvanalstine@superiorchamber.org

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40. Superior Job Service Center	www.ci.superior.wi.us
41. Tech Connect	http://www.wisconsinconnect.com/EmployerLogin.asp
42. UW EC Alumni	http://www.uwec.edu/career/alumniacareerlink/
43. UW Marquette	https://www.myinterfase.com/marquette/employer/
44. UW Superior	https://uwsuper-csm.symplicity.com/employers/index.php?ck=1&au=&ck=
45. UW Concordia	https://www.myinterfase.com/concordia-wisconsin/employer
46. Wausau Region Chamber of Commerce	http://www.wausauchamber.com/mx/hm.asp?id=jobs
47. WI Jobnet	https://jobnet.wisconsin.gov/jobnetbusiness/
48. WI Jobs for WI Grads	http://www.myconsortium.com/wisconsin/employer/home.aspx
49. WIPCCC	https://www.myconsortium.com/wipcccjobs/employer/
50. MN Job Bank	http://employer.mnworks.org/emli.cfm

WWW.TECHCONNECT.COM Technical Colleges:

	<u>Address:</u>	<u>Website Address:</u>
51. Blackhawk Technical College	6004 Prairie Rd, Janesville, WI 53547	www.techconnect.com
52. Chippewa Valley Technical College	620 W Clairemont Ave, Eau Claire, WI 54701	www.techconnect.com
53. Fox Valley Technical College	1825 N Bluemound Dr, Appleton, WI 54914	www.techconnect.com
54. Gateway Technical College	3520 30 th Ave, Kenosha, WI 53144	www.techconnect.com
55. Lakeshore Technical College	1290 North Ave, Cleveland, WI 53015	www.techconnect.com
56. Madison Area Technical College	3550 Anderson St, Madison, WI 53704	www.techconnect.com
57. Madison Area Technical College--Milwaukee	700 W State St #203, Milwaukee, WI 53233	www.techconnect.com
58. Midstate Technical College/Marshfield	www.techconnect.com	
59. Midstate Technical College	500 32 nd St N, WI Rapids, WI 54494	www.techconnect.com
60. Moraine Park Technical College	235 N National Ave, Fon du Lac, WI 54936	www.techconnect.com
61. Nicolet Area Technical College	Lake Julia Campus Hwy G, Rhineland, WI 54501	www.techconnect.com
62. North East WI Technical College	2740 W Mason St, Green Bay, WI 54307	www.techconnect.com
63. Northcentral Technical College	1000 W Campus Dr, Wausau, WI 54401	www.techconnect.com
64. Midstate Technical College/Stevens Point		www.techconnect.com
65. SW WI Technical College	1800 Bronson Blvd, Fenimore, WI 53809	www.techconnect.com
66. Waukesha County Technical College	892 Main St #C, Pewaukee, WI 53072	www.techconnect.com
67. Western WI Technical College	304 6 th St N, LaCrosse, WI 54602	www.techconnect.com
68. WI Indianhead Technical College	505 Pine Ridge Dr, Shell Lake, WI 54871	www.techconnect.com

EMAIL

	<u>E-Mail Address:</u>
69. ACLU of Wisconsin	liberty@aclu-wi.org
70. Affirmative Action & Compliance (WI)	lapinero@vc.wisc.edu
71. Aurora University	career@aurora.edu
72. CASDA (Center Against Sexual & Domestic Abuse)	erika@casda.org
73. Centro Hispano	tomy@chdc.us
74. Citizen Action of Wisconsin	brian.wooldridge@citizenactionwi.org
75. Clarke College	careerservices@clarke.edu
76. Columbia College	columbiaworks@colum.edu
77. Community Industries	pdrak@communityindustries.com
78. Dane County Jobs Program	heidt@co.dane.wi.us
79. DeVry Institute Career Services	lpost@devry.edu
80. Disabled Veterans Outreach Program (TH)	dfbrown@dwd.in.gov
81. Duluth Business Univ.	wendyb@dbumn.edu
82. Eastern Illinois University	csllm@eiu.edu
83. Goods Entertainment	agoodman@goodsentertainment.com
84. Golden House of Green Bay	Stephanie@goldenhouse.org
85. Harbor House of Appleton	Micheller@harborhousedap.org
86. Hibbing Community College	bretthardt@hcc.mnscu.edu
87. Hmong Mutual Assoc. (Sheboygan)	mail@hmaaweb.org
88. Indiana Student Assoc.	joinISA@gmail.com
89. ITT Technical School (Green Bay)	mwitte@itt-tech.edu
90. Iowa Central College of Broadcasting	orness@triton.iccc.cc.ia
91. Keller Graduate School of DeVry Univ.	pbergmann@keller.edu
92. LaCrosse Area Hmong Assoc.	xong79@gmail.com
93. Lighthouse Mission (Terre Haute)	bonnie@thlhm.org
94. Menominee Indian Tribal Counsel	vschlichting@mitw.org
95. MN Broadcasters Assoc.	llasere@minnesotabroadcasters.com
96. Multicultural Center of Green Bay	multiculturalgreenbay@gmail.com
97. Multicultural Student Center – Madison	dhillard@studentlife.wisc.edu
98. My Air Check	registration@myaircheck.com
99. NE WI Action Program (NEWCAP)	kathymurphy@newcap.org
100. NE WI African-American Assoc.	lucasas400@yahoo.com

and Affiliates

- tom@neighborsplace.or
al@ntsmediaonline.com
placement.lombard@beonair.com
claudia.frias@umos.org
glen@d.umn.edu
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mludy@wi-broadcasters.org
in@wisconsinjobnetwork.com
miledor@dwd.state.wi.us
mail@twcwaukesha.org
tara@womenscommunity.org
wscoffice@uwusa.edu

Website Address:

- www.wipecc.com
www.wipecc.com
www.wipecc.com
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www.wipecc.com
www.wipecc.com
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uwmc@uwc.edu
ssinfo@uwc.edu
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Dorothy.thompson@uwc.edu
Karen.greenler@uwc.edu
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dan.cibrario@uwc.edu
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School:

- Website Address:**

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Northeast Wisconsin

Covering the Period from August 1, 2018 through July 31, 2019

Stations Comprising Station Employment Unit:

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Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Report Time Period:

Outreach:	Website Posting www.midwestcareers.com www.wixx.com www.wncy.com www.dukefm.com (WGEE/WDKF) www.wtaq.com www.943jackfm.com (WYDR) www.wnflsports.com
Date:	January 1, 2003 to present
Participating Employees:	D.E. (Duke) Wright – Market Manager
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:	Wisconsin Broadcasters Assoc. Summer Conference
Date:	June 12, 2019
Participating Employees:	Esther Gillis, Vice President/Human Resources
Event Sponsor:	Wisconsin Broadcasters Assoc.
Description of Activity:	Ms. Gillis represented all of our WI properties at the Job/Career Fair held during the Summer Conference at Osthoff Resort, Elkhart Lake, WI. The Job/Career Fair ran from 1:30-2:45pm. Potential applicant attendance was fairly light but Ms. Gillis was able to talk with a half

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dozen attendees, accepting resumes and handing out job descriptions for the various openings within our Wisconsin licensed radio stations. Resumes collected were distributed to the appropriate hiring managers.

The Job Fair was followed by a presentation by Attorney David Oxenford of Wilkinson, Barker, Knauer, LLP entitled “Keeping up with EEO at the FCC”. This was a refresher on staying on top of our EEO obligations, reviewing some changes brought about by the new administration in Washington and highlighting some areas of potential concern.

Outreach Activity: Wisconsin Broadcasters Assoc. Winter Conference

Date: January 30, 2019

Participating Employees: Michael Wright, COO, Midwest Communications, Inc.
Andy Gille, Vice President/Digital Operations

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Activity: As part of the Wisconsin Broadcasters Assoc. Winter Conference, EEO Session, Attorneys from the Godfrey & Kahn law firm held a session entitled “Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination during the Employment Relationship”. Andy and Michael represented our Wisconsin licensed radio stations at this session and distributed the information received to HR to be sent out to the various managers involved in the hiring process.

Outreach Activity: Careers on Wheels

Date: May 7, 2019

Participating Employees: Hannah, Announcer, WNCY
Tom Beschta, Marketing Consultant

Event Sponsor: Pioneer Elementary School

Description of Activity: This event ran from 8-10:45am at Pioneer Elementary. It was designed to teach elementary students about various careers involving driving. During the event, Hannah and Tom talked about their careers in the radio industry. Hannah spoke about her position as a DJ, on-air work, event hosting, etc. Tom talked about radio sales and writing commercials. Students were able to explore the WNCY truck and asked many questions. Student were split into groups that spent 8 minutes at each vehicle. Between 250-300 students stopped by the WNCY truck.

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Outreach Activity:	Tour
Date:	May 7, 2019
Participating Employees:	Murphy in the Morning/WIXX
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Denmark Elementary School, Denmark, WI, students of the Denmark Daily Buzz Crew (5 th graders) and their teacher spent time with Murphy in the WIXX studio learning about operations and the ins and outs of daily radio activities. They then were able to tour several other studios and were able to chat with the on-air talent and ask questions. They also learned more about all the jobs in radio, not just the on-air talent.
Outreach Activity:	Job Shadow
Date:	April 4, 2019
Participating Employee:	Luke Reid, Announcer/WNCY
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Alex, a student at Little Chute High School, Little Chute, WI, asked to be able to job shadow Luke for a class project. He started at 9am and stayed through to 2pm learning what Luke does on-air and the preparation necessary to do an on-air shift. He also learned more about all of the departments it takes to make a radio station work.
Outreach Activity:	Tour
Date:	March 7, 2019
Participating Employees:	Luke Reid, Announcer/WNCY Kyle Lewandowski, Announcer/WNCY
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	The Speech Communications class from Little Chute High School along with their teacher visited the station to learn about radio. Luke presented them with a Power Point presentation about all of the DJ's, the work that they do every day to be successful on-air talent. They were given a tour of the Broadcast Center to learn about all the departments.

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Outreach Activity: Job Shadow

Date: October 14, 2018

Participating Employee: Casey Jones, Announcer/WIXX

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Algoma High School Junior, Anthony, learned about radio by going on a tour of the Broadcast Center in Green Bay. He then spent two hours in the studio with Casey to learn about engineering and announcing and what a live radio show involves. This job shadow fulfilled a class assignment where it was required that he interview and job shadow someone in a profession of interest to him.

Outreach Activity: Tour

Date: November 15, 2018

Participating Employee: Luke Reid, Announcer/WNCY

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Wolf Scout Pack 3127 from Appleton, WI asked to tour our facility. Luke took them on a full tour of the broadcast center talking about how radio works, what the equipment does and how a radio station operates on a day to day basis. He talked about how we give back to the community through charitable organizations, volunteering and how they can give back.

Outreach Activity: Internships

Date: Various

Participating Employees: Various

Event Sponsor: Midwest Communications, Inc.

Description of Event: Midwest Communications, Inc. has a very structured Internship Program in their NE Wisconsin location involving students at the college level or entering college.

If the students participating in our internship program have a specific area of interest in radio, more time may be spent on the intricacies of that department. However, our structured internship program requires that students spend some time in every department so they have a good sense

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of the overall operations of a radio station. Interns are usually interested specifically in marketing, digital and in becoming announcers. In the past year, we have had interns participate on WIXX, WNCY and WYDR also learning about WTAQ, WGEE and WNFL.