
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-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 Duluth, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: KDAL AM/FM, KTCO-FM and KQDS-FM (as of December 31, 2016) licensed to Duluth, Minnesota, KDKE-FM, and WDSM-AM, WDUL-AM licensed to Superior, 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.

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. – Duluth, Minnesota

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

Stations Comprising Station Employment Unit:

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-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>
Traffic KDAL/KTCO/KDKE/WDSM/ WDULKQDS Radio	10/1/18	8	Radio (KTCO)	1, 2, 3, 5-21, 22, 24, 25, 27, 28, 29, 40, 41-202, 203
Traffic KDAL/KTCO/KQDS/WDKE WDSM/WDUL	1/2/19	“	Inside Referral	1, 2, 3, 5-21, 22, 24, 25, 27, 28, 29, 40, 41-202, 203
Announcer KDAL-AM Radio	4/1/19	21	In-House Posting	1, 2, 4, 5-21, 24, 25, 27 28, 40, 41-202

Total Number of Positions Filled During Applicable Period:	3
Total Number of Persons Interviewed During Applicable Period:	29

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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. KDAL AM/KDAL-FM/KTCO KDKE/WDSM/WDUL	Justin Henriksen	715 E Central Entrance, Duluth, MN 55811	justin.henriksen@mwcradio.com	7
<u>Internet Sites:</u>				
2. All Access	Matt DiFrancesca	18955 Pacific Coast Hwy., Malibu, CA 90265	info@allaccess.com	15
3. Glassdoor		1000 Shoreline Highway, Mid Valley, CA 94941	glassdoor.com	2
4. Radio Online		3500 Tripp Avenue, Amarillo, TX 79121-1637	radioonline.com	2

Postings:

5. WNCY/WIXX/WYDR	Office Mgr.	1420 Bellevue St., Green Bay, WI 54302	linda.noonan@mwcradio.com
WTAQ AM-FM/WNFL			sandy.bringman@mwcradio.com
6. WGEE/WYDR	Admin. Asst.	1500 Casaloma Drive, Appleton, WI 54911	kris.trecker@mwcradio.com
7. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	amy.polley@mwcradio.com
8. WNWN-AM/WQLR	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49002	" "
WKZO AM/WZOX-FM/WVFM			
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com
10. WNWN-FM	Office Mgr.	70 W. Michigan Avenue, Battle Creek, MI 49017	jim.siler@mwcradio.com
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com
12. KDAL AM-FM/KTCO/ KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior Street/Ste.380, Duluth, MN 55811	sarah.pugliese@mwcradio.com
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com
14. WUSZ/WMFG-AM, WDKE WEVE, WNMT, WTBX, KQDS	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com
15. WMGI/WIBQ/WPRS	Office Mgr.	824 3 rd Street, Terre Haute, IN47807	cheri.page@mwcradio.com
WTHI/WWVR/WDWQ			lexy.skivin@mwcradio.com
16. WQTX/WWDK/WLMI/WJXQ	Admin. Asst.	2495 Cedar Street, Holt, MI 48842	rachel.sundem@mwcradio.com
17. KELO AM/FM, KELQ, KRRO, KWSN, KTWB, KQSF	Business Mgr..	500 S. Phillips Ave., Sioux Falls, SD 57104	amy.hirsch@mwcradio.com
18. KFGO, KRWK, KMJO, KOYY, KVOX/KOYY/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58102	ellie.zikelbach@mwcradio.com
19. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	tracie.vaughn@mwcradio.com
20. WJXA/WCJK/WNFN	Business Mgr.	504 Rosedale Ave., Nashville, TN 37211	jennifer.terry@mwcradio.com
21. WJXB/WIMZ/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917	

22 through 205 Receive Information on ALL Open Positions

<u>WEBSITE</u>	<u>Website Address</u>	<u># Interviews From Source:</u>
22. AM/FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi	1
23. Career Network	http://www.career-network.com	
24. MAB Job Bank	http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/form_stationsubmit.html	
25. Midwest Careers	www.midwestcareers.com	
26. MN UW System	http://www.myconsortium.com/mcucsa/employer/	
27. Radio Online	www.radioonline.com	
28. MN Broadcasters Association	http://www.minnesotabroadcasters.com	
29. MN Job Bank	http://employer.mnworks.org/emli.cfm	

EMAIL

	<u>E-Mail Address:</u>
30. Duluth Business Univ.	wendydb@dbumn.edu
31. Fond du Lac Tribal Comm. College	donnai@fdltcc.edu

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32. Goods Entertainment	agoodman@goodsentertainment.com
33. Hibbing Community College	bretthardt@hcc.mnscu.edu
34. Illinois School of Broadcasting	gary@beonair.com
35. ITT Technical School (Green Bay)	mwitte@itt-tech.edu
36. Iowa Central College of Broadcasting	orness@triton.iccc.cc.ia
37. Keller Graduate School of DeVry Univ.	pbergmann@keller.edu
38. Univ of MN--Duluth	glen@d.umn.edu
39. Upper Iowa University	careers@uiu.edu
40. WI Broadcasters Association	mludy@wi-broadcasters.org

MAIL (MBA distributes to the following sources)

41. Ability Building Ctr.	Wallace Bigelow	PO Box 6938 / 1911 14th St NW, Rochester, MN 55903
42. Academy College		Minneapolis, MN
43. Access		403 Ctr. Ave #512, Moorhead, MN 56560
44. Access Ability	Steven Ditschler	360 Hoover St NE, Minneapolis, MN 55413
45. Adult Client Training Service	Karen Borden	802 E Fairview Ave., Olivia, MN 56277
46. Adult Training & Habilitation Ctr.	Stephen Wilson	PO Box 600, Winsted, MN 55395
47. Alexandria Technical College		Alexandria, MN
48. Alliance of the Streets	Herb Frey	2211 Clinton Ave., Minneapolis, MN 55404
49. Alto Consulting & Training		7210 Metro Blvd., Minneapolis, MN
50. American Council of the Blind of MN		120 S 6th St #1005, Minneapolis, MN 55402
51. American Indian OIC, Inc.	Lee Antell	1845 E Franklin Ave., Minneapolis, MN 55404
52. Amputee Resource Foundation of American (ARFA)	Al Pike	2324 Wildwood Trail, Minnetonka, MN 55305
53. Anoka Ramsey Community College		Cambridge, MN
54. Anoka Ramsey Community College		Coon Rapids, MN
55. Anoka Technical College		Anoka, MN
56. Argosy University		St. Paul/Minneapolis, MN
57. Augsburg College		Minneapolis, MN
58. Auto Tech., Inc.	Tia Henry-Johnson	1504 N Innsbruck Dr., Fridley, MN 55432
59. Bemidji State University		Bemidji, MN
60. Benilde-St. Margaret's School		Minneapolis, MN
61. Bethany Lutheran College		Mankato, MN
62. Bethel College		3900 Bethel Drive, St. Paul, MN
63. Brainco/Mpls. School of Advertising, Design & Interactive Studies		Minneapolis, MN
64. Building for Women		32 E 1st St., Duluth, MN 55802
65. Carver Cty. Workforce Ctr.	Mary Rudolf	602 E 4th Street, Chaska, MN 55318
66. Cedar Valley Service Inc	James Mueller	2111 4th St NW, Austin, MN 55912
67. Cedar Valley Service Inc. Alpha Program	James Mueller	1839 SE Broadway Ave., Albert Lea, MN 56007
68. Central MN Jobs & Training Services	Diane Bublitz	106 Pine Street, Monticello, MN 55362
69. Chippewa Enterprises Inc.	Terry Nielsen	PO Box 348, Montevideo, MN 56265
70. Choice Unlimited	Simeona Nygren	5 N 19th Ave E., Duluth, MN 55812
71. Clay Cty. Supportive Training Service		403 Ctr. Ave #512, Moorhead, MN 56560
72. College of St. Benedict		37 S. College Avenue, St. Joseph, MN
73. St. Catherine University		St. Paul, MN
74. Concordia College		Moorhead, MN
75. Concordia University		St. Paul, MN
76. Crossroads College		Rochester, MN
77. Crown College		Minneapolis, MN
78. Dakota County Technical College		3140 Neil Armstrong Blvd., Eagan, MN
79. Dunwoody College of Technology		818 Dunwoody Blvd., Minneapolis, MN
80. East Polk Cty. DAC	Wayne Holt	PO Box 178 / 326 Mark Ave N., Fosston, MN 56542
81. East Range DAC	Dale Gilbertson	800 A Ave., Eveleth, MN 55734
82. Equality-Pathways to Potential	Greg Hani	5535 Lake Sarah Heights Dr., Loretto, MN 55357
83. Federation of Somall Community	Saeed Fahia	420 15th Ave S., Minneapolis, MN 55454
84. Fon du Lac OIC	Rachelle King	1720 Big Lake Rd., Cloquet, MN 55720
85. Goodwill Industries Vocational Enterprises	Douglas Weber	700 Garfield Ave., Duluth, MN 55802
86. Goodwill/Easter Seals		553 Fairview Ave N., St. Paul, MN 55104
87. Grant Cty. DAC, Inc.	Todd Nelson	PO Box 166, Hoffman, MN 56339
88. Gustavus Adolphus College		800 W. College, St. Peter, MN
89. Hamline University		1536 Hewitt Avenue, St. Paul, MN
90. Hennepin Technical College		Brooklyn Park, MN
91. Hennepin Technical College		Eden Prairie, MN
92. Hibbing Community College		Hibbing, MN

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93. Hired	Jane Samargia	1200 Plymouth Ave N., Minneapolis, MN 55411
94. Houston Cty. Networks	Beth Iseminger	PO Box 408, Caledonia, MN 55921
95. Inroads/MNPLS-St. Paul, Inc.	Melvin Collins	2550 University Ave W #435, St. Paul, MN 55114
96. Institute of Production & Recording		Minneapolis, MN
97. Intercultural Mutual Assistance Assoc.	Ron Buzard	300 11th Ave NW, Rochester, MN 55901
98. Inver Hills Community College		2500 80 th St. E., Inver Grove Heights, MN
99. Itasca Community College		Itasca, Mn
100. Itasca Dvlpmt. Achvmt. Ctr.	Mary Rittmiller	PO Box 20 Grand Rapids, MN 55744
101. Jeane Thorne, Inc.		St. Louis Park, MN
102. Job Training Ctr.	April Sutor	300 11th Ave NW #114 Rochester, MN 55901
103. Jobs Now Coalition	Kris Jacobs	400 Selby Ave #Q St. Paul, MN 55102
104. Jobs Plus, Inc.	Roberta Walker	200 16th Ave SE Waseca, MN 56093
105. Kandi Works DAC, Inc.	Debra Terwisscha	PO Box 119 Atwater, MN 56209
106. Lao Assistance Ctr. of MN		503 Irving Ave N #100A Minneapolis, MN 55405
107. Lao Family Community of MN	Ying Vang	320 University Ave W St. Paul, MN 55103
108. Learning Strategies Corp.		2000 Plymouth Rd., Minnetonka, MN
109. Life-Work Planning Ctr.	Susan Bruss	201 N Broad St #100 Mankato, MN 56001
110. Macalester College		1600 Grand Avenue, St. Paul, MN
111. Mahnomn Cty. DAC	Joanne Fatz	123 N Railway St Mahnomn, MN 56557
112. Mankato Rehabilitation Ctr. (MRCI)	William Bickett	15 Map Dr Mankato, MN 56001
113. Martin Luther College		1995 Luther Court, New Ulm, MN
114. McNally Smith College of Music		19 Exchange St. E., St. Paul, MN
115. MDI Commercial Services	Lloyd Bratland	1700 Wynne Ave St. Paul, MN 55108
116. Merrick Companies	Kevin Martineau	1636 Gervais Ave #14 Maplewood, MN 55109
117. Mesabi Range Community & Technical College	Eveleth, MN	
118. Mesabi Range Community & Technical College	Virginia, MN	
119. Metro Work Ctr., Inc.	Dianna Krogstad	2730 E 31st St Minneapolis, MN 55406
120. Metropolitan State University		700 E. 7 th Street, St. Paul, MN
121. Miami Ad School		Minneapolis, MN
122. Minneapolis American Indian Ctr.	Frances Fairbanks	1530 E Franklin Ave Minneapolis, MN 55404
123. Minneapolis Business College		Minneapolis, MN
124. Minneapolis College of Art & Design		Minneapolis, MN
125. Minneapolis Community & Technical College	Minneapolis, MN	
126. Minnesota Resource Center		2438 27 th Ave., S., Minneapolis, MN
127. Minnesota School of Business		Richfield, MN
128. Minnesota School of Business		Brooklyn, MN
129. Minnesota State College/Southeast Technical	Red Wing, MN	
130. Minnesota State College/Southeast Technical	Winona, MN	
131. Minnesota state University		Moorhead, MN
132. Minnesota State Community & Technical College	Detroit lakes, Fergus Falls, Moorhead, Wadena, Canby MN	
133. Minnesota State Community & Technical College	Granite Falls, Jackson, Pipestone, Worthington, MN	
134. MN Diversified Industries	Lloyd Bratland	1700 Wynne Ave St. Paul, MN 55108
135. MN Teamsters Service Bureau	Jean Dunn	2829 University Ave SE #720 Minneapolis, MN 55414
136. MN Vocational Association	Marlys Bucher	1500 Hwy 36 W St. Paul, MN 55113
137. MW Persons & Associates		10032 Island Drive, Brainerd, MN
138. Normandale Community College		Bloomington, MN
139. North American Training Institute		Duluth, MN
140. National Federation of the Blind of MN	Joyce Scanlan	100 E 22nd St Minneapolis, MN 55404
141. New Directions/Otter Tail-Wadena CAC	Pat Fredley	PO Box L New York Mills, MN 56567
142. Newgate Education & Research Center		2900 E. Hennepin Ave., Minneapolis, MN
143. North Central Career Dvlpmt. Ctr.	Kenneth McFayden	516 Mission House Ln. New Brighton, MN 55112
144. North Central University		910 Eliot Avenue, Minneapolis, MN
145. North Hennepin Community College		Brooklyn Park, MN
146. Northland Community & Technical College		Thief River Falls, MN
147. Northland Community & Technical College		East Grand Forks, MN
148. Northwest Indian OIC, Inc.	Holly Smith	1819 Bemidji Ave Bemidji, MN 56601
149. Northwest Technical College		905 Grant Avenue SE, Bemidji, MN
150. Oak Hills Christian College		1600 Oak Hills Road SE, Bemidji, MN
151. Occupational Dvlpmt. Ctr.	Peter Lavalier	PO Box 730 / Hwy 32 South Thief River Falls, MN 56701
152. Opportunity Partners	Jon Thompason	5500 Opportunity Court Minnetonka, MN 55343
153. Opportunity Services, Inc.	Nancy Gurney	1618 W 3rd St Red Wing, MN 55066
154. Pine Habilitation & Supported Emp. (PHASE)	Jeannette Kester	PO Box 126 Sandstone, MN 55072
155. Pine Technical College		900 4 th Street SE, Pine City, MN
156. Prosource Educational Services, Inc.		1295 Bandana Blvd., St. Paul, MN
157. Quality Career Services, Inc.	Virginia Barkheimer	640 N Prior #212 St. Paul, MN 55104

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158. Rainy River Community College		1501 Hwy. 71, International Falls, MN
159. Ramsey Action Programs, Inc.	Dale Anderson	450 Syndicate St N #300 St. Paul, MN 55104
160. Rasmussen College		Mankato Campus, MN
161. Ridgewater College		Willmar, MN
162. Rise Habilitation Services		8406 Sunset Rd NE Spring Lake Park, MN 55432
163. Riverland Community College		Albert Lea, MN
164. Rochester Community & Technical College		Rochester, MN
165. Rock Cty. Dvlpmt. Achvmt. Ctr.	Dorothy Cronin	807 W Main Luverne, MN 56156
166. Rural MN CEP	Larry Buboltz	PO Box 1108 / 803 Roosevelt Ave Detroit Lakes, MN 56501
167. S Central MN Electrical Industry Joint Apprenticeship & Training Trust Fund	Andy Toft	5100 Gamble Dr #365 Minneapolis, MN 55416
168. Service Enterprises, Inc.	Ruth Rusche	PO Box 248 / 515 W Bridge Redwood Falls, MN 56283
169. SOAR Career Solutions		Duluth, MN
170. South Central Technical College		Faribault and North Mankato, MN
171. Southwest MN Private Industry Council, Inc.	Juanita Lauritsen	607 W Main St Marshall, MN 56258
172. Southwest MN Private Industry Council, Inc.	129 W Nichols Monteideo, MN 56265	
173. Southwest MN State University	Career Services	1501 State Street, Marshall, MN
174. St. Cloud University		St. Cloud, MN
175. St. Cloud Technical College		St. Cloud, MN
176. St. Mary's University of Minnesota		2500 Park Avenue, Minneapolis, MN
177. St. Olaf College		1520 St. Olaf Avenue, Northfield, MN
178. St. Paul College		235 Marshall, St. Paul, MN
179. Summit Academy OIC	Louis King II	935 Olson Memorial Hwy Minneapolis, MN 55405
180. Todd Cty. Dvlpmt. Achvmt. Ctr.		PO Box 206 / 551 W Sixth St Browerville, MN 56438
181. Transition of the Twin Cities	Daniel Sloan	1230 Balsam Trail E Eagan, MN 55123
182. TSE, Inc.	Phil Saari	2027 Rice St Roseville, MN 55113
183. Twin City Area Labor Mgmt. Council	Carol Thomalla	321 19th Ave S Minneapolis, MN 55455
184. United Cambodian Assoc. of MN (USCAM)	Darina Siv	1101 Snelling Ave N St. Paul, MN 55108
185. University of Minnesota		231 Pillsbury Drive SE, Minneapolis, MN
186. University of St. Thomas		2115 Summit Avenue, St. Paul, MN
187. University of Wisconsin/River Falls		Black River Falls, WI
188. Upper Midwest American Indian Ctr.	Gertrude Buckanaga	1035 W Broadway Ave Minneapolis, MN 55411
189. Vermillion community College		1900 E. Camp Street, Ely, MN
190. Veterans Incentive Project	John Fields	984 St. Paul Ave St. Paul, MN 55116
191. Vietnamese MN Assoc.	John Tranberg	1030 University Ave #160C St. Paul, MN 55104
192. Vision Loss Resources	Steven Fischer	1936 Lyndale Ave S Minneapolis, MN 55403
193. WACOSA		Waite Park, MN
194. Walden University		155 Fifth Street, Minneapolis, MN
195. West Nicollet & Brown Counties DAC		PO Box 668 / 2100 N Broadway New Ulm, MN 56073
196. Winona Cty. Dvlpmt. Achvmt. Ctr.	Mary Hewett	1721 W Service Dr Winona, MN 55987
197. Winona ORC Industries	Bill Harris	1053 E Mark St Winona, MN 55987
198. Winona State University		Winona, MN
199. Women in the Trades		550 Rice St St. Paul, MN 55103
200. Women In Transition	Lonna Szczesny	6715 Minnetonka Blvd #212 St Louis Park, MN 55426
201. Women's Resource Ctr. of Steele Cty.	Shelly Rockman	1401 E 2nd St #A Duluth, MN 55805
202. Working Opportunities for Women	Marcie Brooke	1295 Bandana Blvd N #110 St. Paul, MN 55108

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Duluth, Minnesota

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

Stations Comprising Station Employment Unit:

KDAL-AM/FM, KTCO-FM, KDKE-FM, WDSM-AM, WDUL-AM, KQDS-FM

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

1. Outreach: Website Posting
www.midwestcareers.com www.kdal610.com
www.dukefmduluth.com (WDKE-FM)
www.katcountry989.com (KTCO-FM)
www.my957.com (KDAL-FM)
www.95kqds.com
www.wdsm710.com

Date: January 1, 2003 to present

Participating Employees: Shawn Skramstad, Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on the above websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 2. Outreach Activity: Career Nights

Dates: October 23, 2018, November 8, 2018, February 8, 2019,
February 27, 2019, March 15, 2019, April 19, 2019

Participating Employees: Jason Manning, Brand Manager (KQDS)
Brooke Peterson, Announcer (KTCO)
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Rich Cannata, Brand Manager (KDAL-FM)

Event Sponsor: Lake Superior College

Description of Activity: These Career Nights were held from 5 to 7pm at the College in Duluth, MN. Our radio stations had a booth for each of these Career Nights. Staff talked with students about broadcasting, what educational path they might want to follow and the different jobs available in radio.

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: Job Fair

Date: April 4, 2019

Participating Employees: Chris Zuech, Announcer, KDAL-FM Radio
Brooke Peterson, Announcer, KTCO-FM Radio
Deena Peterson, Announcer, KDAL-FM
Anne VandeLac, Marketing Consultant

Event Sponsor: Wisconsin Indianhead Technical College (WITC)

Description of Activity: This Job Fair was held at the College. The above personnel represented all of our Duluth radio stations at this Job Fair. They talked to attendees about openings within our stations and what we looked for in filling each position. They had information on the jobs available in radio and specifically that we were looking for on-air talent.

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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 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: Tour

Date: March 28, 2019

Participating Employees: Rich Cannata, Brand Manager, KDAL-FM
Brooke Peterson, Announcer, KTCO-FM
Anne VandeLac, Marketing Consultant

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Eric, a young man interested in broadcasting, asked to be able to tour our radio stations. Our staff explained each department in radio, what they did and how the departments worked together to be a successful broadcast operation. He left with our own tour piece, Jobs in Radio, which entails a brief synopsis of the various jobs within a broadcast facility.

Outreach Activity: Mentor Program

Date: January, 2019

Participating Employees: Sarah Pugliese, Office Manager

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Mark, Traffic Director

Event Sponsor: Midwest Communications, Inc.

Description of Activity: We had a young man, Seth, interested in radio but not sure exactly what area of radio. Mark planned on retiring; looking to move to a part-time position. This position appealed to Seth so we hired him. Sarah and Mark mentored Seth and when our traffic director moved to a part-time position, Seth was able to take over the position. Seth is loving the job and learning all about radio.

Outreach Activity: Speaking Engagement

Date: October 31, 2018

Participating Employee: Sarah Pugliese, Office Manager

Event Sponsor: Lowell School

Description of Activity: Sarah was invited to speak to her daughter's kindergarten class about careers in radio and about the different jobs and the tasks involved in each position. The kids were especially interested in Sarah's on-air work as an announcer on 95.7. She explained how commercials are recorded and even on-air announcers are sometimes recorded. She left them with our own handout on what young children can do to prepare even at their age for careers in broadcasting.
