
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

Midwest Communications, Inc.

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM Radio

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 Hibbing, Minnesota Employment Unit (“SEU”). This SEU is comprised of the following stations: WUSZ-FM licensed to Virginia, Minnesota, WNMT-AM licensed to Nashwauk, Minnesota, WEVE-FM licensed to Eveleth, Minnesota, WDKE-FM (formerly KGPZ-FM) licensed to Coleraine, Minnesota, WMFG-AM, WMFG-FM and WTBX-FM licensed to Hibbing, Minnesota. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to December 1, 2020.

The information requested in this report would covers the time period beginning December 1, 2019 to and including November 30, 2020 (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 (Continued)

Annual EEO Public File Report

Midwest Communications, Inc. – Hibbing, Minnesota

Covering the Period from December 1, 2019 to November 30, 2020

Stations Comprising Station Employment Unit:

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM Radio

Vacancy Information

No full time positions were filled during this reporting period

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APPENDIX 2

Annual EEO Public File Report

Midwest Communications, Inc. – Hibbing, Minnesota

Covering the Period from December 1, 2019 through November 30, 2020

Stations Comprising Station Employment Unit:

WUSZ-FM, WNMT-AM, WTBX-FM, WDKE-FM, WEVE-FM, WMFG AM/FM Radio

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

1. Outreach: Website Posting
www.midwestcareers.com www.wtbx.com
www.radiousa.com (WUSZ) www.wnmtradio.com
www.961duke.fm (WDKE) www.979weve.com
www.95kqds.com (WMFG-FM)

Date: WTBX-FM from 8/1/04 to present
WUSZ-FM from 9/15/04 to present
WNMT-AM from 9/20/04 to present
WDKE-FM from 1/1/17 to present
WEVE-FM from 1/1/17 to present
KQDS-FM(WMFG) from 1/1/17 to present

Participating Employees: Kristi Westrem – Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites and on each of our Hibbing based radio stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 2. Outreach: Radio Stations tour
Date: December 10, 2019

Participating Employee: Sean Mull, Brand Manager/Announcer, WEVE-FM Radio
Jessica Halverson, Production Director/Announcer

Event Sponsor: Midwest Communications, Inc.
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Description of Activity: Jessica and Sean gave clients from The Range Center, a facility for individuals with developmental disabilities, a tour of our Hibbing radio stations, describing how the process of radio works, how music goes from the artist in the recording studio to the charts and then to airtime. They also explained the technology of how radio gets from the station to their cars. They were introduced to all the on-air staff. Jessica and Sean shared how much they enjoy their jobs and encouraged them to consider this field. Jessica then spent time with them in a Q&A session.

Outreach: Radio Stations tour
Date: December 26, 2019

Participating Employees: Tom Baldrica, Operations Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Isabelle, a high school senior, considering a career in radio, came in to tour our radio stations and spent some time in studio with Tom learning how radio works. She learned how the departments work together to make the operation successful and asked good questions.

Outreach: Radio Stations tour
Date: January 31, 2020

Participating employees: Jessica Halverson, Production Director/Announcer
Tom Baldrica, Operations Manager/Announcer
Sheila Jensen, Office Manager/Sales Assistant

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Jaden, a high school senior, came in to record ads for the School Is Cool program; a program designed to encourage students to stay in school. She asked to tour the radio stations and advised that she was planning on majoring in public speaking and asked about career opportunities in radio.

Outreach: Speaking Engagement
Date: February 28, 2020

Participating Employees: Scott Hanson, Brand Manager/Announcer

Event Sponsor: Keewatin Elementary School

Description of Activity: Scott was invited to read to 5th grade students at Keewatin Elementary School. After reading two books to the students, Scott answered questions

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about how a radio station operates, how he got into broadcasting and the various careers available in broadcasting. This is an activity that Scott enjoyed and normally visited several area schools in the Spring of the year. Due to Covid, this was his only opportunity to do this in 2020.

Outreach:

Tour

Date:

March 4, 2020

Participating Employees:

Scott Hanson, Brand Manager/Announcer
Jessica Halverson, Production Director/Announcer
Sean Mull, Brand Manager/Announcer
Lynn Erkelenz, Marketing Consultant
Sheila Jensen, Office Manager/Sales Assistant

Event Sponsor:

Midwest Communications, Inc.

Description of Activity:

The Communications Class of Hibbing Community College came in for a tour and information about the communications field. The class spent time in the studio with Scott on Radio USA and Sean on WEVE. Sean had one of the students read the news live on air after he practiced a few times. Jessica gave the students a tour of the building and studios talking about the various jobs that are necessary to make a successful radio operation. They were able to record public service announcements for the Veterans Center in Silver Bay, then listened to it and were advised it would go into the PSA rotation on our stations.

Outreach:

Seniors Exploring Career Paths

Date:

May 18, 2020/May 20, 2020

Participating Employees:

Jessica Halverson, Production Director/Announcer

Event Sponsor:

Hibbing High School/Midwest Communications

Description of Activity:

May 18th - Natalie and Keaten, high school graduates of Hibbing High School came in to record their senior salutes encouraging students to stay in school. Natalie also wanted to explore and ask questions about various careers in radio as did Keaten who asked how a degree in electrical maintenance could lead to a career in radio. Jessica gave these students a tour of the stations and talked about the various positions available in radio.

Another graduate of Hibbing High School, Marissa, also came in on the 18th. She wanted to learn more about the production and on-air portion of radio. She was also able to tour the radio stations. She wrote and

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recorded her speed for graduation which was used for a radio broadcast of their graduation.

May 20, 2020

Jonah, a high school graduate of Chisholm High School, came in to record his senior salute. He was able to tour the various radio stations and showed an interest in how the in's and out's of radio work and learned about the various positions available in radio.

Outreach:

Mentorship

Dates:

December 11, 2019 – January 16, 2020 – May 27, 2020 – June 1-2, 2020

Participating Employees:

Sean Mull, Brand Manager/Announcer

Event Sponsor:

Midwest Communications, Inc.

Description of Event:

Kaleb started in this mentorship as a senior at Hibbing High School. He asked to be able to job shadow Sean during his morning show before he had to go to school. Sean spent time sharing life lessons from his career and DJ techniques. He asked good questions on the operation of a radio studio; the music and opportunities in the industry. In May and June, the connection with Kaleb was via text and phone calls, due to Covid-19, as he had graduated and was looking at potential careers. Sean discussed with him options and opportunities that would further his career starting out perhaps DJ'ing as a side gig. Sean feels this young man has a bright career ahead of him.

Outreach:

Station Tour/Recording

Date:

August 25, 2020

Participating Employees:

Jessica Halverson, Production Director/Announcer

Event Sponsor:

Midwest Communications, Inc.

Description of Event:

A small group of children (with their parents) came in to tour the radio station. Each child and employee wore a mask. Jessica showed them the radio station and then had them record a commercial explaining how radio and production works.

Outreach:

Station Tour

Date:

September 9, 2020

Participating Employees:

Jessica Halverson, Production Director/Announcer
Sheila Jensen, Office Mgr./Sales Assistant

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Tom Baldrice, Operations Manager/Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Event: Michele and Phylis asked to tour our station to learn more about radio, as area of interest for them. They were able to tour each studio and learn about the various formats. They were able to spend time with Sheila and Tom and ask questions of all of us. They enjoyed the tour.

Outreach: Station Tour/Recording
Date: September 28, 2020

Participating Employees: Jessica Halverson, Production Director/Announcer
Sean Mull, Brand Manager/Announcer
Tom Baldrice, Operations Manager/Announcer
Sheila Jensen, Office Manager/Sales Assistant

Event Sponsor: Midwest Communications, Inc.

Description of Event: Kaden, a young man who recently moved to Hibbing, came in and asked to be able to tour our facilities. He is interested in becoming an on-air personality or whatever might be available in local radio. He was able to meet the staff as indicated above and ask questions. He was able to record a couple of bits to get an example of his voice.

Outreach: Station Tour
Date: September 28, 2020

Participating Employees: Sean Mull, Brand Manager/Announcer
Jessica Halverson, Production Director/Announcer
Tom Baldrice, Operations Manager/Announcer
Sheila Jensen, Office Manager/Sales Assistant
Craig Holgate, Brand Manager/Announcer
Scott Hanson, Brand Manager/Announcer
Lynn Erkelenz, Marketing Consultant

Event Sponsor: Midwest Communications, Inc.

Description of Event: Two young ladies, McKinley and Kara, stopped by for a tour exhibiting an interest in radio. They were able to meet the DJ's, tour all radio stations, learn about the formats and more about the radio industry. Tom spent some time with them talking about putting K100 on the air, his work with record labels and country artists as well as advice about hard work and

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dedication to succeed. They were able to ask all participants about their job duties and get answers to their questions.