
MIDWEST COMMUNICATIONS, INC.

and Affiliates

Midwest Communications, Inc.'s Hibbing, Minnesota Station Employment Unit (SEU) is comprised of 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

For the most recent twenty-four month period, 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 six active station websites; WUSZ-FM, WTBX-FM, WNMT-AM, WDKE-FM, WEVE-FM, KQDS-FM (WMFG).

Additionally, each year, the EEO Director reviews the Recruitment resource contact list to ensure that we are continuing to achieve broad dissemination of information regarding our various open positions. Broad and inclusive recruitment by the SEU includes posting our employment opportunities in job banks, i.e., the Minnesota Broadcasters Assoc., Broadcast Associations in surrounding states as appropriate; Minnesota Workforce Center job network; paid jobsites including Monster, Indeed, LinkedIn, Glassdoor and on our Company maintained job site, Midwest Careers. Additionally, we send information on all job openings to the various Midwest locations for posting on bulletin boards. We also notify area colleges and technical schools along with numerous organizations as identified in our Annual EEO Report. Depending on the position, we may utilize professional magazines and Internet sites conducive to the position. Resources received as a result of our on air and website announcements are added as requested.

The SEU management personnel participated in station tours during the reporting period to introduce the opportunities available in radio. Additionally, management personnel participated in job fairs on an annual basis to introduce the opportunities available in radio and also to introduce our internship program to area schools and potential applicants. Additionally, the SEU has an annual two week program, Senior Nights, inviting ten senior high classes from area high schools (anywhere from 6 to 24 students each night) to work in the radio station each evening for a three hour period to learn how radio works and the varied positions available in radio stations. In 2020, due to Covid, individual students to a much lesser degree, came in to record PSA's touting staying in school (the main purpose of Senior Nights) while learning about how radio works and the various jobs available in radio. The intent is to continue this popular program in the original format as soon as possible. Management personnel in the SEU continually look for opportunities to do station tours, speak to high school and college classes and participate in job fairs.

The SEU additionally provides on the job training, as appropriate, to enable station personnel to acquire skills that prepare them to qualify for higher level positions.

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.
