

Annual EEO Public File Report
MIDWEST COMMUNICATIONS, INC. - Michigan Region

**WNWN-AM/FM, WHTC-AM, WYVN-FM,
WTVB-AM, WVFM, WKZO-AM/FM, WQLR-AM**

Annual EEO Public File Report

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 southwestern Michigan Station Employment Unit (“SEU”). This SEU is comprised of the following stations: **WKZO-FM** and **WNWN** licensed to PORTAGE, MICHIGAN; **WVFM**, **WKZO** and **WQLR** (AM) are licensed to KALAMAZOO, MI.; **WHTC** licensed to HOLLAND, MI; **WYVN** licensed to SAUGATUCK, MI; **WNWN-FM** and **WTVB** licensed to COLDWATER, MI. This report has been placed in the public inspection files of these stations and posted on their websites, prior to June 1, 2011

The information contained in this Report covers the time period beginning June 1, 2010 through May 31, 2011 for stations WNWN-AM/FM, WVFM-FM, WKZO-AM/FM, WQLR-AM, WHTC-AM, WYVN-FM, and WTVB-AM.

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 Station Employment Unit 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, 2 and 3 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.

Appendix 1
Annual EEO Public File Report
Midwest Communications, Inc. - Michigan Region
 Covering the Period from June 1, 2010 to May 31, 2011
 Stations Comprising Station Employment Unit:
WNWN-AM/FM, WHTC-AM, WYVN-FM,
WTVB-AM, WVFM, WKZO-AM/FM, WQLR-AM

Vacancy Information

Full Time Positions by Job Title	DOE	Recruitment Source	Total # Of Interviews from all Sources	Sources Notified
Assistant Brand Manager	2/28/2011	In House Posting	8	1-94
WKZO On Air Personality	2/28/2011	In House Posting	"	1-94
Sales Representative	8/30/2010	Word Of Mouth	13	1-94
Sales Representative	7/1/2010	WKZO.com	"	1-94
Sales Representative	9/13/2010	WKZO Radio Ads	"	"
Sales Representative	9/27/2010	WKZO Radio Ads	"	"
Sales Representative	9/1/2010	WTVB Radio Ad	6	1-94

Total Number of Persons Interviewed During Applicable Period: 27

Appendix 2
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WNWN-AM/FM, WHTC-AM, WYVN-FM,
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Recruitment Source Information

	Recruitment Source	Total # of Interviewees This Source Has Provided	Full-time Positions for Which This Source Was Utilized
1	Michigan Works/Talent Bank	3	WTVB Sales Representative
2	Referral	1	Kalamazoo Sales Representative
3	WTVB On Air	2	WTVB Sales Representative
4	Yahoo Hotjobs.com	4	Kalamazoo Sales Representative
5	All Access	5	Assistant Brand Manager Kalamazoo On Air
6	WKZO On Air Ad	3	Kalamazoo Sales Representative
7	Walk In	1	WTVB Sales Representative
8	WKZO Website	1	Kalamazoo Sales Representative
9	In House Posting	3	Assistant Brand Manager Kalamazoo On Air
10	Word of Mouth	2	Lansing Sales Representative
11	In House Job Fair	1	Kalamazoo Sales Representative
12	Central Michigan Un. Website	1	Kalamazoo Sales Representative

** Indicates sources that have requested notification of job openings.

Appendix 3

NOTIFICATION LIST

June 1, 2010 to May 31, 2011

1	Western Michigan University Placement	James Kison	Ellsworth Hall	Kalamazoo	MI 49009	broncojobs.com
2	Kellogg Community College	Patrick Casey	450 North Ave	Battle Creek	MI 49017	jobhelp@kellogg.cc.mi.us
3	Glen Oaks Community College	Michelle McNamara	62249 Shimmel	Centreville	MI 49032	mmcnamara@glenoaks.cc.mi.us
4	Douglas Community Center	Sara Bates	1000 W. Patterson	Kalamazoo	MI49007	fax 269-343-2914
5	NAACP-Metro Kalamazoo Branch	Rev. Jerry McNeely	P.O. Box 51473	Kalamazoo	MI 49005	mail
6	Hillsdale College	Vicky Arno	33 E. College St	Hillsdale	MI 49242	vicky.arno@hillsdale.edu
7	Kalamazoo Valley Comm. College	Lois Brinson	6767 West O Ave	Kalamazoo	MI49009	kvcc.edu/students
8	Centerline Tech Center	Hennie Elsinga	13663 Port Sheldon	Holland	MI49424	helsinga@oaisd.org
9	Central Michigan University	Joan McDonald	Bovee Univ. Center	Mt Pleasant	MI48859	mcdonaldjk@cmich.com
10	Southern Illinois Univ./Carbondale	Chairperson	MC 6609	Carbondale	IL 62901	fax 618-453-6982
11	Kandu Industries	Deb Tober	4190 Simmyside	Grand Haven	MI 49424	dtober@kandu.org
12	AM FM Jobs		info@amfmjobs.com			amfmjobs.com
13	Kalamazoo College	Lori Smoker	1200 Academy	Kalamazoo	MI49006	myinterfase.com/kzoo/employer
14	Specs Howard School of Broadcast	Kevin Saguin-Scollin	19900 W Nine Mile	Southfield	MI 48075	kscollin@specshoward.edu
15	Trine University (tri state)	Debbi Roemke	Career Services	Angola	IN 46703	roemked@trine.edu
16	Intracorp	Donna Whitcomb	6348 West S Ave	Schoolcraft	MI 49807	dwhit831@aol.com
17	Grand Valley State University	Carol Coffey	125 DeVos Hall	Grand Rapids	MI 49503	gvsu.edu/careers
18	Grand Valley State University	Chris Plouff	206 STU	Allendale,	MI 49401	mail
19	Summit Pointe	Larry Leonard	140 W Michigan	Battle Creek	MI 49068	mail
20	Telemon	Ruben Santellan	121 Clover	Holland	MI 49424	fax 616-369-6992
21	University of Michigan	Terri LaMarco	3200 SAB	Ann Arbor	MI 48109	umich-csm.symplicity.com
22	Hope College	Dale Austin	100 East 8th	Holland	MI 49722	careers@hope.edu
23	Mi Dept Of Career Development	Julie Grinwis	121 clover	Holland	MI 49424	fax 616-395-8499
24	N American Indian Assoc of Detroit	Michelle White	22720 Plymouth	Detroit	MI 48239	fax 313-535-8060
25	Michigan Works/Talent Bank	Jim Kelly	218 Enterprise	Three Rivers	MI 49093	michworks.org

26	Calhoun Area Tech Center	Tim May	475 E Roosevelt	Battle Creek	MI489017	mail	
27	Zion Lutheran Church	Judi Saari	135 West Green	Marshall	MI 49068	mail	
28	Mi Association of Broadcasters	Sarah Beeskow	819 N Washington	Lansing	MI 48906		michmab.com
29	Career Page National Job Bank						careerpage.org
30	Midwest Careers Website	Esther Gillis	94 Grand Ave	Wausau	WI 54402		midwestcareers.com
31	All Access						
32	Hispanic Center of West Michigan						allaccess.com
33	Indiana Univ. of South Bend	Deisy Madrigal	1204 Grandville SW	Grand Rapids	MI 49503	mail	
34	South Bend Human Rights Commission	Stacie Jeffirs	1700 Mishawaka	South Bend	IN 46634		sbcareer@iusb.edu
35	Bethel College Career Service	Lonnie Douglas	301 S. St Louis	South Bend	IN46617		ldouglas@ci.south-bend.in.us
36	Cleveland State University	Erin Kinzel	1001 W McKinley	Mishawaka	IN 46545		bethelcollege.edu
37	Univeristy of Notre Dame	Director	2121 Euclid Ave	Cleveland	OH44115		csucareerline.experience.com
38	LaCasa of Goshen	Latonia Ferguson	248 Flanner Hall	Notre Dame	IN 46556		goirish-csm.symplicity.com
39	Andrews University Placement	Bonnie Martin	202 North Cottage	Goshen	IN 46526	mail	
40	Ball State University Career Center	Kristine Knutson	204 Nrthery hall	Berrien Spring	MI 49104		collegecentral.com/andrews
41	Kent State University	Cindy Hershman	2000 University	Muncie	IN47306		bsu.edu/careers
42	Brown Mackie College	Ann Motayaro	amotayaro@kent.edu		career.kent.edu		
43	Malcom X College Placement	Jill Foster	1030 S Jefferson	South Bend	IN 46617		jafoster@brownmackie.edu
44	Southwestern Michigan College		1900 W Van Buren	Chicago	IL60612	mail	
45	Michigan Indian Employment Training	Diane Barret Curtis	58900 Cherry Grov.	Dowagiac	MI49047		swmich.edu
46	Michigan Indian Employment Training	Cheryl Anderson	237 E. Clover	Ironwood	MI49938	mail	
47	Michigan Indian Employment Training	Melena Maple	900 3rd Street	Muskegon	MI49440	mail	
48	Michigan Indian Employment Training	Teri Chance	1048 Pierpoint	Lansing	MI48911	mail	
49		Mary Cody	2367 Byron Center	Wyoming	MI49509	mail	
52	Macomb Community Collete						
53	Albion College Career Development						
54	Grand Rapids Urban League	Angie Dombrowski	4900 Kellogg Center	Albion	MI49224		monster.com
55	Muskegon Community College			745 Eastern Ave SE	Grand Rapids	MI 49503	macombca
56	Baker College	Ann McManus	221 Quarterline Rd	Muskegon	MI 49442		albion.edu/careerdev
57	University of St Francis	Director	1903 Marquette	Muskegon	MI49442	mail	

58	Vincennes University	William Brune	2701 Spring St	Ft Wayne	IN 46808	Ann.McManus@muskegoncc.edu
59	Taylor University	Richard Coleman	1002 N. First Street	Vincennes	IN 47951	baker-csm.symplicity.com
60	Battle Creek Chapter NAACP	Richard Baxter	1025 W. Rudisill	Ft Wayne	IN 46807	wbrune@s.edu
61	Women's League Of Battle Creek	Roberta Crips	P.O. Box 1436	Battle Creek	MI49017	vinu-csm.symplicity.com
62	Broadcast Compliance Systems	President	286 Capital Ave	Battle Creek	MI49017	myinterfase.com/taylor-upland
63	Radio One School Of Broadcast		1700 Rockville Pike	rockville	MD 20852	mail
64	Eastern Michigan University	Joe Deschler	308 Bushner Place	LaCross	WI 54603	mail
65	Ferris State University	Lorraine McKnight	311 King hall	Ypsilanti	MI48197	bcs-ok.com
66	Marygove College	Laurie Kilbourne	1201 S State St	Big Rapids	MI49307	radio1school.chargerinternet.net
67	Ohio University					career.emichi.edu
68	Illinois Center For Broadcasting	Bettie Johnson	533 Baker Uni Cnt	Athens	OH45701	kilbournl@ferris.edu
69	Ohio U School of Telecommunications					fax 313-927-1695
70	Davenport College		9 S. College	Athens	OH45701	ohio.edu/careers
71	WKDS - Loy Norrix	Linda Knasel	4123 W Main	Kalamazoo	MI49006	funjobsonair.com
72	Ely Broad College of Business	Bob Kucera	606 East Kilgore	Kalamazoo East	MI49001	mail
73	Ball State University	Ernest Betts	415 Eppley Center	Lansing	MI48824	linda.kn@davenport.edu
74	Michigan Career & Technical Institute					mail
75	Radio Online	Van Nunnally	11611 W Pine Lake	Plainwell	MI 49080	mail
76	Grand Rapids Community College	Ron chase	3500 Tripp	Amarillo	TX79121	bsu.edu/careers
77	DePaul University Career Center	Chris Allen	143 Bostwick NE	Grand Rapids	MI49503	nunnallyv@michigan.gov
78	Loyola University Career Center	Gillian Steele	1 E. Jackson	Chicago	IL60604	radioonline.com
79	Northwestern University Career	Joe Reaves	6525 N Sheridan	Chicago	IL60626	mail
80	University of Chicago	Jeff Jenkins	620 Lincoln	Evanston	IL60208	careercenter.depaul.edu
81	Radio Business Report	Conner Barnes	1212 East 59th	Chicago	IL60637	mail
82	Northwest Ohio Black Media Assoc					northwestern-csm.symplicity.com
83	Calvin College	Clyde Hughes	541 Superior	Toledo	OH43660	mail
84	Aquinas College	Career Services	3201 Burton SE	Grand Rapids	MI49546	rbr.com/submit
85	American Woman In Radio & TV	Career Services	1607 robinson DE	Grand Rapids	MI49506	mail
86	Associate for Women In Communication	Suzin Claver	965 Century SW	Grand Rapids	MI49503	career@calvin.edu
87	ITT Technical Institute	Renee Pewwitt	8425 W McNichols	Detroit	MI48221	aquinas.edu.ccs/career

88	Washington Heights Ministries	Jennifer Hance	400 Sparks SE	Grand Rapids	MI49546	vandercook.suzin@broadband.att.com
89	Indeed.com	Gail Canalas	153 N Wood	Battle Creek	MI49017	pprevitt@marygrove.edu
90	Michigan Works/Talent Bank	aggregator				mail
91		Debbie Mariuz		Allegan	MI	fax 1-269-966-4186
92	WKZO.com					
93	WKZO Radio Ads					
94	Yahoohotjobs.com					yahoohotjobs.com

Appendix 4

Annual EEO Public File Report

Midwest Communications, Inc. - Michigan Region

Covering the Period from June 1, 2010 through May 31, 2011

Stations Comprising Station Employment Unit:

**WNWN-AM/FM, WHTC-AM, WYVN-FM,
WTVB-AM, WVFM, WKZO-AM/FM, WQLR-AM**

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

1. Outreach:

Website Posting and On Air Announcements

www.wincountry.com www.wvfm.fm
www.go955.com www.wtvbam.com
www.927thevan.com www.wkzo.com
www.1660thefan.com

- a) Date: June 1, 2006 to present
Participating Employees: Peter Tanz – Vice President
Event Sponsor: Midwest Communications

Description of Activity

Midwest Communications 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. Midwest Communications also airs announcements each month on each station encouraging organizations to apply to have job openings sent to them

2. Outreach:

**Participation in programs by educational
Institutions relating to career opportunities in
Broadcasting**

- a) Date: September 2010 – May 2011
Participating Employees: Peter Tanz, Vice President
Event Sponsor: Rotary Club of Kalamazoo

Description of Activity

Peter Tanz served as a mentor to a group of 12 Kalamazoo Central High School students. Monthly meetings were held during the school year and Peter discussed broadcast careers and career preparation. A station tour was conducted for several of the students

- b) Date: November 2, 2010
Participating Employees: Peter Tanz, Vice President
Event Sponsor: Branch Area Careers Center

Description of Activity

Peter Tanz spoke to students at the Branch Area Careers Center about jobs in broadcasting. The event featured three, one hour presentations to 35 students.

- c) Date: March 31, 2011
Participating Employees: Red Kingman
Event Sponsor: Wavecrest Academy

Description of Activity

On air personality Red Kingman conducted a station tour for 3 students. He gave them information on broadcast opportunities, different jobs and educational requirements

- d) Date: April 21, 2011
Participating Employees: Ken Lanphear, Brand Manager, WVFM
Event Sponsor: Parchment High School

Description of Activity

A student from Parchment High School and also in the Radio Broadcasting Class at Public Media Network had the opportunity to 'job shadow' with Ken. She spent time in the studio during his live broadcast and was able to see the music programming software in action.

- e) Date: May 18, 2011
Participating Employees: Red Kingman
Event Sponsor: Midwest Communications

Description of Activity

A student from a local high school participated in a job shadow with morning show host Red Kingman. She spent time in the studio during his live broadcast and was able to observe interviews and the operation of broadcast equipment.

3. Outreach:

Internships

- a) Date: 1/10-4/25/2011
Participating Employees: Tom Rody WYVN
Gary Stevens New Director
WYVN/WHTC
Event Sponsor: Midwest Communications

Description of Activity

Midwest Communications has an established Internship program. Dan Spadafora learned the responsibilities of an on air personality with Tom Rody primarily on WYVN and Gary Stephens in the news department.

4. Outreach:

**Participation in other activities to foster employment
in the broadcast field**

- a) Date: 6/8/2010
Participating Employees: Rick Shields - Shawn Stevens
Event Sponsor: Tiger Pack 211 Kalamazoo

Description of Activity

Rick Shields and Shawn Stevens gave a tour to 12 tiger scouts and their leaders. They toured the studios and facilities and heard about jobs in radio

- b) Date: December 6, 2010
Participating Employees: Ed VerSchure
Event Sponsor: Cub Scout Troop 3033

Description of Activity

Ed Verschure conducted a tour of the Holland studio and office facilities for the Cub Scout troop. He spoke to the group about how broadcasting works, jobs and careers in radio. The kids asked plenty of great questions and had a good time.

- c) Date: January 24, 2011
Participating Employees: Red Kingman
Event Sponsor: Cub Scout Troop Den 3

Description of Activity

Red Kingman conducted a tour of the Holland studio and office facilities for Cub Scout Pack Den 3 scouts and parents. He spoke to the group about how broadcasting works, jobs and careers in radio. He showed them how to produce a commercial.

- d) Date: February 28, 2011
Participating Employees: Ed VerSchure
Event Sponsor: Tiger Scout Den 3055
Colleen McEntyre

Description of Activity

Ed VerSchure conducted a tour of the studios for Tiger Scouts and parents. How Broadcasting works, jobs in radio were discussed. The scouts had the opportunity to record a sixty second commercial.

- e) Date: March 1, 2011
Participating Employees: Rick Shields
Event Sponsor: Cub Scout Troop 251

Description of Activity

Station personnel conducted a tour of the station facilities and discussed jobs in radio and generally how a radio station works. Approximately 20 scouts, parents and leaders participated.

f) Date: March 7, 2011
Participating Employees: Rick Shields
Event Sponsor: Cub Scout Troop 234

Description of Activity

Cub Scouts were given a tour of the facilities and learned about jobs in radio. Approximately 10 scouts and parents participated

g) Date: March 17, 2011
Participating Employees: Rick Shields
Event Sponsor: Cub Scout Troop 253
Gary Hahn

Description of Activity

Scouts were given a tour of station facilities, explained the difference in formats of the stations, and got to see programs in progress.

h) Date: May 24, 2011
Participating Employees: Peter Tanz – Vice President
Event Sponsor: Kalamazoo Assoc. of Volunteer Administrators

Description of Activity

Peter outlined station contact information, described how to contact the stations to receive job notices from the stations to be disseminated to member organizations. Four members of the media were invited to present to the group their organizations and now to work with/contact them.

5. Outreach

Hosting at least one job fair

a) Date: April 12, 2011
Participating Employee: Midwest Managers
Event Sponsor: Midwest Communications
Career Fair

Description of Activity

Midwest Communications Stations held an in-house job/career fair. Approximately 73 people participated in the event. Radio, newspaper and website ads were run. Applications were available and resumes accepted. Tours of the facilities were given to those interested. Midwest Managers with hiring abilities were on hand to talk to attendees. Jobs in Radio flyers were handed out.

Appendix 5

Annual EEO Public File Report

Midwest Communications, Inc. - Michigan Region

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Stations Comprising Station Employment Unit:

**WNWN-AM/FM, WHTC-AM, WYVN-FM,
WTVB-AM, WVFM-FM, WKZO-AM/FM, WQLR-AM**

Station Studio and Office Location Addresses:

Midwest Communications, Inc. operates studio and office facilities at the following southwestern Michigan addresses:

70 West Michigan Avenue, Battle Creek, Michigan 49017. 269-968-1991.

182 North Angola Road, Coldwater, Michigan 49036. 517-279-1590. (WTVB and WNWN-FM public inspection material available at this location.)

87 Central Avenue, Holland, Michigan 49423. 616-392-3121. (WHTC and WYVN public inspection material available at this location.)

4200 West Main Street, Kalamazoo, Michigan 49006. 269-345-7121. (WNWN-AM, **WVFM-FM**, WKZO-AM/FM, WQLR-AM **public** inspection material available at this location)

Midwest Communications, Inc. Corporate office is located in Wausau, Wisconsin: 904 Grand Ave, Wausau, Wisconsin 54402. 715-842-1437.

Appendix 6
Annual EEO Public File Report
Midwest Communications, Inc. - Michigan Region
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Stations Comprising Station Employment Unit:
WNWN-AM/FM, WHTC-AM, WYVN-FM,
WTVB-AM, WVFM-FM, WKZO-AM/FM, WQLR-AM

Station Personnel Involved In Hiring Decisions:

The following station personnel are responsible for hiring decisions by our Station Employment Unit:

Name	Title	Phone Number	E-mail
Peter Tanz	Vice President	269-488-3801	peter.tanz@mwcradio.com
Ken Delaney	WTVB Station Manager.	517-279-1590	ken.delaney@mwcradio.com
Bridgett Bowman	Traffic Manager	269-350-3508	bridgett.bowman@mwcradio.com
Michael Klein	Director of Sales	269-345-7121	mike.klein@mwcradio.com
Pamela Lacey	WNWN FM Brand Manager	269-345-7121	Pj.lacey@mwcradio.com
Brent Alan	WHTC/WYVN Brand Manager	616-392-3121	brent.alan@mwcradio.com
Kevin Oswald	WHTC/WYVN Sales Manager	616-392-3121	kevin.oswald@mwcradio.com
Dennis Martin	WNWN-FM Sales Manager	269-968-1991	dennis.martin@mwcradio.com
Troy Robertson	WNWN Brand Manager	269-345-7121	troy.robertson@mwcradio.com
Jay Morris	WKZO Brand Manager	269-488-3804.	jay.morris@mwcradio.com
Ken Lanphear	WVFM Brand Manager	269-488-3805	ken.lanphear@mwcradio.com
James Whelan	News Director - Coldwater	517-279-1590	jim.whelan@mwcradio.com
John McNeill	News Director – Kalamazoo	269-488-3812.	john.mcneill@mwcradio.com

The following person is responsible for coordinating our Station Employment Unit's E.E.O. efforts:

Pat Thomas, EEO Coordinator. 517-279-1590. pat.thomas@mwcradio.com

Midwest Communications, Inc. Director Of Human Resources Is Based In Wausau, Wisconsin:
Esther Gillis, Director of Human Resources. 715-842-1437. esther.gillis@mwcradio.com