

## 2022 EEO Documentation

In 2022 Thumb Broadcasting, Inc. operated WLEW-AM & WLEW-FM licensed to Bad Axe, Michigan as well as WHST-FM licensed to Pigeon, Michigan. The average number of full time employees for Thumb Broadcasting, Inc. in 2022 was 18. The population of Bad Axe, Michigan is around 3,000 people. The population of Pigeon, Michigan is 1,210. The population of our entire Huron County, Michigan is around 30,000 people. I hope this explains our rural community. Attached to this pdf file is dated documentation for Thumb Broadcasting, Inc. EEO report. It seems like Thumb Broadcasting is required to perform two recruitment initiatives. More than that are documented in the corresponding EEO report and further documentation is attached in this pdf.

There have been no complaints what-so-ever on the hiring practices of Thumb Broadcasting, Inc. in its over 50 years of existence.

General Manager: Richard A. Aymen is responsible for the hiring practices, pay, and EEO practices in conformance of FCC rules and regulations.

Station Manager: Tina Hind is responsible for implementation of the hiring practices for Thumb Broadcasting, Inc.

Thumb Broadcasting is not unionized

Thumb Broadcasting is not a religious broadcaster but does run several religious programs

Thumb Broadcasting, Inc. has no Time Brokerage agreements

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: July 13, 2021

Organization: Kim + David from Sterling Heights

Number of people in group: 2

WLEW Employee(s) giving tour: Kelly Carpenter-Castro

Reason for touring WLEW (brief description): Love the station + wanted to see what it was all about. They have listened long as when she had a cottage in Caseville, now stream us in Sterling Heights.

#### General Outreach

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Number of people in group: \_\_\_\_\_

WLEW employee(s) giving lecture: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

#### Internships

Name: \_\_\_\_\_

Date(s) of Internship: \_\_\_\_\_

School: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: ~~08-18-2021~~ 08-18-2021

Organization: \_\_\_\_\_

Number of people in group: 1

WLEW Employee(s) giving tour: Nate Franklin

Reason for touring WLEW (brief description): wanted to see what a radio station was like.

#### General Outreach

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Number of people in group: \_\_\_\_\_

WLEW employee(s) giving lecture: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

#### Internships

Name: \_\_\_\_\_

Date(s) of Internship: \_\_\_\_\_

School: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

Carrie Johnson  
Name (please print)

[Signature]  
Signature

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: 9/10/2021

Organization: \_\_\_\_\_

Number of people in group: 1

WLEW Employee(s) giving tour: Tina Hind

Reason for touring WLEW (brief description): \_\_\_\_\_

has never seen a radio station before

#### General Outreach

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Number of people in group: \_\_\_\_\_

WLEW employee(s) giving lecture: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

#### Internships

Name: \_\_\_\_\_

Date(s) of Internship: \_\_\_\_\_

School: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

Matt Brickel

Name (please print)

\_\_\_\_\_  
Signature

# WLEW Production

## PSA's & Community Calendar

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Group: Bad Axe 8<sup>th</sup> grade Date: September 29, 2021

Event: Mom 2 Mom Sale

Person/People recording commercial: Cole + Jasmyn

Person producing commercial: \_\_\_\_\_

Group: Clotte A Child Date: November 10, 2021

Event: Clothing donations for children in need

Person/People recording commercial: Cherie Mauer

Person producing commercial: Ralph Eden

Group: \_\_\_\_\_ Date: \_\_\_\_\_

Event: \_\_\_\_\_

Person/People recording commercial: \_\_\_\_\_

Person producing commercial: \_\_\_\_\_

# WLEW Production

## PSA's & Community Calendar

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Group: Bad Aye 8<sup>th</sup> Date: Jan 10, 2022  
Event: 8<sup>th</sup> grade Pulled Pork Dinner on Jan 26, 2022  
Person/People recording commercial: Kylie & Waven  
  
Person producing commercial: Debbie Brandon

Group: H B Game Show Date: 1/20/22  
Event: Game show  
Person/People recording commercial: Clark Ramsey  
  
Person producing commercial: Clark

Group: \_\_\_\_\_ Date: \_\_\_\_\_  
Event: \_\_\_\_\_  
Person/People recording commercial: \_\_\_\_\_  
  
Person producing commercial: \_\_\_\_\_

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Number of people in group: \_\_\_\_\_

WLEW Employee(s) giving tour: \_\_\_\_\_

Reason for touring WLEW (brief description): \_\_\_\_\_

#### General Outreach

Date: 2-14-22

Organization: Lion Lutheran School/church

Principal: Cindy Brown

Number of people in group: 4

WLEW employee(s) giving lecture: Debbie BRANDOW

Objective (brief description): Recorded four students for their

German Dinner and showed them how we clean up a

commercial and audio levels, and how to emphasize on sentences

when reading a commercial.  
They all did very great...

#### Internships

Name: \_\_\_\_\_

Date(s) of Internship: \_\_\_\_\_

School: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

Debbie BRANDOW

Name (please print)

Debbie Brandow

Signature

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: 4.23.2022

Organization: WLEW N/A

Number of people in group: 2

WLEW Employee(s) giving tour: Rachel & Nate

Reason for touring WLEW (brief description): Tourists Mary (Florida) & Mike (Maine) are huge fans & stopped by. We gave them a tour, stickers, and discussed the station.

#### General Outreach

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Number of people in group: \_\_\_\_\_

WLEW employee(s) giving lecture: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

\_\_\_\_\_

#### Internships

Name: \_\_\_\_\_

Date(s) of Internship: \_\_\_\_\_

School: \_\_\_\_\_

Objective (brief description): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Rachel Bronson

Name (please print)

R. Bronson

Signature



Tuesday November 23, 2021 10:11 pm

- Listen Live
- Home
- Thumb Area News
- Thumb Area Weather
- Obituaries
- Thumb Area Sports
- Vacation Guide
- Activities and Lodging
- Tourism and Community
- Thumb Area Outdoors
- Cancellations
- Agriculture
- Local Programs
- Contests
- Coupons/Flyers
- WLEW AM/FM
- Community Events
- Bookmark Us

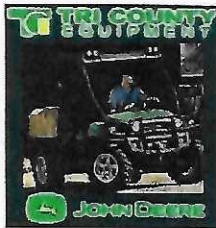
## Area News Headlines

These news headlines brought to you by these fine sponsors:



### GST Michigan Works! to hold a Job Fair next week Tuesday

Craig Routzahn  
 Mon, 22 Nov 2021 07:03:52 EST



A Multi-employer "Job Fair" is coming up next week in Bad Axe. GST Michigan Works! has put together the Job Fair at the Gathering Place in Bad Axe, next week Tuesday, November 30th from 4 to 7 p.m.. It will be an opportunity to talk with a number employers looking to fill positions. Come prepared to impress a potential future employer and bring a resume or two.

- Pin
- Share
- Email
- Tweet
- Share
- Share



**GSTMICHIGAN WORKS!**

**MULTI-EMPLOYER JOB FAIR AT THE GATHERING PLACE!**

Seize this opportunity to speak with your next potential employer! There will be a variety of employers in attendance looking to fill a wide variety of roles.

**Tuesday, November 30th**  
4pm - 7pm

**The Gathering Place**  
695 N. Van Dyke Rd.  
Bad Axe, MI 49813

**LEARN MORE AT [GSTMWORKS.ORG/EVENTS](http://GSTMWORKS.ORG/EVENTS)**

[click on the picture to enlarge](#)

Dear WLEW Station Owners,  
Management and Staff,

I would like to extend to you  
our sincere and deep appreciation  
& gratitude for the many years  
you have supported our Abstinence  
(now Empowering Youth Today)  
Program thru the Health Dept.

You have not only supplied us  
with program sustaining in-kind  
dollars, but have also given the  
opportunity to the Marketing  
Students a valuable lesson in  
media & PSA's!

It is our pleasure to provide  
you a Pizza lunch from Hungry  
Howies on July 14<sup>th</sup> to show  
our appreciation!  
With many thanks - Kristi Pitts  
Health Educator