

## 2023 EEO Documentation

In 2023 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 2023 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 Production PSA's & Community Calendar

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Group: Harbor Beach chamber of commerce Date: 07/06/2022

Event: Maritime Festival

Person/People recording commercial: WDYT Program 10:10A-10:45A

Person producing commercial: Kelly Jo OSentaski, Miranda  
Cameron

Group: Huron Community Fair Date: 07/20/22

Event: Huron Community Fair

Person/People recording commercial: Miranda / Clark Brock

Person producing commercial: WDYT Program 10:10A-11:00A

Group: Art in the Park Date: 8/24/22

Event: Art in the Park

Person/People recording commercial: Miranda Cameron /

Debrah Basset maxwell

Person producing commercial: WDYT Program 10:10A-10:40A

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: Nov 19, 2022  
Organization: Johnson family  
Number of people in group: 3  
WLEW Employee(s) giving tour: Niquole Johnson  
Reason for touring WLEW (brief description): Wanted to see how a radio station is run

#### 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): \_\_\_\_\_

Stephanie Johnson  
Name (please print)

[Signature]  
Signature

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: 12.13.2022

Organization: Owen-Gage Schools (7th; 8th grade)

Number of people in group: 25

WLEW Employee(s) giving tour: R. Bronson / M. Cameron

Reason for touring WLEW (brief description): Educational field trip.  
The kids learned on air, commercial production,  
made Christmas commercial.

#### 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

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: 12/2/2022

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

Number of people in group: 3

WLEW Employee(s) giving tour: Tina Hind

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

wanted to see what a radio station is 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): \_\_\_\_\_

Desiderio Sanchez Jr  
Name (please print)

Desiderio Sanchez Jr.  
Signature

# WLEW Production

## PSA's & Community Calendar

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Group: Bad Axe High School National Honor Society Date: 1-18-2023  
Event: Blood Drive on Monday, January 30<sup>th</sup>  
Person/People recording commercial: Hayden & Mrs Roth-Guza  
  
Person producing commercial: Debbie Brandow  
Sales Rep for Thumb Broadcasting

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

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: 04/22/2023

Organization: Family

Number of people in group: 2

WLEW Employee(s) giving tour: Korey Miracle

Reason for touring WLEW (brief description): Parents had been curious about what it's like behind the scenes of a radio 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): \_\_\_\_\_

Korey Miracle

Name (please print)



Signature

# WLEW/Thumb Broadcasting, Inc.

## AM 1340 & Cruise 102.1 FM

### Recruitment Initiatives

#### Radio Station Tours

Date: 4 May 2, 2013

Organization: Listeners, Kathy Genger

Number of people in group: 1

WLEW Employee(s) giving tour: Mrs. Kelly

Reason for touring WLEW (brief description): She won tickets & said in all of her years living in Bad Axe she's never been in a radio station.

#### General Outreach

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

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

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

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

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

#### Internships

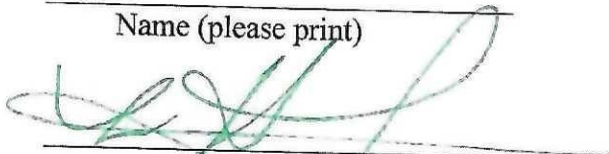
Name: \_\_\_\_\_

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

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

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

Name (please print)

  
Signature





Thursday, May 11, 2023 8:02 am

- 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:



### Gov. Whitmer Announces MI Trades Career Fair

Korey Miracle  
Fri, 05 May 2023 13:05:00 EDT



Governor Gretchen Whitmer announced an in-person and virtual MI Trades Career Fair on May 12 from 3:30 - 7:30 p.m. to connect qualified Michigan residents with professional trades career opportunities. The fair includes multiple State of Michigan departments and agencies, such as Licensing and Regulatory Affairs (LARA), Michigan Department of Transportation (MDOT), Michigan Civil Service Commission (MCSC), Department of Technology, Management & Budget (DTMB), Michigan Department of Corrections (MDOC), and Department of Health and Human Services (DHHS). Department recruiters and Civil Service Commission staff will be present to assist with the application process, while staff from the Department of Military and Veteran Affairs will help veterans apply for veterans' preference.

The in-person MI Trades Career Fair will be held at Capitol Commons Center, 400 S. Pine Street, Lansing - free parking provided.

To register for the in-person event: [State of Michigan MI-Trades \(In-Person\) \(brazenconnect.com\)](https://brazenconnect.com)

To register for the virtual event: [State of Michigan MI-Trades Virtual Job Fair \(brazenconnect.com\)](https://brazenconnect.com)

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 989-453-2472

**Pigeon Stroll, Shop & Dine**  
 CHAMBER OF COMMERCE Ladies Day Out, May 26th Downtown Pigeon Businesses

## **“What Do You Think”**

*Recorded: Wednesday 5/3/23*

*Aired: Wednesday 5/3/23*

*Length: 00:32:22*

**Host: Niq Johnson**

**Guest: April Woodall**

**Company / Organization: Positive Alternatives**

**Position / Title: Executive Director**

**Phone: Caro Center: (989) 672-4673 Bad Axe Center: (989) 269-6760**

**Website: my positive alternative.com**

**Facebook: Positive Alternatives**

**Instagram: positive alternatives mi**

## **Talking Points:**

- **Services Offered:** pregnancy testing, options education, parenting education, post abortive care, material services
- **Locations:** two locations in Huron and Tuscola Counties
- **Volunteers:** staffed mostly by volunteers, training opportunities for those wanting to volunteer
- **Upcoming Events:** two open houses - 1 at each location, drawings for those who come out
- **Not Preachy**
- **I think it’s probably not helpful that every time this subject is touched on in the media it is usually displaying some of the most ridiculous people that could be found that want attention more than they want to help, on either side, when most people aren’t excited to face these types of decisions, again, unlike what you see in the media.**

**Niquolae J. Johnson**

## "What Do You Think"

Recorded, Sat. 4/22/23

To Be Aired, Wed. 4/26/23

**Host: Niq Johnson**

**Guest: Tim Polk**

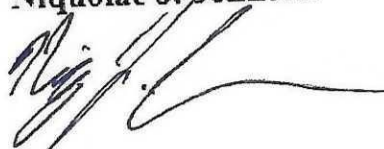
**Position: State Operations Director and Regional Coordinator for Region 7  
A.B.A.T.E. (American Bikers Aiming Towards Education)**

### Talking Points:

- "Look Twice Save A Life" signs
- The primary objective is to monitor motorcycle related legislation...  
ABATE works to get legislation and funding for rider education programs throughout the state.  
These programs train thousands of new, and inexperienced motorcyclists each year, and courses are also offered for the intermediate, and experienced rider as well.
- Jeremy Bouvrette submitted a request that commissioners consider supporting May as Motorcycle Awareness Month, and submitted a sample resolution to do that. Bouvrette pointed out the effort to raise awareness is not only for motorcycles, but also for the safety of pedestrians, bicyclists, and joggers who also share the roadways.
- Facebook Page: ABATE of Michigan region 7
- ABATE of Michigan is open to everyone 18 years or older; owning a motorcycle is not necessary

Spoke with Mr. Polk from approximately 9:15 a.m. to 10:00 a.m. and have compiled a segment approximately 00:35:41 in length for our "What Do You Think" program to air on April 26th, 2023, after the 10:00 a.m. news and weather.

**Niquolae J. Johnson**



What Do You Think Program 3/22/23

Spoke with Kari Granz, Program Coordinator  
for: Thumb Community Health Partnership  
primarily about their Childrens' Behavioral  
Health Campaign.

Nigudae J. Johnson





Friday, March 24, 2023 9:36 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

## What Do You Think

A local roundtable discussion with Craig Routzahn every Wednesday Morning at 10:00am only on WLEW 1340 AM.

### What Do You Think Archives

[WDYT 2019](#) | [WDYT 2018](#) | [WDYT 2017](#) | [WDYT 2016](#) | [WDYT 2015](#) | [WDYT 2014](#) | [WDYT 2013](#) | [WDYT 2012](#) | [WDYT 2011](#) |

- [03/24/2023](#) What Do you Think? Children's Behavioral Health Campaign w/ Kari Granz 3-22-23.mp3
- [05/04/2022](#) : [What\\_Do\\_You\\_Think - Harbor Beach Truck Show 2022-06-08.mp3](#)
- [05/04/2022](#) [What\\_Do\\_You\\_Think - Imagination Library 2022-05-04.mp3](#)
- [09/14/2022](#) : [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-09-14.mp3](#)
- [08/31/2022](#) : [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-08-31.mp3](#)
- [08/24/2022](#) : [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-08-24.mp3](#)
- [07/20/2022](#) [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-07-20.mp3](#)
- [07/20/2022](#) : [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-07-20.mp3](#)
- [07/06/2022](#) . [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-07-06.mp3](#)
- [06/15/2022](#) : [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-06-15.mp3](#)
- [03/30/2022](#) : [What\\_Do\\_You\\_Think - Woman 2 Woman program with Gail Innis 2022-03-30.mp3](#)
- [02/16/2022](#) [What\\_Do\\_You\\_Think-Thumb\\_Community\\_Health\\_Partnership\\_Man\\_Therapy2022-02-16.mp3](#)
- [12/22/2021](#) : [What Do You Think - Erica Jones and Kari Granz Mental Health Issues During the Holidays 2021-12-22.mp3](#)
- [11/24/2021](#) : [What Do You Think - Kaitlyn Fay - Bad Axe Chamber of Commerce - Bad Axe Christmas Parade 2021-11-24.mp3](#)
- [11/17/2021](#) : [What Do You Think - Tammy Badya RD - Relexology Therapy 2021-11-17.mp3](#)
- [10/20/2021](#) : [What Do You Think - Judith Darlington Under His Thumb Ministries 2021-10-20.mp3](#)
- [10/06/2021](#) : [What Do You Think - Airport Runway Walk and HC Road Commission Bay Port and Sebawaing Rd Changes 2021-10-06..mp3](#)
- [09/15/2021](#) . [What Do You Think - Gail Innis - Women 2 Women 2021-09-15.mp3](#)
- [09/08/2021](#) : [What Do You Think - Karl Granz - Suicide Prevention Month 2021-09-08.mp3](#)
- [08/18/2021](#) [What\\_Do\\_You\\_Think - Art in the Park 2021 2021-08-18.mp3](#)
- [08/11/2021](#) : [What\\_Do\\_You\\_Think - Integrit - Cleaning & Hoarding 2021-08-11.mp3](#)
- [07/28/2021](#) : [What\\_Do\\_You\\_Think - Huron Community Fair 2021-07-28.mp3](#)
- [07/07/2021](#) : [What\\_Do\\_You\\_Think-Harbor Beach Martime Festival 2021-07-07.mp3](#)
- [06/23/2021](#) : [What\\_Do\\_You\\_Think-Huron County Relay for Life 2021-06-23.mp3](#)
- [06/16/2021](#) [What\\_Do\\_You\\_Think- Frank Murphy Museum 2021-06-16.mp3](#)
- [06/09/2021](#) : [What\\_Do\\_You\\_Think-HDC Senior Seminar 20](#)



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1/20/23

EEO

Wednesday morning January 18, 2023 Ric Aymen and Tina Hind met with the Huron County 4-H and extension office volunteers and personnel. In attendance were Kari VerEllen, Patty Errer, Jeff Gillig and Cynthia Puvalowski. After a tour of our facilities and production capabilities, we discussed how we can get the 12 noon hour Huron County Extension Office one minute updates back running again. We worked out production ideas, equipment and guidelines. We showed the people in attendance how to do simple production and editing and logistics to get this public service program to become a reality.

Richard A Aymen

Wednesday March 8, 2023 Ric Aymen met with Kari VerEllen and Patty Errer at the radio station. After attempting to get their laptop going and showing them how to record, edit and playback audio files for updates from the 4-H youth extension office, Ric Aymen went to the extension office and Bad Axe to set up the extension office computer with audio recording including showing Kari how to record, edit and send mp3 files to the station for the MSU extension office shows.

1/20/23

EEO

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Richard A Aymen

aerchruextentoWe