
MIDWEST COMMUNICATIONS, INC.

And Affiliates

Annual EEO Public File Report

Midwest Communications, Inc – Knoxville, TN
Covering the Period from September 1st 2014 to March 31st 2015

Employment Unit: WJXB, WIMZ & WVRX
WJXB-FM – Knoxville, TN
WIMZ-FM – Knoxville, TN
WVRX-FM- Maryville, TN

EEO Contact Information: Midwest Communications, Inc
PO BOX 27100
Knoxville, TN 37927-7100
865-525-6000
Sharon.bowie@mwcradio.com

Full –Time job Vacancies Filled in the Employment Unit: 1 **Vacancy Information**

Job Title

Advertising Sales Account Manager

Recruitment Source

Inside Referral

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VACANCY LIST

Advertising Sales Account Manager

Recruitments Sources used 1-60

Recruitment Source – New Hire RS # 29

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2. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source entitled to Vacancy notification? (Yes/No)	No of Interviews Referred by RS over reporting period
1	Tn. Dept of Veteran Affairs 215 8th Avenue Nashville, TN 37203-3583	N	
2	Art Institute of Atlanta 600 Peachtree/Dunwoody Road Atlanta GA 30328	N	
3	Nat'l Assoc. of Hispanic Journalist 1000 National Press Bldg., Washington DC 20045 Attn: Leticia Salazar www.nahj.org	N	
4	Native American Journalist Assoc Univ of South Dakota, Vermillion, SD 57069 605-677-5282 www.naja.com	N	
5	Knoxville Area Urban League 1514 5th Avenue Knoxville, TN 37917	N	
6	Asian American Journalist 1182 Market Street, Suite 320 San Francisco, CA. 94102	N	
7	Howard University Financial Aid Office, 2400 6th St. Washington, DC 20050	N	
8	TN Career Center Attn: Ginger Armstrong 1610 University Ave., Suite 106 Knoxville, TN. 37921 865- 594-6908	N	
9	Roane State College Attn> Gail Russell 276 Patton Avenue, Harriman, TN. 37748 865-882-4695 or 865-882-4554 fax	N	
10	Department of Employment Security 500 James Robertson Pkwy Nashville, TN. 37245-1300	N	

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11	Pellissippi State Job Placement Service P.O. Box 22990 Knoxville, TN. 37933-0990 Attn: Carolyn Carson 865-694-6554	N	
12	Nashville Technical Placement 120 White Bridge Road Nashville, TN. 37209	N	
13	American Women in Radio & TV 8405 Greensboro Dr. Suite 800 McLean, Va 22102-5120 703-506-3290 www.awrt.org	N	
14	Knox County CAC P.O. Box 51650 Knoxville, TN. 37950	N	
15	NAACP 3023 Selma Avenue Knoxville, Tennessee 37914	N	
16	TN. General Assembly of Minority Affairs 1608 Woodmont Drive Nashville, TN. 37219	N	
17	University of Tennessee Broadcast Dept College of Communications Knoxville, TN 37921	N	
18	University of Tennessee Career Services 100 Dunford Hall Knoxville, TN. 37996-4010	N	
19	Knoxville College Job Placement 901 College Street Knoxville, TN. 37921	N	
20	National Assoc. of Black Journalists 8701A Adelphi Rd., Adelphia, MD 20783 301-445-7100 www.nabj.org	N	

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21	Nat'l. Director of Placement c/o Gary James Ohio Center for Broadcasting 9000 Sweet Valley Dr. Valley View, OH 44125 e-mail only: www.funjobsonair.com	N	
22	ITT Technical Institute 10208 Technology Drive Knoxville, TN 37932 Attn: Melinda Parker, Director of Career Services 865-671-2800	N	
23	National College of Business & Technology 8415 Kingston Pike, Knoxville, TN 37919 Attn: Sammie Queen Hawkins 865-539-2011	N	
24	Accountemps / Officeteam 1111 Northshore Drive, Suite N525, Knoxville, TN 37932 Attn: CeCilee DeNardo 865-588-6500	N	
25	www.nab.org - Job Line 202- 429-5359	N/A	
26	www.broadcastingcable.com	N/A	
27	www.promax.org	N/A	
28	www.rab.com	N/A	
29	Employee Referral	N/A	2
30	Internal Postings	N/A	
31	Inside Radio - 1-800-640-8852	N/A	
32	Knoxville News Sentinel: Attn: Classifieds Fax 865- 673-3482	N/A	
33	On-air announcements: WJXB, WIMZ, WVRX	N/A	
34	Midwest Communications- Knoxville Websites: www.b975.com , www.wimz.com , www.wvr.com ,	N/A	
35	All Access.Com Website: www.allaccess.com	N/A	
36	Word of Mouth /Former Employee	N/A	1
37	Walk-In's	N/A	

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38	Radio & Records: 310-553-4330	N/A	
39	SBE Job On-Line - Fax: (317) 846-9120	N/A	
40	Radio World On-Line classifieds @imaspub.com	N/A	
41	Job Fair	N/A	
42	Jacobs Media: Fax 248-353-0709	N/A	
43	Metro Pulse Classifieds: Greenpat@KNEWS.COM	N/A	
44	www.careerbuilder.com	N/A	
45	www.mediarecruiter.com	N/A	
46	www.tabtn.org Fax 615 399-3791	N/A	
47	www.craigslist.com	N/A	
48	WWW.monster.com	N/A	3
49	Women's Coordinating Council 305 University Center Knoxville TN 37996	N/A	
50	Walters State Community College 505 S Davy Crockett Pkwy Morristown, TN 37996	N/A	
51	Tusculum College 1305 Centerpoint Blvd Knoxville, TN 37996	N/A	
52	South College 720 N 5th Avenue Knoxville, TN 37917	N/A	
53	Sertoma Center 1400 E 5th Avenue Knoxville, TN 37917	N/A	
54	NAACP PO Box 14096 Knoxville, Tennessee 37914	N/A	
55	NAACP OF OAK RIDGE PO BOX 6165 OAK RIDGE TN 37830	N/A	
56	Maryville College Center for Calling and Career 502 East Lamar Alexander Pkwy, Maryville, TN 37804	N/A	
57	Lincoln Memorial University 6965 Cumberland Gap Pkwy Harrogate TN 37752	N/A	
58	Heart of Knoxville Career Center 1610 Magnolia Avenue Knoxville TN 37917	N/A	

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RS Number	RS Information	Source entitled to Vacancy notification? (Yes/No)	No of Interviews Referred by RS over reporting period
59	Disability Resource Center 900 East Hill Ave Knoxville, TN 37914	N/A	
60	www.glassdoor.com	N/A	1
	TOTAL # OF INTERVIEWEES OVER REPORTING PERIOD		7

WJXB-FM, WIMZ-FM, WVRX-FM
Midwest Communications Inc, Knoxville

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3. OUTREACH INITIATIVES			
	Date	Initiatives	Description of Initiative
1	9/29/2014	Speaking Engagement	Our assistant director of promotions, Michael McMahan visited a broadcasting class at Fulton High School in Knoxville. After discussing careers in broadcasting with the students, Michael highlighted the importance of the promotions department in the media industry. He engaged the students by giving them the task of developing promotions for the school radio station, WKCS. Michael then reviewed the suggestions from the class and discussed the feasibility and cost benefits ratios of each promotion.
2	10/22/2014	Job Fair	The University of TN holds a Communication and Internship Job Fair twice per year. This fall MWC Knoxville was represented by Randy Ross, GM, Deborah Mauldin Director of Promotions, Randy Chamber PD, Shane Cox PD and Michael Shoenherr PD. This is an excellent venue for meeting potential candidates for employment and internships. Each department head engages with the students, by highlighting the various departments that make up a successful media group. Students have a chance to discuss internship opportunities and leave their resumes. The MWC staff distributed literature to the students covering operations, careers, and station history and statistics.
3	Ongoing	Job Openings	The NAB internet job bank is an excellent source for job seekers. The website provides links to virtually every organization or source that can assist in referring applicants. It specifically has links to organizations representing women and minorities in broadcasting.
4	Ongoing	Continuing Education	Being a member of BCFM allows us to attend long distance learning seminars on various topics that are pertinent to our industry. Membership to TDGA provides access to current news, articles, special reports and self-improvement features that are unique to our jobs.
5	3/18/2015	Tour/Visit	The Programming Staff on WJXB spent the morning with a Maryville College Student. Ms. Stuart has an interest in a broadcasting career and enjoyed sitting in on the morning show with Ashley and Brad. She learned how songs are selected, how a show is put together and the importance of ratings to a media business.
6	Ongoing	Job Openings	The TAB careers program provides us a convenient way to alert qualified applicants in our area of job openings. It is an excellent way to participate in third party recruitment outreach.



MORNING SHOW PRODUCER/PERSONALITY
Knoxville, TN

Are you a trendsetter that passionately attends live music events of all genres, follows fashion, E-Television and insists on being among the first to dine at new restaurants? Can you bring these experiences to life and push them through the speakers to engage our audience?

We're looking for a friendly, socially engaged person to join Ashley and Brad in the Morning on B97.5. This is an established, long-running program on a heritage AC station in Knoxville, Tennessee. It's a full-time opportunity that will include host and production duties during a weekday morning show. Creating original content, on-air announcing, commercial production, live appearances, community involvement and posting stories and interviews on the station websites and social media are a part of this job description. A strong on-air delivery is essential. A commitment and understanding of the community is required. Additionally, audio editing skills are necessary for your success. Knowledge of video editing, Facebook and Twitter are a plus. In addition to week days, you must be available to work occasional weekends & holidays.

We offer a competitive salary and benefits package. A good driving record and a valid driver's license are required.

E-mail your resume and a one to two minute MP3 of your voice to Shane Cox (Brand Manager) at shane.cox@mwcradio.com or mail to Shane's attention at: WJXB, PO Box 27100, Knoxville, TN 37927.

Midwest Communications Inc. is proud to be an equal opportunity employer by choice.

WIMZ / WJXB / WVRX
1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917
PO Box 27100, Knoxville, TN 37927
Phone: 865-525-6000 • Fax: 865-525-2000



SALES MANAGER

Knoxville, TN

Midwest Communications, Inc. Knoxville, TN has a rare Sales Management Opening
NO RVP/SVP-NO POLITICS-ALL THE TOOLS TO WIN

We are a privately held, family owned company with a 57 year history of market leading performance and legendary radio brands that has evolved into a full-service broadcast and digital marketing company.

This **Sales Manager** job isn't for everyone, but if you have:

- A successful track record of budget attainment
- Dynamic leadership and coaching skills
- A track record of successful training & staff development
- A knack for recruiting top talent
- Minimum of three years media sales management experience
- Knowledge of Tapscan and Scarborough research

If you want to be part of a management team where your contribution is valued and your voice will be heard...then let's talk. There's a reason we have so little turnover!

Find out why by emailing in confidence to Randy Ross, Vice President/Market Manager, Midwest Communications, Inc. at hrknox@mwcradio.com.

Midwest Communications, Inc. is proud to be an Equal Opportunity Employer by choice. Women and minorities are encouraged to apply.

WIMZ / WJXB / WVRX

1100 Sharps Ridge Memorial Park Drive, Knoxville, TN 37917

PO Box 27100, Knoxville, TN 37927

Phone: 865-525-6000 • Fax: 865-525-2000



Sharon Bowie <sharon.bowie@mwcradio.com>

2014 Communication Job & Internship Fair Feedback

1 message

Lindsey Elder <info@baseline.mail.campuslabs.com>

Thu, Nov 6, 2014 at 2:00 PM

Reply-To: lelder5@utk.edu

To: sharon.bowie@mwcradio.com

Thank you for attending the 2014 Communication Job & Internship Fair on October 22. The University of Tennessee appreciates your continued support of our students. In order to make improvements to next year's event we are requesting your feedback in the form of a short survey. Please do not hesitate to contact Career Services with questions or concerns.

To access the survey please click [here](#). If the survey does not open automatically, please copy and paste the following link to your internet browser's address bar:

<http://studentvoice.com/p/?uuid=905e64e729c041ae949d5518392e71e4>

Thank you for registering for the UT Communication Job and Internship Fair!

2014 UT Communication Job & Internship Fair

We are looking forward to seeing you at the Communication Job & Internship Fair held on October 22nd, 2014, from 1:00-4:00pm in the University Center Ballroom.

- **Arrival & Display Setup**-You may arrive as early as 11:00am and you are encouraged to arrive no later than 12:30pm in order to be able to park, unload (if necessary), set up and eat lunch for the event.
- **Directions & Parking**- Guest parking is now located in **Volunteer Hall Garage (G-15)** on 1525 White Avenue. Please note White Avenue is a one-way street with two parking garages. DO NOT park at the "White Avenue Garage" we are unable to reimburse you for any ticket or charge you may receive in this garage. You should be issued a parking stub as you enter the Volunteer Parking garage. **Please bring the stub with you for check-in at the registration table.**

Walking to UC from Volunteer Hall: Left out of garage and walk down White Avenue. Turn right onto James Agee. Cross over Cumberland Avenue at cross walk and continue onto UC plaza entering on the 2nd floor.

Unloading: If you have bulk materials that you need to drop off at the UC before parking please pull onto Philip Fulmer Way from Cumberland Ave. and pull over to the curb. A staff member will meet you and take your materials to your table while you park.

Directions to Volunteer Hall Garage after unloading: Continue on Philip Fulmer Way making a right turn onto Peyton Manning Pass. Turn right onto Volunteer Blvd. Cross Cumberland Ave at stop light (becomes 16th Street). Turn right onto White Avenue and an immediate left into the Volunteer Hall Garage.

Maps & Addresses: http://career.utk.edu/CS/wp-content/uploads/pdf/2012_CS_MAP.pdf

Volunteer Hall
1525 White Avenue
Knoxville, TN 37916

Carolyn P. Brown Memorial
University Center
1502 West Cumberland Ave.
Knoxville, TN 37996

- **Booth**- Includes a 6 ft. table with white table cloth, chairs and surrounding space. You are welcome to bring any promotional materials that will fit on the table.
- **Lunch**- Boxed sandwich lunches and beverages will be provided at 12:00pm the UC Crest Room.
- **Shipping**-If you are shipping materials/displays, please send to UT Career Services. Shipments will be delivered to your table at the UC Ballroom.

Displays/Materials should be SHIPPED to:

ATTN: CCI Job & Internship Fair
UT Career Services
100 Dunford Hall
915 Volunteer Boulevard

Knoxville, TN 37996-4010

Return Shipping-You must contact your shipper for pick-up. Important: Please schedule your pick-up between 8am-5pm on Thursday, Oct. 23rd at Career Services.

- **Miscellaneous: Names tags / Business Cards**-If you have a company nametag, be sure to wear it. Otherwise, you will be able to make a nametag at the Fair. Also, remember to bring a supply of business cards.

Please Share This Information With All Recruiters Attending The Fair. Questions: Please email elder5@utk.edu or call me at 865-974-7646.

Thank you,

Lindsey Elder
UT Career Services

Dr. Sam Swan
College of Communication & Information