
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WJXB-FM, WIMZ-FM, WDKW-FM, WNFZ-FM RADIO

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 Knoxville, Tennessee Employment Unit (“SEU”). This SEU is comprised of the following stations: WJXB-FM, WIMZ-FM licensed to Knoxville, Tennessee, WDKW-FM licensed to Maryville, Tennessee and WNFZ-FM Radio licensed to Powell, TN. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, on or prior to April 1, 2024.

The information requested in this report would cover the period beginning April 1, 2023 and including through March 31, 2024 (the “Applicable Period”).

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 SEU 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 and 2 that follow have been designed, in the aggregate, to provide the required information.

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.

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APPENDIX 1

Annual EEO Public File Report

Midwest Communications, Inc. – Knoxville, TN

Covering the Period from April 1, 2023 to March 31, 2024

Stations Comprising Station Employment Unit:

WJXB-FM, WIMZ-FM, WDKW-FM, WNFZ-FM RADIO

Vacancy Information

<u>Full-time Position</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Sales Support Specialist WJXB/WIMZ/WDKW/WNFZ	6/12/23	5	In-House Posting	3, 5-22, 25, 26, 27, 34, 36-48, 49-67, 68-74
Continuity Coordinator WJXB/WIMZ/WDKW/WNFZ	12/11/23	4	In-House Posting	2, 3, 5-22, 23, 25, 26, 27, 34, 36-48, 49-67, 68-74
Marketing Consultant WJXB/WIMZ/WDKW/WNFZ	1/2/24 1/2/24	8	Inside Referral In-House Posting	2, 3, 5-22, 25, 26, 27, 34, 36-48, 49-67, 68-74, 75, 76
Marketing Consultant WJXB/WIMZ/WDKW/WNFZ	3/19/24	6	Outside Referral	2, 3, 5-22, 25, 26, 27, 34, 36-48, 49-67, 68-74, 76

Total Number of Positions filled during the Applicable Period: 5
Total Number of Persons Interviewed during Applicable Period: 23

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APPENDIX 1 (cont.)

Recruitment Sources:

<u>Radio Announcement/Website</u>	<u>Contact</u>	<u>Address</u>	<u>Method Of Contact</u>	<u># Interviews From Source</u>
WJXB/WIMZ/WDWK/WNFZ	Charles Smith	1100 Sharps Ridge Memorial Park Dr./Knoxville TN	Email	
Internet Sites				
2. LinkedIn	www.linkedin.com	Sunnyvale, CA		2
3. Indeed	www.indeed.com	Austin, TX		13
4. Glassdoor	www.glassdoor.com	Mill Valley, CA		
Postings				
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com ;	
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
7. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
8. WTOU/WKZO WZOX/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.toulin@mwcradio.com	
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
10. WNWN-FM/WFAT	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	mandy.stephenson@mwcradio.com	
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	bryan.brewer@mwcradio.com	
12. KDAL/KTCO/KDKE KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
14. WUSZ/WMFG/WEVE WNMT/WTBX/WDKE	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	rollie.dethloff@mwcradio.com	
15. WMGI/WTHI/WIBQ/ WBOW/WWVR	Office Mgr.	824 3 rd Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
16. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com ;	
18. KFGO/KRWK/KOYY KVOX/KNFL	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	holly.kolden@mwcradio.com	
19. WJXA/WCJK/WNFM	Admin. Asst.	504 Rosedale, Nashville, TN 37211	brenda.mcarthu@mwcradio.com	
20. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	3
21. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	kearsten.peters@mwcradio.com	
22. WSWT/WXCL/WMBD/WIRL WPG/WKZF Radio	Business Mgr.	331 Fulton Street, 12 th Floor, Peoria, IL 61602	shannon.demanes@mwcradio.com	
WEBSITE				
23. All Access		www.allaccess.com		1
24. AM FM Jobs		http://www.amfmjobs.com		
25. Career Page		http://www.careerpage.org		
26. Midwest Careers		www.midwestcareers.com		
27. Radio Online		www.radioonline.com		
28. Country Aircheck		news@countryaircheck.com		
29. TN Dept. of Labor & Workforce Development		www.jobs4tn.gov		
30. Wisconsin Broadcasters Assoc.	Kyle Geisler	kyle.geissler@wibroadcasters.org		
31. South Dakota Broadcasters Assoc.	Marla Willard	marla@willardandassociates.com		
32. MN Broadcasters Assoc.	Tim Hyde	tim.hyde@minnesotabroadcasters.com		
33. IL Broadcasters Assoc.	Deb Gray	dgray@ilba.org		
34. TN Assoc. of Broadcasters		tabtn.org		
35. ND Broadcasters Assoc.	Beth Helfrich	bethh@ndba.org		
Recruitment – Email				
36. Tennessee Dept. of Veteran Affairs		tn.veterans@tn.gov		
37. Howard University Financial Aid Office		finaid@howard.edu		
38. Nashville State Community College		Nicole.hubbs@nsc.edu		
39. TN College of Applied Technology		misty.west@tcatknoxville.edu		
40. University of Tennessee		wutkbenny@gmail.com		
41. Beck Culture Exchange		rkesler@beckcenter.net		
42. Minority Student Affairs		multicultural@utk.edu		
43. Women's Coordinating Council		wccutk@gmail.com		

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| 44. Knoxville NAACP | kcnaacp@gmail.com |
| 45. Walters State Community College | alumni@ws.edu |
| 46. Mississippi State Univ. of Communication | jforde@comm.msstate.edu |
| 47. Milligan College | banderson@milligan.edu |
| 48. Union University | mbownan@uu.edu |

Recruitment – Mail

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|--|------------------|--|
| 49. Roane State College | Elizabeth/Alicia | 276 Patton Avenue, Harriman, TN 37748 |
| 50. Department of Employment Security | | 500 James Robertson Parkway, Nashville, TN 37245-1300 |
| 51. Nashville Technical Placement Department | | 120 White Bridge Road, Nashville, TN 37209 |
| 52. Center for Asian American Media | | 145 Ninth Street, Suite 350, San Francisco, CA 94103 |
| 53. Heart of Knoxville Career Center | Bryan May | 1610 Magnolia Avenue, Knoxville, TN 37917 |
| 54. Tennessee Assoc. of Broadcasters | Brenda Heidt | Two International Plaza Drive, Suite 902, Nashville, TN 37217 |
| 55. Carson Newman College | | 2130 Branner Avenue, Jefferson City, TN 37660 |
| 56. NAACP of Oak Ridge | Dave Anderson | PO Box 6165, Oak Ridge, TN 37831 |
| 57. South College | | 3904 Lonas Drive, Knoxville, TN 37909 |
| 58. American Jobs Center | | 2700 Middlebrook Pike #100, Knoxville, TN 37921 |
| 59. Knox County CAC | | 2247 Western Avenue, Knoxville, TN 37921 |
| 60. TN General Assembly Office of Minority Affairs | | 320 6 th Avenue North, 8 th Floor, Rachel Jackson Bldg., Nashville, TN 37243 |
| 61. Ohio Media School | | 9885 Rockside Road #160, Valley View, OH 44125 |
| 62. Sertoma Center | Moy Garcia | 1400 E. Fifth Avenue, Knoxville, TN 37917 |
| 63. Tusculum University | | 60 Shiloh Road, Greeneville, TN 37745 |
| 64. Disability Resource Center | | 9111 Cross Park Drive, Bldg. E, Suite 135, Knoxville, TN 37923 |
| 65. Knoxville Area Urban League | Bill Myers | 1514 Fifth Avenue, Knoxville, TN 37917 |
| 66. TN College of Applied Technology | Corey Bishop | 821 W. Louise Avenue, Morristown, TN 37813 |
| 67. Sevier County Vocational Center | Cindy Rule | 1150 Dolly Parton Parkway, Sevierville, TN 37862 |

Recruitment – Via Handshake

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|-------------------------------------|--------------|--|
| 68. Maryville College | Angie Harris | careercenter@maryvillecollege.edu via Handshake |
| 69. University of Tennessee | Joann Jeter | jjeter@utc.edu via Handshake |
| 70. Middle TN State University | Dean Workman | career@mtsu.edu via Handshake |
| 71. Southwest TN Community College | | n/a via Handshake |
| 72. East Tennessee State University | | whitleye@etsu.edu via Handshake |
| 73. University of TN Southern | | jshelt48@utsouthern.edu |
| 74. King College | | flgreen@king.edu |

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|----------------------|---|
| 75. Inside Referral | 1 |
| 76. Outside Referral | 3 |
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APPENDIX 2

Annual EEO Public File Report Midwest Communications, Inc. – Knoxville, TN

Covering the Period from April 1, 2023 through March 31, 2024

Stations Comprising Station Employment Unit WJXB-FM, WIMZ-FM, WDKW-FM/WNFZ-FM

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

- Outreach:** Website Posting
www.midwestcareers.com www.b975.com (WJXB)
www.wimz.com (WIMZ) www.theduke.fm (WDKW)
www.943wnfz.com
September 1, 2014 to present

Participating Employees: Michael Brody – Vice-President/TN Region

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 - Outreach:** Brainstorm Session
Date: April 3, 2023

Participating Employees: Jennifer Terry, Business Manager

Outreach Sponsor: University of Tennessee Knoxville CCI

Description of Activity: Jennifer met with Devan, the new Director of Career Development at the University of Tennessee College of Communications & Information. The meeting was to brainstorm unique ways to engage with CCI students about employment opportunities in broadcasting. They are hoping to design an “exploratory” internship program that will allow the students to gain valuable applied experience and make
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connections in professional fields they are considering as a career path with the basic tenants being:

1. Career exploration/Learn more about yourself.
2. Gain real exposure to determine if students are in the right career field.
3. Establish networking connections & people skills.
4. Enable understanding of the career trajectory to a desired job/title.
5. Develop skills to stand out in the industry/job market.

Outreach: Career Fair
Date: May 1, 2023

Participating employees: Steve Powell, Promotions Assistant
Darius Williams, Programming Asst./Announcer
Ashlee Crawford, Promotions Assistant

Outreach Sponsor: Hardin Valley Elementary School

Description of Activity: Our staff brought the WIMZ vehicle and set up a mock broadcast tent/booth for students to interact with. They taught the kids about recording commercials during remote broadcasts and let them see how the various parts of the broadcast work. Students were allowed to create mock commercials and asked good questions about what we do and how radio stations actually work. Over 400 elementary students participated in this Career Fair.

Outreach: Radio Fest
Date: June 17, 2023

Participating Employees: Kevin Duplantis, Chief Engineer

Outreach Sponsor: Knoxville Amateur Radio Club

Description of Activity: Midwest Communications Knoxville participated in the Radio Club Radio Fest held at Kerbela Temple in Knoxville from 8:30am to 3:30pm. Kevin talked to attending people about what we do for the community and about his job in broadcasting. A listing of jobs and handouts were available to any one that asked. Over 500 people attended.

Outreach: Industry Feedback Session
Date: July 28, 2023

Participating Employees: Jennifer Terry, Business Manager

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Outreach Sponsor: University of TN, College of Communication & Information

Description of Activity: Members of the broadcast and advertising community (radio/tv, entertainment/production, corporate, agency, nonprofit) were invited by the College of Communication and Information to a session designed to explore early talent needs and how to prepare students for a changing industry. The University is hoping to build out an industry- focused career development model. Areas covered were Sports, Journalism/Broadcast, Creative, Advertising/Digital Marketing/Sales, Data Information Management/Analytics, Public Relations/Communication, Non-profit/Government. Two types of internships were of focus: exploration and skills.

Outreach: Community Engagement Fair

Date: August 17, 2023

Participating Employees: Michele Silva, Morning Show Announcer
Randy Chambers, Brand Manager
Steve Powell, Promotions Assistant

Outreach Sponsor: Maryville College – Maryville, TN

Description of Activity: Our staff had a table from 4 to 7pm at this event welcoming students and their parents to Maryville College. This was actually move-in day for the freshmen class, a record year for students attending, and this was the first Engagement Fair for this College. About 40 businesses/organizations attended and from all indications this was successful. Staff got to talk about what they do in radio and all of the opportunities available.

Outreach: Job Fair

Date: October 5, 2023

Participating Employees: Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: University of Tennessee/Knoxville College of Communications

Description of Activity: Derric represented our Knoxville stations at this job fair. We had a booth along with swag and examples of the work accomplished by the Promotions Department. Derric also supplied multiple copies of current job openings in his department and elsewhere in our Knoxville operation and interacted with dozens of students looking

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for opportunities in media, radio and advertising. Derric collected a number of resumes and processed those appropriately.

Outreach: Tour
Date: October 24, 2023

Participating Employees: Shane Cox, Brand Manager/Announcer
Derric Boudreaux, Promotions/Social Media Director
Randy Chambers, Brand Manager/Announcer
Valerie Anderton, Announcer/WJXB
Meghann Common, Continuity Coordinator
Darius Williams, Programming Asst./Announcer

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Benny, General Manager/Program Director of WUTK-FM 90.3 The Rock, University of Tennessee, Knoxville, asked Shane if he would be willing to host two groups of students (a group of nine students and another group of 18 students) concentrating on on-air and some production. They were able to tour our facilities and learn about all the different jobs available in radio. They also learned how the songs are selected that we play, how contests are conducted, how commercials are created from script to a produced spot, and what a DJ does during their shift.

Outreach: Tour
Date: October 26, 2023

Participating Employees: Valerie Anderson, Announcer, WJXB

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Valerie gave a young lady celebrating her 10th birthday and her Mom a tour of our building and studios. She got to check out the production rooms and the WJXB studio inner workings. She even got to have her own Taylor Swift dance party, complete with balloons.

Outreach: Job Shadow
Date: February 8, 2024

Participating Employees: Jad Farmer, Director of Sales

Outreach Sponsor: Midwest Communications, Inc.

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Description of Activity: Courtney, a senior at Maryville College came in from 8am-12noon to job shadow the sales department. She will graduate in May with a degree in marketing. Jad gave her a tour of the station and explained how each department works and their role in the overall process. He then went through how new sales people are trained, walking her through the entire process of how we identify potential prospects to getting their campaigns live. They went through how to write ad copy, produce commercials and create strategies for blended digital and radio campaigns. She was also able to spend time interacting with clients and other sales staff as they prepared for their day.

Outreach: Videos for College/Communications Students
Date: February 5, 2024

Participating Employees: Valerie Anderton, Announcer, WJXB

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: A professor from Valerie's Alma Mater, Austin Peay State University, asked Valerie if she could do some videos for her Communications class as they covered radio. Valerie did a series of videos, depicting a "Day in the Life" of a radio personality. She also scheduled a Zoom meeting for Valerie to interact with the students.

Outreach: Careers on Wheels – West Hills Elementary
Date: March 15, 2024

Participating Employees: Steven Powell, Promotions Assistant
Ashlee Crawford, Sales Assistant/Promotions
Mike Stanley, Promotions Assistant

Outreach Sponsor: West Hills Elementary School

Description of Activity: This event focuses on jobs that have a component involving driving around the community. With our vehicles being regularly out and about in the community, we felt this was a good fit for us. Students from Pre-K through the 5th grade rotated through the various businesses present. Our team felt they had approximately 700 students come through. Our staff talked about the work they do in radio from on-air work, the music we play, to the part that promotions play using this opportunity to get kids excited about possible careers in radio.

Outreach: Elementary School Visit

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Date: February 6, 2024

Participating Employees: Darius Williams, Promotions Assistant
Steve Powell, Promotions Assistant
Ashlee Crawford, Sales Assistant/Promotions

Outreach Sponsor: Rocky Hill Elementary School

Description of Activity: Rachel, a Librarian at Rocky Hill reached out to WJXB about their week long Read Across America Celebration. Our employees spoke with students about how the basic reading skills they are learning now could lead to a job in radio. We have a one page sheet to leave with young students about three things they could do if they would like to work in radio some day. Darius then read a Dr. Seuss book to the students.

Outreach: Speaking Engagement

Date: February 27, 2024

Participating Employees: Kevin Duplantis, Chief Engineer

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest hosted the monthly meeting of the Middle East TN Emergency Radio Service group. Kevin did a presentation on transmitter interference to amateur radio and FM broadcast transmitters. They also discussed the harmonic content of transmitters and their effect on adjacent receivers. Jim, the President of the group thanked Kevin for an informative and enlightening talk on FM broadcasting and what Kevin handles in his position.

Outreach: Various Mentoring Opportunities

Date: January-February, 2024

Participating Employees: Jennifer Terry, Business Manager
Jeff Cutshaw, Traffic Specialist
Jad Farmer, Director of Sales
Shane Cox, Brand Manager
Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: Midwest Communications, Inc.

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Description of Activity: Jennifer Terry and Jeff Cutshaw mentored Meghann, a part-time employee in the promotions department to be able to move into a full-time position as a Continuity Director.

Jad Farmer mentored Michele, an on-air personality, who felt that she could be successful as a Marketing Consultant. Michele moved into the position of a full-time Marketing Consultant in December of 2023.

Jad Farmer also mentored Kate who joined Midwest in January of 2024 as a Marketing Consultant. Kate's background was in copywriting. She was put through a six week training program with Jad which will allow her to be successful in radio/digital sales.

Shane Cox mentored Darius who worked in Promotions to be able to take over our public affairs program, East Tennessee Now, which is a very important aspect of FCC requirements involving working with and scheduling interviews with community leaders to ascertain what is important to the communities we serve..

Derric Boudreau took on the task of putting together a strong Promotions/Social Media team working with Darius, Meghann, Ashlee and Carrie to assume various tasks which will help them to grow in their positions. He also mentored two new additions to his staff, Jeremiah and Katy, working with them to build their skills also in Promotions and Social Media. Derric has put together a very strong team!
