
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, 2023.

The information requested in this report would cover the period beginning April 1, 2022 and including through March 31, 2023 (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, 2022 to March 31, 2023

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>
Announcer WJXB-FM Radio	4/29/22	5	Internal Posting	5-22, 23, 25, 26, 27, 29-31 34-35, 36-72,
Marketing Consultant WJXB/WIMZ/WDKW WNFZ-FM Radio	6/1/22 8/8/22 8/16/22 9/30/22	11	Inside Referral Inside Referral Inside Referral Indeed	1, 2, 3, 5-22, 25, 26, 28, 34, 36-72, 73, 74, 75
Traffic Specialist WJXB/WIMZ/WDKW WNFZ-FM Radio	1/16/23	5	Inside Referral	3, 5-22, 23, 25, 26, 27, 28, 34, 36-72. 73

Total Number of Positions filled during the Applicable Period: 6
Total Number of Persons Interviewed during Applicable Period: 21

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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/WDKW/WNFZ	Eric Bohlen	1100 Sharps Ridge Memorial Park Dr./Knoxville TN	Email	1
Internet Sites				
2. LinkedIn	www.linkedin.com	Sunnyvale, CA		1
3. Indeed	www.indeed.com	Austin, TX		5
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	jay.morrisr@mwcradio.com	
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@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	mark.cheney@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	dan.cash@mwcradio.com	
19. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com	
20. WIMZ/WJXB/WDKW/WNFZ	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	1
21. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	christie.york@mwcradio.com	
22. WSWT/WXCL/WMBD/WIRL WPBG/WKZF Radio	Business Mgr.	331 Fulton Street, 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	
WEBSITE				
23. All Access		www.allaccess.com		2
24. AM FM Jobs		http://www.amfmjobs.com		
25. Career Page		http://www.careerpage.org		
26. Midwest Careers		www.midwestcareers.com		1
27. Radio Online		www.radioonline.com		
28. Dept. of Labor & Workforce Development		www.jobs4tn.gov		
29. Wisconsin Broadcasters Assoc.	Kyle Geisler	kyle.geissler@wibroadcasters.org		
30. South Dakota Broadcasters Assoc.	Marla Willard	marla@willardandassociates.com		
31. 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		1
35. ND Broadcasters Assoc.	Beth Helfrich	bethh@ndba.org		
Recruitment – Email				
36. Tennessee Dept. of Veteran Affairs		tn.veterans@tn.gov		
37. National Assoc. of Hispanic Journalists		contact@nahj.org		
38. Howard University Financial Aid Office		finaid@howard.edu		
39. Pellissippi State Job Placement Service		jbwalkup@pstcc.edu		
40. Nashville State Community College		Nicole.hubbs@nscc.edu		

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| 41. TN College of Applied Technology | misty.west@tcatknoxville.edu |
| 42. University of Tennessee | wutkbenny@gmail.com |
| 43. Beck Culture Exchange | rkesler@beckcenter.net |
| 44. Art Institute of Atlanta | alcareerreadiness@aia.edu |
| 45. Minority Student Affairs | multicultural@utk.edu |
| 46. Women's Coordinating Council | wccutk@gmail.com |
| 47. Knoxville NAACP | kcnaacp@gmail.com |
| 48. Walters State Community College | alumni@ws.edu |
| 49. Mississippi State Univ. of Communication | jforde@comm.msstate.edu |
| 50. King College | flgreen@king.edu |
| 51. Milligan College | banderson@milligan.edu |
| 52. Union University | mboynan@uu.edu |

Recruitment – Mail

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|--|----------------|--|
| 53. Natl. Technical Placement Department | | 120 White Bridge Rd. Nashville, TN 37209 |
| 54. Center for Asian American Media | | 145 Ninth Street, Ste 350, San Francisco, CA 94103 |
| 55. Heart of Knoxville Career Center | Bryan May | 1610 Magnolia Avenue, Knoxville, TN 37917 |
| 56. Carson Newman College | | 2130 Branner Avenue, Jefferson City, TN 37660 |
| 57. NAACP of Oak Ridge | Dave Anderson | PO Box 6165, Oak Ridge, TN 37831 |
| 58. South College | | 3904 Lonas Drive, Knoxville, TN 37909 |
| 59. Tennessee Career Center | | 1610 University Avenue, Knoxville, TN 37911 |
| 60. American Jobs Center | | 2700 Middlebrook Pike, #100, Knoxville, TN 37921 |
| 61. Knox County CAC Workforce Connections | | 2247 Western Avenue, Knoxville, TN 37921 |
| 62. TN General Assembly Office of Minority Affairs | | 320 6 th Avenue North, 8 th Floor, Nashville, TN 37243 |
| 63. Ohio Media School | | 9885 Rockside Road #160, Valley View, OH 44125 |
| 64. National College of Business & Technology | | 1328 Highway 11W, Bristol, TN 37620 |
| 65. Sertoma Center | Moy Garcia | 1400 E. Fifth Avenue, Knoxville, TN 37917 |
| 66. Tusculum University | | 60 Shiloh Road, Greeneville, TN 37745 |
| 67. Disability Resource Center | Tiffany Mynatt | 900 East Hill Avenue, Suite 120, Knoxville, TN 37915 |
| 68. Knoxville Area Urban League | Bill Myers | 1514 Fifth Avenue, Knoxville, TN 37917 |

Via Handshake

- | | |
|---------------------------------------|--|
| 69. Maryville College | careercenter@maryvillecollege.edu |
| 70. University of Tennessee | jjeter@utc.edu |
| 71. East Tennessee State University | whitleye@etsu.edu |
| 72. Middle Tennessee State University | careers@mtsu.edu |

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|--|---|
| 73. Inside Referral | 7 |
| 74. Wavely (did not post to this site) | 1 |
| 75. Knoxville News Central (did not post to this site) | 1 |

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APPENDIX 2

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

Covering the Period from April 1, 2022 through March 31, 2023

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:

- 1. 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/Market Manager

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites and on each of our Knoxville based radio stations encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.
 - 2. Outreach:** Tour

Date: April 14, 2022

Participating Employees: Kevin Duplantis, Chief Engineer
Jess Shackelford, Marketing Consultant
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Outreach Sponsor: Midwest Communications - Knoxville

Description of Activity: A local Knox County Court Judge toured our studios and transmitters site. He learned about our affiliation with FEMA as a PEP (Primary Entry Point) station and what we do in emergency situations. He also learned how broadcasters work with the public on local and national emergencies. He was also shown how our music and commercials are stored and played on air.

Outreach: Mentoring

Date: June, 2022

Participating employees: Randy Chambers, Brand Manager
Drake Meredith, Promotions/Announcer

Outreach Sponsor: Midwest Communications - Knoxville

Description of Activity: Harley was initially employed in the promotions department. She indicated an interest in learning more about the broadcast industry and perhaps move into a higher position in radio. Randy and Drake worked with her in reading and recording promotional scripts for WDKW Radio and then critiqued her performance. The promotional announcements played on-air promoting events in which the station was involved.

Outreach: Research/Voice Perception Study

Date: June 17, 2022

Participating Employees: Jennifer Terry, Business Manager

Outreach Sponsor: East Tennessee State University

Description of Activity: Jennifer participated in a perceptual study conducted by the Dept. of Audiology and Speech Language Pathology at the University. The study was to determine the perceptions and hireability of young men who use glottal fry (a low, creaky, raspy voice). It is a linguistic fad that has become a popular speaking style and social speaking trend. Three vocal samples were used. It was easy to hear differences in the

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samples but based on voice alone, Jennifer felt hireability was the same for all three.

Outreach: Radio Amateur Club of Knoxville Hamfest

Date: June 18, 2022

Participating Employees: Kevin Duplantis, Chief Operator

Outreach Sponsor: Radio Amateur Club of Knoxville

Description of Activity: Kevin set up a radio station booth at this Event held at the Kerbela Temple in Knoxville from 7am to 1pm. He talked to attendees about what our radio stations do for the community and his position as station engineer and Chief Operator. He explained about our coverage and community service along with how the EAS system benefits the public with alerts to help save lives and property. Station 'one sheets' were given out for more information about what our radio stations do. He answered questions about positions at our radio stations and how to contact the stations regarding openings for employment.

Outreach: Tour

Date: June 22, 2022

Participating Employees: Jay Mac, Jennifer, Jones, Eroge McFly, Announcers
Randy Chambers, Brand Manager/Announcer
Debbie Dinkins, Sales Assistant
Derric Boudreaux, Promotions/Social Media Director\

Outreach Sponsor: Midwest Communications – Knoxville

Description of Activity: Matthew and Melanie, students at Oak Ridge Schools toured our radio stations. They toured each studio, learned about the various formats and about all of the different positions that are available in radio.

Outreach: Job Shadow

Date: June 27, 2022

Participating Employees: Andrew Bereczky, Digital Sales Manager
Keyli Hickey, Digital Sales Coordinator

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Jad Farmer, Director of Sales

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Marie, a student at Central Catholic High School job shadowed Andrew, Keyli and Jad from 9am to 12noon. Marie shared her aspirations for a career in digital marketing. Andrew shared a high level overview of digital advertising tactics and strategies that are employed in our Company to help advertisers meet their business goals. Keyli demonstrated how our processes for executing digital campaigns are followed to ensure that advertisers messages are shared with the right target audience. Jad talked about how we share the message that our advertisers want to the right target audience with radio advertising. Marie was also given a tour of the stations, the various studios and was able to meet other staff members including some DJ's, Brand Managers and support staff. This allowed her to learn about all who play a part in making our stations successful.

Outreach: Field Trip/Tour

Date: August 5, 2022

Participating Employees: Michal Brody, VP/Market Manager
Jad Farmer, Director of Sales
Debbie Dinkins, Sales Assistant
Jennifer Terry, Business Manager
Valerie Anderton, Announcer
Derric Boudreaux, Promotions/Social Media Director
Randy Chambers, Brand Manager/Announcer
Eric Bohlen, Production Director

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: The above staff hosted a home school group consisting of 3 adults, 2 students at high school level, 4 students in middle school and 3 students in elementary school levels. They toured the facilities and learned about the Company history, history of the building and tower heights, all the jobs available in radio, how the songs are selected that we play, our coverage area, how contests are conducted, how commercials are created from script to produced spot, what a DJ does during their shift and how the emergency alert system works.

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Outreach: Industry Networking Night

Date: September 15, 2022

Participating Employees: Jennifer Terry, Business Manager

Outreach Sponsor: University of Tennessee College of Communications and Information

Description of Activity: Jennifer represented our Knoxville stations at this event. Twenty-one students attended. After a brief introduction by each attendee, they moved through 'stations' to speak with each employer. Jennifer was impressed with the inquisitiveness and preparation of the students. This event provided a great atmosphere for in-depth conversations about careers in broadcasting.

Outreach: TAB Job Fair

Date: September 26, 2022

Participating Employees: Jennifer Terry, Business Manager

Outreach Sponsor: Tennessee Assoc. of Broadcasters

Description of Activity: This was a Virtual Job Fair hosted by the TAB during the week of September 26-30. We pre-promoted the job fair on all of our Knoxville stations. Students submitted their resumes and interest in the various positions available. Upon completed of this virtual job fair, we contacted the individuals who were interested in careers in broadcasting. We will retain their information for further contact when we have an opening in their field of interest.

Outreach: Careers on Wheels

Date: March 9, 2023

Participating Employees: Steven Powell, Promotions Assistant
Darius Williams, Promotions Assistant/Announcer
Carrie Waltman, Promotions Assistant

Outreach Sponsor: West Hills Elementary School

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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. They talked about the work they do in radio from on-air work to promotions and saw this as an opportunity to get kids excited about career opportunities in radio and broadcasting.

Outreach: Virtual Mingle

Date: March 22, 2023

Participating Employees: Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: University of TN, Knoxville College of Communications

Description of Activity: Virtual Mingle over Zoom where employees group together to meet with students and provide information on careers, opportunities and answer questions about the various fields of work. Derric was grouped with representatives from advertising agencies in Memphis and Nashville and together they planned to speak about the opportunities in our offices and give information about our companies. Students were scheduled to rotate between various clusters of employers every 10 minutes giving employers the opportunity to meet with different students.

Outreach: 8th Grade Night

Date: March 23, 2023

Participating Employees: Steven Powell, Promotions Assistant
Carrie Waltman, Promotions
Darius Williams, Programming Assistant/Announcer
Mike Stanley, Promotions Assistant/Announcer

Outreach Sponsor: South Doyle Middle School

Description of Activity: South Doyle located in Knoxville hosted 8th Grade Night for the Class of 2027 and their parents. Students circulated among tables. We gave them information about the various careers in broadcasting and what education led our participating employees to their current job.

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The students were able to give our staff their ‘elevator speech’ telling our staff who they were as a person. The event hosted over 80 local families.

Outreach: Virtual Job Fair

Date: March 27, 2023

Participating Employees: Jennifer Terry, Business Manager
Derric Boudreaux, Promotions/Social Media Director
Maria Haun, VP/Digital Operations

Outreach Sponsor: Tennessee Assoc. of Broadcasters

Description of Activity: From March 27-31, we promoted the TAB Spring Virtual Career Fair. We ran 60 commercials across our four stations to drive listeners to the Job Fair website. We posted openings for Digital Sales Manager and Part-time Promotions Tech at the National Alliance of State Broadcasters Association’s www.careerpage.org.