

Recruitment Initiatives

1. **Radio Station Tours:** WLEW-AM & WLEW-FM invites the public to participate in radio station tours on at least a monthly basis throughout the year. Below are just a couple of few of these tours.
 - a. October 24, 2017 Employee/manager Kelly Castro scheduled a tour with 18 Bad Axe Middle School Students under the direction of teacher Doreen Paganini. Kelly conducted the tour explaining the various departments, jobs, and employment opportunities to the students. They toured all the facets of the radio station and all 18 of the students were able to participate in the production of a radio commercial. This gave the students an ability to grasp many facets of recording, production, on air and the workings of a radio station.
 - b. November 14, 2017 Employee Debbie Brandow scheduled a tour with 10 boys from the Harbor Beach Cub Scouts pack 3582. Debbie conducted the tour explaining the various departments, jobs, and employment opportunities to the children in a simplistic way. They toured all the facets of the radio station and all 10 children were able to participate in the production of a public service commercial for their "Scouting for their Food Drive." All the Scouts had a voice part in the production of the PSA. The Cub Scouts were able to grasp many facets of recording, production, on air and the workings of a radio station.
 - c. December 18, 2017 Employee Autumn Howard scheduled a tour and a recording session with several Bad Axe 8th grade students for a local Public Service Announcement on "Eight Grade Spaghetti Dinner Fundraiser." After the recording session, Autumn gave them a tour of the workings of a radio station and how it operated. Employee Autumn Howard conducted the tour along with our current on air staff at the time explaining the various departments, jobs, and employment opportunities available. Leslie Weitenburner from the Bad Axe Schools was the 8th grade advisor for this tour.
2. **General Outreach Effort:** WLEW-AM & WLEW-FM facilitates our employees to outreach, give speeches, go to meetings, and attend job fairs throughout the communities we serve. Our Station management team including Richard Aymen, Tina Hind and Kelly Castro as well as other Thumb Broadcasting employees are periodically invited as guest speakers to local organizations and job fairs throughout our Thumb Area Community. They speak on and explain the complexities of a radio station as well as the various departments and job duties assigned to various employees who work in our facility. They work with many non profit organizations in our community on how our radio stations can work with their non profit organization to achieve their fundraising goals in order for us

to help support the communities in which we serve in both employment opportunities and free promotional support for their organization events as well.

- a. January 31, 2018 For a third consecutive year, Thumb Broadcasting was invited to the Huron Area Technical Center for their "Career Day" Sophomores from schools all over Huron County were invited to learn about different careers in the Thumb of Michigan and what skills and education were needed to obtain these jobs. During the sessions, employee and manager Kelly Castro was asked to talk about what type of education is needed and what she liked best and least about her job. This year Kelly created a brochure to help the students understand what they could do if they were interested in a career in broadcasting. It gave suggestions on classes to take in high school, and which schools, colleges and universities offer degrees in Broadcasting. "Career Day" guest speaker was Kelly Castro an employee and a manager at WLEW-AM & WLEW-FM.
 - b. January 3, 2018 Employee/manager Kelly Castro scheduled a tour with many Bad Axe 6th and 7th grade students who were interested in Radio/journalism careers. It was considered a "Career Orientation" class through the Bad Axe Public Schools. Kelly discussed various career opportunities as well as took them through a tour of the workings of a radio station and how it operated. Kelly Castro conducted the tour along with our current on air staff at the time explaining the various departments, jobs, and employment opportunities available. Kelly conducted similar tours and career discussions on March 31, 2018 as well as May 10, 2018 with with 16 students.
3. **Radio Station Production of Commercials and Tour of the Facility:** WLEW-AM & WLEW-FM invites the area school districts and especially their students to participate in production of commercials at the WLEW studios for various public service announcements for school projects and fundraisers. Students are encouraged to record and help produce commercials during this outreach project. WLEW participates in this program on at least a monthly basis. Several of these recording and tours are listed below:
- a. September 25th, 2017 The Bad Axe National Honor Society was attempting to increase critical blood donations in our area and asked for the radio to help them out with a blood donation campaign to increase donors at area blood drives. With the help of students and their advisor Thomas VanTiem, we devised a marketing plan and schedule to reach out with a public service campaign. A student wrote and produced the creative announcement and the results were phenomenal. The red cross had to schedule extra people to handle the increased donors to reduce wait times. The National Honor Society learned how pin point creative marketing can create success in a community. Similar radio ads were produced by students for the blood drive on November 27, 2017 and April 15, 2018 as well.

- b. December 26, 2017 Following the Bad Axe National Honor Society's success in Blood Drive Marketing, the Students from Ubly High School wanted more donations as well. Employee Grant Dossetto scheduled a tour and a recording session with 5 students from Ubly High School to do a local Public Service Announcement with their voices to help blood donations in their community as well. Students included Jailyn, Burton, Olivia, Brandon and Cheyenne. After the recording session, Grant gave them a tour of the workings of a radio station and how it operated. Employee Grant Dossetto conducted the tour along with our current on air staff at the time explaining the various departments, jobs, and employment opportunities available.
- c. March 29th, 2018 The Huron Medical Center Foundation's largest fundraiser for critical needed equipment in our community happens April every year. We have members of the Foundation Committee record their own voices to attempt to get as much participation as possible for contributions for the critical services needed in our area. This year Mary Rapson and Nancy Elliott recorded the public service announcement. Attendance this year was an all time record in spite of our local economy suffering from low farm prices.