

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 samples of these tours.
 - A. August 14, 2018 Employee/manager Richard Aymen recorded a radio public service advertisement and conducted a tour with Gerald Prill, Circuit Court Judge and president of the Families Against Narcotics(FAN) group in our area to raise money for their non-profit group. As a musical performer himself and also a previous employee at a radio station, Gerald was very interested in seeing the changes radio stations have made during this digital age we are in.
 - B. August 20, 2018 One of our station managers Tina Hind gave a tour of our radio facility to Dan Diehl. Dan was interested in radio and had never been in a radio station before. He wanted to see how they operate. Tina went though the tour and showed Dan all the various departments and aspects of our radio station.
 - C. April 10, 2019 One of our station managers Kelly Castro set up two tours with the Huron Area Technical Center's Media class. 12 were in the group for the morning tour and 9 in the group for the afternoon tour. 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 21 of the students were able to participate in the production of a radio commercial as well as participate live on air. This gave the students an ability to grasp many facets of recording, production, on air and the workings of a radio station.
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 23, 2019 - For a fourth 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. Kelly took a brochure again this year 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 what schools, colleges and universities offer degrees in Broadcasting. "Career Day" guest speaker was Kelly Castro an employee and Manager at WLEW-AM & WLEW-FM

B. March 6th 2019 - Kelly Castro visited the Huron Technical Center to help the Audio and Visual Class with mock interviews. The students had prepared resumes, cover letters, and filled out applications as if they were applying for a job in the communication industry. Kelly then interviewed the students, and later graded them on how they performed during the interview. She also gave them suggestions on what they may do to improve on their interview process. Students from across Huron County in the 11th and 12th grade participated in the mock interviews. The students were also given Kelly's email so that they could send her their resume and demo tape if they were interested in applying for the summer intern position. Several people were interested and the resumes and demos have begun to come in for the summer internship program.

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. January 10, 2019 Manager Kelly Castro spoke with Denise Palmer at Bad Axe Schools regarding PSA's from the local schools. She explained to Denise the importance of the social impact of students writing and recording PSA's with topic that they feel can impact teenagers today, for example bullying, texting and driving, teenage suicide, vaping and others. Teenagers will be able to reach their peers by using the right verbiage and let other teens know they are not alone in their thinking. Denise agreed, and spoke with the teachers to have the students in the some classes write PSA's on different issues, and then record them for WLEW's audio archives. We will continue to do this throughout the year as topics and social issues become more apparent. (Like prom, summer, graduation, etc....)

B. January 11, 2019 Manager Kelly Castro had Lance and Hailee from the Bad Axe High School write and produce a commercial with the help of Denise Palmer regarding the Spaghetti dinner fund raiser. They sent the pieces of audio, and the commercial was edited and produced at the station. Denise used techniques previously talked about at our meeting earlier in the week.

After adding Italian music the finished commercial was approved by Ms. Palmer approved the ad, and it will run until the dinner on February 1, 2019.

- C. January 14, 2019 Manager Kelly Castro had heard a new class being held at the Huron Area Technical Center, a Media and Communication Class. She asked to speak with the instructor, to see what the class was offering students, and to let the students know that they if any would be interested in applying for a job at WLEW. Kelly explained that WLEW currently had a position available for night news and videographer. There are mostly seniors in the class, so if interested, and qualified, they could start right after graduation. The class also produces a weekly blog that they post on you tube. Casey Turner, the instructor would also like to set up a tour at the radio station to give his students an idea of how things work, and the differences between what they currently do, and how we do things.
- D. January 14, 2019 Manager Kelly Castro was invited to talk at the Huron Area Technical Center's Marketing class about how to write commercials and PSA's. In the past, they have received a grant from the Health Department where the students were asked to record a PSA about abstinence. This year, they have applied for the grant, but aren't sure what the PSA will be about. They wanted to know the best way to write a commercial that would be able to best reach students and people of their own age. Kelly explained to them the best ways to right not only PSA's, but also commercials and the difference between the two. Kelly's contact at the Tech Center was Amber Blackstock. She is the Marketing Instructor there. The students will be writing the PSA as soon as they get their requirements from the Health Department, and then contacting us to record them.
- E. January 14, 2019 Manager Kelly Castro spoke with Traci Weisenbaugh and Brian Keim at Laker Schools regarding PSA's from the local schools. She explained to them the importance of the social impact of students writing and recording PSA's with topic that they feel can impact teenagers today, for example bullying, texting and driving, teenage suicide, vaping and others. Teenagers will be able to reach their peers by using the right verbiage and let other teens know they are not alone in their thinking. Both Traci and Brian agreed. Traci will be talking with the teachers to have the students in the some classes write PSA's on different issues, and then record them for our archives. We will continue to do this throughout the year as topics and social issues become more apparent. (Like prom, summer, graduation, etc....)