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# MIDWEST COMMUNICATIONS, INC.

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## ANNUAL EEO PUBLIC FILE REPORT

### **WJXB-FM, WIMZ-FM, WDKW-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 and WDKW-FM licensed to Maryville, Tennessee. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to April 1, 2019.

The information requested in this report would cover the period beginning April 1, 2018 and including through March 31, 2019 (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, 2018 to March 31, 2019

Stations Comprising Station Employment Unit:

**WJXB-FM, WIMZ-FM, WDKW-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 WIMZ	4/16/18	8	Inside Referral	4-20, 21, 22, 24, 25, 27, 28, 29, 31-73, 74
Marketing Consultant WJXB/WIMZ/WWDK	12/10/18	7	TAB Talent Institute	1, 2, 3, 4-20, 21, 22, 24, 25, 27, 29, 31-73, 75, 77
Asst. Production Dir. WJXB/WIMZ/WWDK	8/15/18	7	Inside Referral	4-20, 21, 22, 24, 25, 27, 29, 31-73, 74
Network Administrator WJXB/WIMZ/WWDK	1/28/19	16	Indeed.com	2, 3, 4-20, 21, 22, 24, 25, 27-29, 31-73
Marketing Consultant WJXB/WIMZ/WWDK	2/19/19	7	Word of Mouth	2, 4-20, 21, 22, 24, 25, 26, 27, 29, 31-73, 74-76

Total Number of Positions filled during the Applicable Period:	5
Total Number of Persons Interviewed during Applicable Period:	45

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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> Email	<u># Interviews From Source</u>
WJXB/WIMZ/WDWK	Michael Beverly	1100 Sharps Ridge Memorial Park Dr./Knoxville TN		2
<u>Internet Sites</u>				
2. LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Sunnyvale, CA		3
3. Indeed	<a href="http://www.indeed.com">www.indeed.com</a>	Austin, TX		15

### Postings

4. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com	
5. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	sandy.bringman@mwcradio.com	
6. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kristen.treckert@mwcradio.com	
7. WNWN-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	amy.polley@mwcradio.com	
8. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
9. WNWN-FM/WTOU	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jim.siler@mwcradio.com	
10. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
11. KDAL AM-FM/KTCO/ KDKE/KQDS/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
12. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
13. WUSZ/WMFG AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	807 West 37 <sup>th</sup> St., Hibbing, MN 55746	tasha.draeving@mwcradio.com	
14. WMGI/WTHI/WIBQ/ WBOW/WWVR	Office Mgr.	824 3 <sup>rd</sup> Street, Terre Haute, IN 47807	cheri.page@mwcradio.com	
15. WQTX/WWDK/WLMI/WJXQ	Office Mgr.	2495 Cedar Street, Holt, MI 48842	lexy.skirvin@mwcradio.com	
16. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	<a href="mailto:rachel.sundem@mwcradio.com">rachel.sundem@mwcradio.com</a> ;	
17. KFGO/KRWK/KMJO/ KVOX AM-FM/WDAY	Business Mgr.	1020 S. 25 <sup>th</sup> Street, Fargo, ND 58103	<a href="mailto:amy.hirsch@mwcradio.com">amy.hirsch@mwcradio.com</a> ;	
18. WJXA/WCJK	Admin. Asst.	504 Rosedale, Nashville, TN 37211	<a href="mailto:tracie.vaughn@mwcradio.com">tracie.vaughn@mwcradio.com</a>	
19. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	<a href="mailto:jennifer.terry@mwcradio.com">jennifer.terry@mwcradio.com</a>	4
20. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	<a href="mailto:ellie.zirkelbach@mwcradio.com">ellie.zirkelbach@mwcradio.com</a>	

### WEBSITE

21. All Access		<a href="http://www.allaccess.com">www.allaccess.com</a>		9
22. AM FM Jobs		<a href="http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi">http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi</a>		
23. Career Page		<a href="http://www.careerpage.org/members/index.php">http://www.careerpage.org/members/index.php</a>		
24. Midwest Careers		<a href="http://www.midwestcareers.com">www.midwestcareers.com</a>		
25. Radio Online		<a href="http://www.radioonline.com">www.radioonline.com</a>		
26. Dept. of Labor & Workforce Development		<a href="http://jobs4tn.gov">jobs4tn.gov</a>		
27. Wisconsin Broadcasters Assoc.	Mandy Endicott	<a href="mailto:mendicott@wi-broadcasters.com">mendicott@wi-broadcasters.com</a>		
28. South Dakota Broadcasters Assoc.	Marla Willard	<a href="mailto:marla@willardandassociates.com">marla@willardandassociates.com</a>		
29. MN Broadcasters Assoc.	Linda Lasere	<a href="mailto:office.manager@minnesotabroadcasters.org">office.manager@minnesotabroadcasters.org</a>		
30. TN Department of Employment		<a href="http://treat.tn@tn.gov">treat.tn@tn.gov</a>		

### EEO List: Recruitment Sources 31 through 73

Tennessee Department of Veteran Affairs		312 Rosa L Parks Avenue, Nashville, TN 37243
National Association of Hispanic Journalist		1050 Connecticut Avenue NW 10 <sup>th</sup> Floor Washington, DC 20036
National Asian American Telecom Association		145 Ninth Street, Suite 350, San Francisco, CA 94103
Knoxville Area Urban League	Bill Myers	1514 Fifth Ave, Knoxville, TN 37917
Howard University Financial Aid Office		2400 Sixth Street, Room 205, Washington, DC 20050

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TN Career Center	Ginger Armstrong	1610 University Ave, Suite 106(JS), Knoxville, TN 37921
Roane State College	Gail Russell / Kim Harris	276 Patton Ave, Harriman, TN 37748
Department of Employment Security		500 James Robertson Parkway, Nashville, TN 37245-1300
Pellissippi State Job Placement Service	Doris Rutledge	PO Box 22990, Knoxville, TN 37933-0990
Nashville Technical Placement Department		120 White Bridge Road, Nashville, TN 37209
Knox County CAC		2247 Western Avenue, Knoxville, TN 37921
TN College of Applied Technology	Misty West	1100 Liberty St Knoxville, TN 37919
TN General Assembly Office of Minority Affairs	Yolanda Arnold	320 6 <sup>th</sup> Avenue North, 8 <sup>th</sup> Floor Rachel Jackson Bldg, Nashville, TN 37243
University of Tennessee		Attn: Broadcast Department, College of Communications, Knoxville, TN 37921
University of Tennessee	Joann Jeter	Career Services, 100 Dunford Hall, Knoxville, TN 37996-4010
Knoxville College Job Placement		901 College Street, Knoxville, TN 37921
Ohio Media School		9885 Rockside Road #160, Valley View, OH 44125
Beck Culture Exchange		1927 Dandridge Ave, Knoxville, TN 37915
National College of Business & Technology	Sammie Queen Hawkins	8415 Kingston Pike, Knoxville, TN 37919-5352
ITT Technical Institue c/o Melinda Parker		Director of Career Services, 102080 Technology Drive, Knoxville, TN 37932
Art Institute of Atlanta/Nicole Bradford		6600 Peachtree-Dunwoody Road, 1000 Embassy Row, Atlanta, GA 30328-1649
Minority Student Affairs	Dr. Jean Redmond	812 Volunteer Blvd, Knoxville, TN 37996
Sertoma Center	Moy Garcia	1400 E Fifth Avenue, Knoxville, TN 37917
Women's Coordinating Council	Ron Laffitte	305 University Center, Knoxville, TN 37996
Disability Resource Center	Kathy Hollander	900 East Hill Ave, Suite 120, Knoxville, TN 37915
Tusculum College	Ryan Otto	Graduate/Professional Studies, 1305 Centerpoint Blvd, Knoxville, TN 37932
Lincoln Memorial University		6965 Cumberland Gap Pkwy, Harrogate, TN 37752
Knoxville Career Center	Emily Hatfield	1610 University Avenue, Knoxville, TN 37921
Knoxville NAACP	Ezra Maize	PO Box 14096, Knoxville, TN 37917
Maryville College	Judy Hope	Center for Calling and Career, 502 East Lamar Alexander Pkwy, Maryville, TN 37804
NAACP of Oak Ridge	Jean A Shaakir-Ali	PO Box 6165, Oak Ridge, TN 37831
South College	Gary Taylor	720 N 5 <sup>th</sup> Avenue, Knoxville, TN 37917
Tennessee Technology Center		821 W Louise Avenue, Knoxville, TN 37813
Walters State Community College	Ann Bowen	500 S Davy Crockett Pkwy, Morristown, TN 37813
Heart of Knoxville Career Center	Bryan May	1610 Magnolia Avenue, Knoxville, TN 37917
Tennessee Association of Broadcasters	Brenda Heidt	Two International Plaza Drive, Suite 902, Nashville, TN 37217
Carson Newman College		2130 Branner Avenue Johnson City, TN 37660
Mississippi State University Dept Of Communication	Karyn Brown	PO Box PF/130 Mississippi State, MS 39761
Sevier County Vocational Center	Ms Rule	1150 Dolly Parton Parkway, Sevierville TN 37862
King College	Donna Felty	1350 King College Road, Bristol TN 37620
MTSU	Katie Robinson	Placement Center Box 2, Murfreesboro TN 37130

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Milligan College	Beth Anderson	PO Box 500 Milligan TN 37682
Union University	Renee Jones	Career Services 1050 Union University Dr, Jackson,TN 38305

74. Inside Referral	6
75. Outside Referral	4
76. Word of Mouth (friends)	1
77. TAB Talent Institute	1

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## APPENDIX 2

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

Covering the Period from April 1, 2018 through March 31, 2019

#### Stations Comprising Station Employment Unit WJXB-FM, WIMZ-FM, WDKW-FM

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

1. Outreach: Website Posting  
[www.midwestcareers.com](http://www.midwestcareers.com) [www.b975.com](http://www.b975.com) (WJXB)  
[www.wimz.com](http://www.wimz.com) (WIMZ) [www.theduke.fm](http://www.theduke.fm) (WDKW)  
  
September 1, 2014 to present  
  
Participating Employees: John (Randy) Ross – 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 12, 2018  
  
Participating Employees: Billy Kidd, Announcer, WIMZ  
  
Outreach Sponsor: WIMZ, Midwest Communications, Inc.  
  
Description of Activity: Bill Kidd hosted a facilities tour for Livingston Academy's Leadership Class. Eighteen high school students spent an hour with Billy Kidd. They discussed how to get started in radio, what it's like to be a radio DJ, and other jobs available in radio. He was able to provide an "insider's" perspective on radio and what he does on a day-to-day basis in the studio.
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Outreach:	TAB Radio Talent Institute at UTK
Date:	June 21, 2018 & June 22, 2018
Participating Employees:	Randy Ross, Vice President/Market Manager
Outreach Sponsor:	Tennessee Association of Broadcasters
Description of Activity:	Randy had the opportunity to talk and teach radio to 25 students enrolled in the inaugural TAB Radio Talent Institute at the University of Tennessee. Students had to apply to be accepted and are either currently in college or have recently graduated. In addition to UTK participating students were also from Austin Peay State University, Middle Tennessee State University, Columbus College of Art & Design and Ole Miss.
Outreach:	TAB/Radio Talent Institute
Date:	June 23, 2018
Participating Employees:	Valerie Anderton, Music Director/Announcer
Outreach Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Valerie volunteered to talk to the student participants of the TAB Radio Talent Institute on "Music Scheduling – How and Why". Her presentation included real time demonstrations of music scheduling software as well as career advice, how she got involved in radio and practical takeaway.
Outreach:	TAB/Radio Talent Institute
Date:	June 26, 2018
Participating Employees:	Shane Cox, Brand Manager/Announcer
Outreach Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Shane presented on "What You Need to Know to be a PD". As part of his presentation, Shane was able to share with the students not only what direction they should take in order to become a PD but the path that he took that got him to where he is now. .
Outreach:	Presenter/Speaker at TAB Talent Radio Institute

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Date:	June 27, 2018
Participating Employees:	Randy Chambers, Brand Manager/Announcer
Event Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Randy's presentation was on "What the Program Director Looks for in You". Randy talked about what he looks for in hiring, what education path would be helpful to them and how to get that first job in radio. Randy indicated these students were a very bright group of young people who are looking forward to a career in radio.
Outreach:	Radio Amateur Club of Knoxville
Date:	April 19, 2018
Participating Employees:	Kevin Duplantis, Chief Engineer
Host/Sponsor:	Midwest Communications, Inc./Knoxville
Description of Activity:	Members and non-members of the Radio Amateur Club of Knoxville toured our transmitter site and learned about the history of the company and our partnership with FEMA in the event of an emergency. The Club did a display and operation of early 2- and 6-meter tube type transceivers that are still in use today by other members. Contacts were made as far away as Georgia and South Carolina via the radios and antennas set up in front of the building. Fifty-five people attended. Kevin was able to share his path in radio and opportunities in radio.
Outreach:	University of TN-Knoxville Job & Internship Fair
Date:	October 17, 2018
Participating Employees:	Jennifer Terry, Business Manager Brooke Wainwright, Sales Assistant/UT Student
Event Sponsor:	University of Tennessee Knoxville/College of Communication and Information
Description of Activity:	This Job and Internship Fair was for UTK students enrolled in the College of Communication and Information course. We were one of approximately 30 employers participating. Jennifer and Brooke provided detailed information on all of our radio stations and digital

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products as well as jobs in radio in general. They accepted approximately 20 resumes from interested students and discussed current job openings. They encouraged attendees to follow our own career site, [www.midwestcareers.com](http://www.midwestcareers.com). They also spoke at length with the Professor & Dean of CCI and the Program Director for WUTK.

Outreach: Presenter/University of Tennessee

Date: October 23, 2018

Participating employees: Kevin Duplantis, Chief Engineer

Event Sponsor: UT Dept. of Engineering/Tickle College of Engineering

Description of Activity: Kevin was invited to speak to students enrolled in an undergraduate and graduate class entitled "Fundamental Aspects of Radio and Satellite Communications Theory and Design". In what was termed a "stunning lecture" by the professor of this class, Kevin's lecture "Practical Aspects of Antenna Design and Construction" addressed many of the core concepts of antenna design. The students indicated that they felt they could learn even more from Kevin and recommended his participation in future classes. Kevin was also able to talk about his career path in radio and opportunities in the engineering field.

Outreach: Interview

Date: November 13, 2018

Participating Employees: Randy Ross, Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Joseph, a graduate student, asked to be able to interview Randy for his graduate school project which included a SWOT analysis of all the Knoxville radio groups. Joseph will send Randy, at Randy's request, his finished paper along with the SWOT analysis. He also will follow up with Randy when he is close to finishing his Masters program.

Outreach: Job Shadow

Date: November 26, 2018

Participating Employees: Michael Brody, Director of Sales

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Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Marina, a student at the University of Tennessee spent four hours doing a job shadow which included attending internal meetings and interacting with the local sales team. Marina gained comprehensive knowledge about what a Director of Sales does on a daily basis. Michael also talked about the path that took him to his current position, what he looks for in a sales/marketing consultant.
Outreach:	Mentoring
Date:	July 16, 2018 through December 10, 2018 – Ongoing
Participating Employees:	Michael Brody, Director of Sales Randy Ross, Vice President/Market Manager
Event Sponsor:	Midwest Communications, Inc.
Description of Activity:	Brooke joined our Company as a part-time Sales Assistant. Brooke indicated that she would be interested in becoming a Marketing Consultant. To prepare her to possibly make that transition, she was exposed to numerous useful exercises to include RAB Professional Development Foundations and Advanced Courses, Simpli.fi Initial Sales and Advanced Sales training, Google certification courses, Nielsen Audio Training courses and RumbleU. She also received training in Wide Orbit, Tapscan and how to complete Avail Requests. She completed mock CNA's and prepared proposals. She also spent time learning about the target audience for each of our stations. Brooke responded very well to our mentoring and made the transition to full-time Marketing Consultant and continues in that position today.