
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, prior to April 1, 2020.

The information requested in this report would cover the period beginning April 1, 2019 and including through March 31, 2020 (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, 2019 to March 31, 2020

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>
Network Administrator WJXB/WIMZ/WWDK	6/3/19	7	Indeed.com	2, 3, 4 5-21, 26, 29-32, 77
Marketing Consultant WJXB/WIMZ/WWDK	8/5/19	7	Word of Mouth	1, 2, 3, 4, 5-21, 23, 26, 27, 77, 78, 79
Brand Ambassador. WNFZ-FM Radio	8/15/18	6	Radio Website	1, 3, 5-22, 23, 24, 26, 27, 29-33

Total Number of Positions filled during the Applicable Period:	3
Total Number of Persons Interviewed during Applicable Period:	20

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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		1
<u>Internet Sites</u>				
2. LinkedIn	www.linkedin.com	Sunnyvale, CA		4
3. Indeed	www.indeed.com	Austin, TX		2
4. Glassdoor	www.glassdoor.com	Mill Valley, CA		
<u>Postings</u>				
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	linda.noonan@mwcradio.com	
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	peter.tanz@mwcradio.com	
7. WHBL/WHBZ/WBFB/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kristen.trecker@mwcradio.com	
8. WNWN-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	amy.polley@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	jim.siler@mwcradio.com	
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
12. KDAL AM-FM/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 AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	sheila.jensen@mwcradio.com	
15. WMGI/WHI/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/KMJO/ KVOX AM-FM/WDAY	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	amy.hirsch@mwcradio.com	
19. WJXA/WCJK/WNFM	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	2
21. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	ellie.zirkelbach@mwcradio.com	
22. WSWT/WXCL/WMBD/WIRL WPBG/WNGY Radio	Business Mgr.	331 Fulton Street, 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	
<u>WEBSITE</u>				
23. All Access		www.allaccess.com		5
24. AM FM Jobs		http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi		
25. Career Page		http://www.careerpage.org/members/index.php		
26. Midwest Careers		www.midwestcareers.com		
27. Radio Online		www.radioonline.com		
28. Dept. of Labor & Workforce Development		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.	Linda Lasere	office.manager@minnesotabroadcasters.org		
32. TN Department of Employment		treat.tn@tn.gov		
33. IL Broadcasters Assoc.	Deb Gray	dgray@ilba.org		

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Tennessee Department of Veteran Affairs		312 Rosa L Parks Avenue, Nashville, TN 37243
National Association of Hispanic Journalist		1050 Connecticut Avenue NW 10 th 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
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 th Avenue North, 8 th 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 th 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

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

77. Inside Referral	4
78. Outside Referral	1
79. Word of Mouth (previous client)	1

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APPENDIX 2

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

Covering the Period from April 1, 2019 through March 31, 2020

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: 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, 2019

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. Livingston Academy is based in Overton County,
 TN. Sixteen (16) school students toured our Sharps Ridge
 broadcast center studios learning about the different types of jobs
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available in radio. Billy Kidd gave them a “day in the life of a radio announcer” type of experience allowing them to sit in during the first hour of his afternoon drive show from 2-3pm.

Outreach: UTK CCI Job & Internship Fair

Date: October 9, 2019

Participating employees: Jennifer Terry, Business Manager
Debbie Dinkins, Sales Assistant
Drake Meredith, Announcer/Promotions Coordinator
Austin Ferrara, Promotions/Media Mktg. Assistant

Outreach Sponsor: University of Tennessee/Knoxville

Description of Activity: Jobs and internship fair for students enrolled in the College of Communication and Information at UTK. We were one of approximately 30 employers in attendance. We provided detailed information of all of our radio stations and digital products and jobs in radio in general. Areas of discussion included Media Finance & Day-to day Operations covered by Jennifer; Sales, Media kits and Station demographics covered by Debbie; On-air Talent and Listener Engagement covered by Drake and Promotions and Social Media covered by Austin. We received resumes from 17 talented candidates many of whom were interested in internships prior to graduation. Our staff also had the opportunity to have a lengthy discussion about discovering and preparing the next generation of broadcasters and campus-to-career connections with the Institutes Director for the National Radio Talent System.

Outreach: TAB Radio Talent Institute at UTK

Date: June 25, 2019

Participating Employees: Shane Cox, Brand Manager/Announcer

Outreach Sponsor: Tennessee Association of Broadcasters

Description of Activity: Shane presented “What You Need to Know to be the P.D.” He also conducted air-check sessions with students to critique and advise them on audio presentations to assist them in obtaining employment in radio.

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Outreach:	Basics of Great Voice Work and Production
Date:	June 21, 2019
Participating Employees:	Sarah Rose, Production Director Eric Bohlen, Assistant Production Director
Outreach Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	The participating students were given an in-depth explanation and demonstration of the inception, creation, finalization and airing of radio commercials. The students were walked through the process step-by-step beginning with the Sales Department's interaction with Production, through copy writing and approval processes, creative strategies for branding a business, voice over techniques and production software/techniques, coordinating with Continuity to a completed, approved commercial being entered in the automation system for air. Sarah and Eric then took questions from the students.
Outreach:	TAB/Radio Talent Institute
Date:	June 26, 2019
Participating Employees:	Randy Chambers, Brand Manager/Announcer
Outreach Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Randy spoke to and taught a very bright group of 22 students enrolled in the Radio Talent Institute. His session was entitled "What the Program Director Looks for in You". Participating students represented the University of TN/Knoxville; TN State University; TN Technological University, Austin Peay State University, Georgia State University, Bloomsburg University, Dalton State College and Jackson State University.
Outreach:	Presenter/Speaker at TAB Talent Radio Institute
Date:	June 20, 2019
Participating Employees:	Brooke Wainwright, a UTK graduate, as Sales Assistant and Marketing Consultant filling in for Randy Ross, VP/Market Manager

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Event Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Brooke presented to super engaged group of young people covering sales topics “Addressing Objections and Closing” and “Buyer Styles”. Following her presentation, she enjoyed the opportunity talk radio with these young people and answer their questions.
Outreach:	TAB Radio Talent Institute
Date:	June 26, 2019
Participating Employees:	Brooke Wainwright, Sales Assistant to Marketing Consultant
Host/Sponsor:	Tennessee Assoc. of Broadcasters
Description of Activity:	Brooke was on a panel with two other University of TN/Knoxville graduates as well as graduates of the Institute. Brooke spoke to the students in attendance on what it was like transitioning from college to a professional career and what to expect. She touched on why it was important for these students to establish connections with all the speakers. She also did a recorded interview with the general Manager of WUTK (the campus radio station) and discussed how she got to her current position and where she saw herself in the future. They covered other radio related topics in the interview including formats and sales.
Outreach:	TAB Radio Talent Institue/UTK
Date:	June 21, 2019
Participating Employees:	Randy Ross, VP/Market Manager Brad & Michele Morning Show – WJXB Deborah Mauldin, Promotions/Marketing & Social Media Director Jennifer Terry, Business Manager Kevin Duplantis, Chief Engineer Michael Brody, Director of Sales Randy Chambers, Brand Manager Shane Cox, Brand Manager Sarah Rose, Production Director Eric Bohlen, Assistant Production Director

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Host/Sponsor:

Tennessee Assoc. of Broadcasters

Description of Activity:

We hosted the TAB Radio Talent Institute from UTK at our Knoxville Broadcast Center. The 20+ students and teachers learned first-hand what Radio is all about. The Knoxville team put together a great plan that move the group through each department. The students learned about promotions, sales, engineering, traffic and were able to witness the B97.5 morning show live. They later had expanded sessions on the basics of production and show prep. It was a great experience to have the students and teachers so engaged and interested in our industry.