

ANNUAL EEO PUBLIC FILE REPORT
MIDWEST COMMUNICATIONS, INC. - Michigan Region

WNWN-AM/FM, WHTC-AM, WYVN-FM, WTOU-AM
WTVB-AM, WVFM, WKZO-AM, WZOX-FM, WQLR-AM
Covering the period June 1, 2018 through May 31, 2019

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 southwestern Michigan Station Employment Unit ("SEU"). This SEU is comprised of the following stations: **WZOX-FM** and **WNWN-AM** licensed to PORTAGE, MICHIGAN; **WVFM-FM**, **WKZO-AM** and **WQLR-AM** are licensed to KALAMAZOO, MI.; **WHTC** licensed to HOLLAND, MI; **WYVN** licensed to SAUGATUCK, MI; **WNWN-FM** and **WTVB AM** licensed to COLDWATER, MI, **WTOU-AM** licensed to BATTLE CREEK, MI. This report has been placed in the public inspection files of these stations and posted on their websites, prior to June 1, 2019.

The information contained in this Report covers the time period beginning June 1, 2018 through May 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 Station Employment Unit 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.

Appendix 1
Annual EEO Public File Report
Midwest Communications, Inc. - Michigan Region
 Covering the Period from June 1, 2018 to May 31, 2019
 Stations Comprising Station Employment Unit:
WNWN-AM/FM, WHTC-AM, WYVN-FM, WTOU-AM
WTVB-AM, WVFM, WKZO-AM, WZOX-FM, WQLR-AM

Vacancy Information

Full Time Positions by Job Title	DOE	Recruitment Source	Total # Of Interviews from all Sources	Sources Notified
Vice-President/Market Manager WKZO/WZOX/WVFM/WQLR/WNWN	8/20/18	All Access	8	1-115, 116-133, 138, 139, 145
Marketing Consultant WKZO/WZOX/WVFM/WQLR/WNWN	9/19/18	SimplyHired.com	3	1-115, 116-133, 138, 139, 140, 144
Traffic Person WKZO/WZOX/WVFM/WQLR/WNWN	9/24/18	MiTalent	7	1-115, 116-133, 134, 138, 142
Production Director WHTC/WYVN	9/24/18	Indeed.com	11	1-115, 116-133, 135, 141
Marketing Consultant WKZO/WVFM/WZOX/WQLR/WNWN	12/19/18	Outside Referral	3	1-115, 116-133, 138, 139, 140, 144
Marketing Consultant WKZO/WZOX/WVFM/WNWN/WQLR	12/19/18	Access Point Staffing	3	1-115, 116-133, 138, 139, 140, 144
Production Director WNWN-FM/WTOU	12/19/18	All Access	7	1-115, 116-133
Utility Specialist WKZO/WZOX/WVFM/WNWN/WQLR	1/23/19	Inside Referral	9	1-115, 116-133, 138, 143
Marketing Consultant WNWN-FM/WTOU	3/04/19	Indeed	5	1-115, 116-133, 135, 146
Brand Manager/Announcer WNWN-FM Radio	5/13/19	All Access	11	1-115, 116-132, 133, 135, 138, 139, 147

Number of Positions Filled: 10
 Total # of Applicants Interviewed: 67

Appendix 1 (Con't.)
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Recruitment Source Information

	Recruitment Source	Total # of Interviewees This Source Has Provided	Full-time Positions for Which This Source Was Utilized
1	Radio Ads – WNWN-FM/WYVN	5	Traffic (5)
2	Specs Howard	1	Production/Battle Creek (1)
3	Midwest Careers.com	6	Production/Holland (1) Utility Specialist (2) VP/Market Manager (3)
4	SimplyHired.com	1	Marketing Consultant//Kalamazoo (1)
5	Inside Referral	8	Marketing Consultant/Kalamazoo (1) Brand Manager (2) VP/Market Manager (1) Traffic/Kalamazoo (1) Utility Specialist (3)
6	All Access.com	22	Kalamazoo VP/Market Mgr. (1) Production/Holland (7) Production/Battle Creek (6) Brand Manager (5) Utility Specialist (3)
7	WMU Career Fair	3	Kalamazoo Marketing Consultant (2) Utility Specialist (1)
8	MI Assoc. of Broadcasters	1	Production/Holland (1)
9	Linked In	2	Holland/Production (1) Marketing Consultant/Battle Creek (1)
10	Outside Referral	5	Kalamazoo Marketing Consultant (1) VP/Market Manager (2) Brand Manager (2)
11	Country Air Check	1	Battle Creek Brand Manager (1)
12	Radio Ink	1	VP/Market Manager (1)
13	Jot Form	1	Marketing Consultant/Battle Creek (1)
14	Access Point Staffing	4	Kalamazoo Marketing Consultant (4)
15	Indeed.com (Aggregator)	5	Battle Creek/Marketing Consultant (3) Brand Manager (1) Production/Holland (1)
16	MiTalent	1	Traffic/Kalamazoo (1)

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WVFM, WKZO-AM, WZOX-FM, WQLR-AM

Recruitment Source Information

	RESOURCE	CONTACT	ADDRESS	CITY/STATE	METHOD OF CONTACT	VIA
1	Aurora Univ. Broadcast Employ. Serv.				career@aurora.edu	email
2	Brown College				kbaumieiter@browncollege.edu	email
3	Business & Professional Women				bpwmadison@yahoo.com	email
4	Calvin College	Career Serv.	3201 Burton St.	Grand Rapids MI	career@calvin.edu	email
5	Central MI University	Joan McDonald	Bovee Univ. Center	Mt Pleasant MI	mcdonaldjk@cmich.com	email
6	Columbia College				columbiaworks@columedu	email
7	Columbia School of Broadcasting				djtrain@columbiaschoolbroadcast.com	email
8	Community Industries				pdarak@communityindustries.org	email
9	Cornell College				jswanson@cornellcollege.edu	email
10	Dane Co. Jobs Program				heidt@co.dane.wi.us	email
11	Eastern Illinois University				csslm@eiu.edu	email
12	Ferris State University	Laurie Kilbourne	1201 S. State St.	Big Rapids MI	kilbournl@ferris.edu	email
13	Genessee Area Skill Center	Mike Martel	G5081 Torrey Rd.	Flint, MI	martemik@gasc.flint.k12.mi.us	email
14	Glen Oaks Community College	Michelle McNamara	62249 Schimmel	Centreville MI	mmcnamara@glenoaks.cc.mi.us	email
15	Goods Entertainment				adam@goodsentertainment.com	email
16	Hibbing Comm. College				bretthardt@hcc.mnscu.edu	email
17	Hillsdale College	vicky Arno	33 E. College St.	Hillsdale, MI	vicky.arno@hillsdale.edu	email
18	Hope College	Dale Austin	200 E. 8th	Holland, MI	careers@hope.edu	email
19	India Student Assoc.				joinISA@gmail.com	email
20	Intracorp	Donna Whitcomb	6348 West S. Ave	Schoolcraft MI	ewhit831@aol.com	email
21	Iowa Central College Broadcasting				orness@triton.iccc.cc.ia.us	email
22	Keller Graduate School/DeVry Univ.				pbergmann@keller.edu	email
23	Kellogg Community College	Patrick Casey	450 N. Avenue	Battle Creek MI	jobhelp@kellogg.cc.mi.us	email
24	MI Career & Technical Institute	Nick Murphy	11611 W. Pine Lake	Plainwell MI	murphyn@michigan.gov	email
25	Midwest Careers	Esther Gillis	904 Grand Ave.	Wausau, WI	esther.gillis@mwcradio.com	email
26	Muskegon Community College	Ann McManus	221 Quarterline Rd	Muskegon MI	ann.mcmanus@muskegoncc.edu	email
27	NAACP-Metro Kalamazoo Branch	Henry Cohen	PO Box 51473	Kalamazoo MI	hcohen@kzoo.edu	email
28	South Bend Human Rights Comm.	Lonnie Douglas	301 S. St. Louis	South Bend IN	ldouglas@ci.south-bend.in.us	email
29	Specs Howard School of Broadcast	Kevin Saquin-Scoll	19900 W. Nine Mile	Southfield MI	kscollin@specshoward.edu	email
30	Trine University (tri-state)	Debbi Roemke	Career Services	Angola, IN	roemked@trine.edu	email
31	TV Jobs.com				info@tvjobs.com	email

32	University of St. Francis	William Brune	2701 Spring Street	Ft Wayne IN	wbrune@sf.edu	email
33	Western MI Univ. Placement	James Kison	Ellsworth Hall	Kalamazoo MI	broncojobs@certauth.cc.wmich.edu	email
34	Women's Center				mail@twcwaukesha.org	email
35	Black Child & Family Institute	Job Froce	835 W. Genessee	Lansing MI	517-487-0844	Fax
36	Douglas Community Center	Sara Bates	1000 W. Patterson	Kalamazoo MI	269-343-2914	Fax
37	Gier Community College	Milton Alston	2400 Hall Street	Lansing MI	517-377-0075	Fax
38	Marygrove College				313-927-1695	Fax
39	MI Dept. of Career Development	Julie Grinwis	121 Clover	Holland, MI	616-395-8499	Fax
40	MI Civil Rights Commission	Wanda Saxson	110 W. MI Ave.#800	Lansing MI	517-241-0546	Fax
41	American Indian Assoc. of Detroit	Vera Kidd	22720 Plymouth	Detroit, MI	313-535-8060	Fax
42	MI Dept. of Civil Rights	Flint Office Bldg	125 E. Union 7th Floor	Flint, MI	810-760-7363	Fax
43	NAACP-Jackson	Janis Fareilly	807 S. Michanic	Jackson MI	517-784-0582	Fax
44	NAACP - Lansing	James Gill	1015 Francis	Lansing MI	517-484-5051	Fax
45	Southern IL Univ/Carbondale	chairperson	MC6609	Carbondale IL	618-453-6982	Fax
46	Spanish Speaking Info Center	Maggie Pena	901 Chippewa	Flint, MI	810-239-4419	Fax
47	Telemon	Ruben Santellan	121 Clover	Holland, MI	616-369-6992	Fax
48	Trinity AME Church		3500 W. Holmes	Lansing MI	517-882-9755	Fax
49	Washington Heights Ministries	Gail Canalas	153 N. Wood	Battle Creek MI	269-966-4186	Fax
50	Zion Lutheran Church	Judi Saari	135 West Green	Marshall, MI	269-781-3711	Fax
51	Grand Rapids Comm. College	Chris Allen	143 Bostwick NE	Grand Rapids MI	49503	Mail
52	Battle Creek Chptr NAACP	Roberta Crips	PO Box 1436	Battle Creek MI	49017	Mail
53	Calhoun Area Tech Center	Tim May	475 E. Roosevelt	Battle Creek MI	48901	Mail
54	Central MI Univ/Broadcast Cinematic		340 Moore Hall	Mt Pleasant MI	48859	Mail
55	Community Action Agency	Chris Miller	400 South Street	Adrian MI	49221	Mail
56	Comm. On Spanish Speaking Affairs	Vicky Potter	201 N. Washington Sq.	3rd Floor	Lansing, MI 48913	Mail
57	Cristo Rey Community Center	Marcus Hayes	1717 N. High Street	Lansing MI	48906	Mail
58	Eli Broad College of Business	Ernest Betts	415 Eppley Center	E. Lansing MI	48824	Mail
59	Experience Works	Sharon F. Hull	209 E. Washington #300	Jackson MI	49201	Mail
60	Foss Baptist Church	Announcements	1159 E. Foss Avenue	Flint, MI	48502	Mail
61	Grand Rapids Urban league		745 Eastern Ave. SE	Grand Rapids MI	49503	Mail
62	Hispanic Center of West Michigan	Deisy Madrigal	1204 Grandville SW	Grand Rapids MI	49503	Mail
63	Jobs Central		2400 N. Saginaw	Flint, MI	48502	Mail
64	Junior League of Lansing		123 Michigan Ave #204	E. Lansing MI	48823	Mail
64	LaCasa of Goshen	Bonnie Martin	202 N. Cottage	Goshen, IN	46526	Mail
66	LCC Career Services	Terry Wellman	PO Box 4001	Lansing MI	48901	Mail
67	LLC-WLNZ	Dave Downing	PO Box 40010	Lansing MI	48901	Mail
68	Loyola Univ. Career Center	Joe Reaves	6525 N. Sheridan	Chicago, IL	60626	Mail
69	Malcom X College Placement		1900 W. VanBuren	Chicago, IL	60612	Mail
70	MI Indian Employment Training	Melena Maple	900 3rd Street	Muskegon MI	49440	Mail
71	MI Indian Employment Training	Mary Cody	2367 Byron Center	Wyoming, MI	49509	Mail
72	MI Indian Employment Training	Teri Chance	1048 Pierpont #28	Lansing MI	48911	Mail

73	MI Rehabilitation Services	Michael Farlin	1040 S. Winter #3010	Adrian MI	49221	Mail
74	MI Rehabilitation Services	Jeanette Murray	1048 Pierpont - #1	Lansing MI	48911	Mail
75	MI State University	Melanie Humphries	110 Student Services	E. Lansing MI	48824	Mail
76	Midland county ISD		3917 Jefferson Avenue	Midland, MI	48640	Mail
77	NAACP - Kalamazoo Branch		804 W. North Street	Kalamazoo MI	49007	Mail
78	NW Ohio Black Media Assoc.	Clyde Hughes	541 Superior	Toledo, OH	43660	Mail
79	Ohio Univ School of Telecommunications		9 S. College	Athens OH	45703	Mail
80	Saginaw Intermediate Schools	Linda Jensen	6235 Gratiot Road	Saginaw MI	48603	Mail
81	Summit Pointe	Larry Leonard	140 W. Michigan	Battle Creek MI	49017	Mail
82	WKDS-Loy Norrix	Bob Kucera	606 E. Kilgore	Kalamazoo MI	49001	Mail
83	Women's League of Battle Creek	President	283 Capital Avenue	Battle Creek MI	49017	Mail
84	Vincennes University	Richard Coleman	1002 N. First Street	Vincennes, IN	vinu-csm.symplicity.com	web
85	Albion College Career Development	Angie Dombrowski	4900 Kellogg Center	Albion, MI	albion.edu/careerdev	web
86	All Access	Internet only			allaccess.com	web
87	AM FM Jobs		info@amfmjobs.com		amfmjobs.com	web
88	Andrews University Placement	Kristine Knutson	204 Nethery Hall #204	Berrien Spring MI	collegcentral.com/andrews	web
89	Acquinas College	Career Services	1607 Robinson DE	Grand Rapids MI	acquinas.edu.ccs/career	web
90	Baker College	Director	1903 Marquette	Muskegon MI	baker-csm.symplicity.com	web
91	Ball State Univ. Career Center	Cindy Hershman	2000 University Avenue	Muncie, IN	bsu.edu/careers	web
92	Bethel College Career Service	Erin Kinzel	1001 W. McKinley	Mishawaka IN	bethelcollege.edu	web
93	Broadcast Compliance Systems	Internet Only	1700 Rockville Pike	Rockville MD	bcs-ok.com	web
94	Career Page National Job Bank	Internet Only			careerpage.org	web
95	Cleveland State University	Director	2121 Euclid Avenue	Cleveland OH	csucareerline.experience.com	web
96	Davenport College	Linda Knasel	4123 W. Main	Kalamazoo MI	davenport-csm.symplicity.com	web
97	DePaul Univ. Career Center	Gillian Steele	1 E. Jackson	Chicago, IL	careercenter.depaul.edu	web
98	Eastern Michigan University	Lorraine McKnight	311 King Hall	Ypsilanti, MI	career.emichi.edu	web
99	Grand Valley State Univ.	Carol Coffey	125 DeVox Hall	Grand Rapids MI	gvsu-edu/careers	web
100	IL Center for Broadcasting	Internet Only			funjobsonair.com	web
101	Indiana Univ. of South Bend	Stacie Jeffirs	1700 Mshawaka	South Bend IN	sbcareer@iusb.edu	web
102	Kalamazoo College	Lori Smoker	1200 Academy	Kalamazoo MI	myinterfase.com/kzoo/employer	web
103	Kalamazoo Valley Comm. College	Lois Brinson	6767 West O Avenue	Kalamazoo MI	kvcc.edu/students	web
104	Kent State University	Ann Motayaro	amotayaro@ken.edu		career.kent.edu	web
105	Macomb Community College				macombcareerlink.experience.com	web
106	MI Assoc. of Broadcasters	Sara Beeskow	819 N. Washington	Lansing MI	michmab.com	web
107	MI Works/Talent Bank	Jim Kelly	218 enterprise	Three Rivers MI	michworks.org	web
108	Northwestern University Career	Jeff jenkins	620 Lincoln	Evanston, IL	northwestern-csm.symplicity.com	web
109	Radio Business Report				rbr.com/submit	web
110	Radio One School of Broadcast	Joe Deschler	308 Bushner Place	LaCrosse WI	radio1school.chargerinternet.net	web
111	Radio Online	Ron Chase	3500 Tripp	Amarillo TX	radioonline.com	web
112	Southwestern Michigan College	Diane Barret Curtis	58900 Cherry Grove	Dowagiac MI	swmich.edu/careers	web

113	Taylor University	Richard Baxter	1025 W. Rudisill Blvd.	Ft. Wayne IN	myinerfase.com/taylor-upland	web
114	University of Michigan	Terri LaMarco	3200 SAB	Ann Arbor, MI	umich-csm.symplicity.com	web
115	University of Notre Dame	Latonia Ferguson	248 Flanner Hall	Notre Dame, IN	goirish-csm.symplicity.com	WEB

116. WNNW/WQLR/WKZO/WZOX/WVFM	Amy	4200 W. Main St.	Kalamazoo MI	amy.polley@mwcradio.com	email
117. WJXQ/WQTX/WLMI/WVIC	Lexy	2495 Cedar Street	Lansing MI	Lexy.skirvin@mwcradio.com	email
118. WYVN/WHTC	Patty	87 Central Avenue	Holland, MI	patty.vandenberg@mwcradio.com	email
119. WNNW/WTOU	Jim	70 W. Michigan Ave	Battle Creek MI	jim.siler@mwcradio.com	email
120. WTVB AM/FM	Ken	182 N. Angola Road	Coldwater MI	ken.delaney@mwcradio.com	email
121. WMGI/WTHI/WWVR/WIBQ/WBOW	Cheri	824 S. 3rd Street	Terre Haute IN	cheri.page@mwcradio.com	email
122. KELQ/KELO/KRRO/KWSN/KTWB/KQSF	Rachel	500 S. Phillips Avenue	Sioux Falls SD	Rachel.sundem@mwcradio.com	email
123. KRWK/KMJO/KVOX/KFGO/KNFL/KOYY	Amy	1020 S. 25th St.	Fargo ND	Amy.hirsch@mwcradio.com	email
124. WJXB/WVRX/WIMZ/WNFZ	Jennifer	1100 Sharps Ridge Memorial Park Drive	Knoxville	Jennifer.terry@mwcradio.com	email
125. WUSZ/WMFG/WEVE/WNMT/WTBX/WDKE	Sheila	807 W 37 th St	Hibbing, MN	Sheila.jensen@mwcradio.com	email
					email
126. WJXA/WCJK/WNFN	Tracie	504 Rosedale	Nashville, TN	Tracie.vaughn@mwcradio.com	email
127. WIKY/WSTO/WABX/WLFW	Ellie	1162 Mt. Auburn Road	Evansville IN	Ellie.zirkelbach@mwcradio.com	email
128. KTCO/KDKE/KQDS/KTCO/WDSM/WDUL	Sarah Pugliese	11 E. Superior St	Duluth, MN	Sarah.pugliese@mwcradio.com	email
129. WIFC/WDEZ/WSAU/WOZZ/WRIG	Cheryl	557 Scott Street	Wausau WI	Cheryl.radtke@mwcradio.com	email
130. WIXX/WNCY/WTAQ/WNFL/WDKF	Linda	1420 Bellevue St.	Green Bay WI	linda.noonan@mwcradio.com	email
131. WYDR/WGEE	Sandy	1500 N. Casaloma Dr	Appleton WI	sandy.bringman@mwcradio.com	email
132. WHBZ/WBFM/WXER/WHBL	Kris	2100 Washington Ave	Sheboygan, WI	Kris.trecker@mwcradio.com	email
133. Midwest Careers				Midwestcareers.com	email
134. MiTalent aka Pure Michigan				Mitalent.org	web
135. Indeed				indeed.com	
136. Wisconsin Broadcasters Assoc.				mendicott@wi-broadcasters.org	email
137. Minnesota Broadcasters Assoc.				llasere@minnesotabroadcasters.org	email
138. Inside Referral					
139. Outside Referral					
140. SimplyHired.com (aggregator)					
141. Linked In					
142. Radio					
143. WMU Career Fair					
144. Access Point Staffing					
145. Radio Ink					
146. Jot Form					
147. Country Air Check	Chuck Aly			chuck@countryaircheck.com	email

Appendix 2
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Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit:

1. Outreach: Website Posting and On Air Announcements

www.wincountry.com www.whtc.com; www.wvfm1065.com
www.wkzo.com 1660thefan.com; www.jackfm965.com
www.927thevan.com www.go955.com
www.wtvbam.com

- a) Date: June 1, 2006 to present
Participating Employees: Kurt Luchs, Vice President/Market Mgr.
Event Sponsor: Midwest Communications

Description of Activity

Midwest Communications has a general announcement posted on its websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us. Midwest Communications also airs announcements each month on each station encouraging organizations to apply to have job openings sent to them

2. Outreach: Participation in programs relating to Career Opportunities in Broadcasting

Outreach: Career Fair

Date: October 24, 2018

Participating Employees: Kurt Luchs, VP/Market Manager, Kalamazoo/Battle Creek/Coldwater

Event Sponsor: MI Assoc. of Broadcasters/Western Michigan University
Sponsored by Midwest Communications, Inc.

Description of Activity: This Career Fair was held at Western Michigan University from 12-3pm. The half-day job fair for media related students was held at the Clifford Media Center. Kurt represented our Michigan based radio stations and spoke with dozens of students about possible careers in radio. We had several applicants as a result of this Career Fair.

Outreach: Presentation

Date: February 12, 2019

Participating Employees: Kurt Luchs, Vice President/Market Manager
Kalamazoo, Battle Creek/Coldwater

Event Sponsor: Home Builders Assoc. of Western Michigan

Description of Activity: Local businesses were invited to present their capabilities to members of the HBA, all builders or related types of businesses. A secondary purpose was to let them know of our employment needs and opportunities. Kurt gave a brief talk on the status of our business and then occupied a booth, answering questions, handing out applications, etc.

Outreach: Media Career Fair

Date: March 6, 2019

Participating employees: Kurt Luchs, Vice President/Market Manager, Kalamazoo, Battle Creek, Coldwater
Mark Hamlin, Operations Manager - Kalamazoo
Mark Jaycox, Vice President/Market Manager/Lansing
Kevin Oswald, Local Market Manager/DOS, Holland
Peter Tanz, Senior Vice President, Midwest Communications, Inc.

Event Sponsor: MI Assoc. of Broadcasters/Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc.'s Michigan based radio stations sponsored this Job Fair held at the Lansing Center in Lansing, MI. The event drew over 300 area high school and college students as well as business-minded professionals. Our booth staff talked about the job opportunities in radio, accepted resumes and handed out applications.

Outreach: Career Life Expo

Date: November 10, 2017

Participating Employees: Kurt Luchs, Vice President/Market Manager – Kalamazoo, Battle Creek, Coldwater
Jim Lawless, Announcer

Event Sponsor: Michigan Works & United Way

Description of Activity: This was a job fair held at the Kalamazoo Expo Center. Midwest Communications, Inc. Kalamazoo based radio stations were the media sponsor for this job fair. We had a booth and talked with many attendees about job opportunities in radio. We in fact later interviewed a viable sales candidate as a result of this job fair.

Outreach: Mock Interviews

Date: June 27, 2019

Participating Employees: Peg McNichol, News Anchor – WHTC Radio/Holland

Event Sponsor: The Source/Grand Rapids, MI.

Description of Event: Peg joined a group of professionals at Hope College in the Graves Hall, who volunteered to do mock interviews and rate students in the Upward Bound program on appearance and comportment as they prepared to enter into the workforce. The volunteers were there to serve as role models for professional behavior as well as career-choice resources. Students were interviewed and ranked on a series of categories ranging from handshake quality to dress, vocal/verbal, articulation and social skills. The goal is to help students do well in their college entrance or first job interviews.

Outreach: Elementary School Presentations

Date: March 19, 20 and 26, 2019

Participating Employee: Phil Fitzgerald, Asst.Brand Manager/Announcer
Wild Bill Lewis, Announcer

Event Sponsor: Gordon Elementary, Marshall, MI
Ryan Elementary, Bronson, MI
Jefferson Elementary, Coldwater, MI
Riverside Elementary, Battle Creek, MI
Valley View Elementary, Springfield, MI

Description of Event: Wild Bill and Phil had the opportunity to read to elementary students as a part of March Reading Month. After they had read a book of their choice, they talked about what they do in radio. The students had good questions and were very interested in what they did in their jobs.

Outreach: Scholarship

Sponsor: Midwest Communications, Inc. /MAB

Description: Midwest Communications has participated in the MAB Foundation Station Sponsored Scholarship Program for several years. The Midwest Communications Southern Michigan Broadcasting Scholarship invests \$1,250 to help support one qualified college student in broadcasting as a career through this educational scholarship. Our stations received a very nice thank you from the young man who benefitted from this scholarship.

Outreach: Broadcaster Career Builder Conference

Date: November 16, 2018

Participating Employees: Peter Tanz, Senior Vice President
Mark Jaycox, Vice President/Market Manger
Mike Klein, Vice President/Market Manager
Jay Morris, Marketing Consultant
Andy Low, IT Network Administrator/Engineer

Sponsor: Michigan Assoc. of Broadcasters/Midwest Communications, Inc.

Description: Midwest Communications, Inc. provided a paid co-sponsorship of the Broadcaster Career Builder Conference at the Lansing Community College in Lansing, MI.

High school and college students from Michigan and surrounding states were invited to this day long event to learn more about careers in broadcasting. The Conference featured speakers, workshops and a Job Fair. Jay Morris, Marketing Consultant, presented a workshop to approximately 80 students taking them through the brainstorming process and how it applies to multiple broadcast station departments. Andy Low, Mike Klein and Peter Tanz participated in the Speed Networking Event, speaking with students one on one to discuss potential broadcasting careers.

Outreach:	Broadcasters Career Builder Job Fair
Date:	November 16, 2019
Participating Employees:	Peter Tanz, Senior Vice President Mike Klein, Vice President/Market Manager Mark Jaycox, Vice President/Market Manager
Sponsor:	Michigan Assoc. of Broadcasters/Midwest Communications, Inc.
Description:	Midwest Communications, Inc. co-sponsored this Job Fair held at the Lansing Community College in Lansing, Michigan. High School and College students from Michigan and surrounding states were invited to this Job Fair. Peter, Mark and Mike participated in the Job Fair and discussed open positions at Midwest Communications, Inc. stations with students and job seekers. Event participants were encouraged to use midwestcareers.com for information on all open positions within the Midwest Communications, Inc. radio group. Over 200 students and job seekers attended this job fair.