

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. Due to Covid-19, the CDC, and executive orders by our Michigan's Governor, our doors were locked to the public so we found other, innovative ways to show our commitment to Equal Opportunity Employment and dedication to our community.
 - A. November 10, 2020 - Due to Covid-19 ravaging the state of Michigan and our Governors stay at home orders and limits on the number of people who could assemble, all job fairs that are normally scheduled in our area were all cancelled. But...On November 10, 2020 the GST Michigan Works organized a virtual job fair for our regional area. They originally purchased advertising for the job fair which is how we found out about the virtual project. Thumb Broadcasting wanted to partner with GST Michigan works so we donated many extra slots and promotions including one per hour the day of the event to help promote the job fair. Ralph Iden from Thumb Broadcasting spearheaded the project on our end and he was in contact with Diana McLaughlin, communications manager for GST Michigan Works.
 - B. November 1, 2020 and continuing today - All in person job fairs were cancelled in 2020 due to Covid-19 restrictions throughout the State of Michigan and due to our Michigan Governor's stay at home orders and MIOSHA mandates, our doors at Thumb Broadcasting were locked to outside visitors. Therefore, we were very limited in the scope of tours and teachings at our facility for students from our area schools and organizations. We turned our attention to helping our community with promoting free food distributions in our area. Since March of 2020 when the lockdowns and closing of non-essential business began, we would promote the weekly food distribution sites that were set up throughout Huron, Sanilac and Tuscola Counties. We promoted at least 50 or more pop up food pantries that were happening throughout 2020-2021 in our listening area. We also handled many daily phone calls throughout 2020-2021 to assist the needy on where and when these pop-up food pantries were occurring. Thumb Broadcasting became the focal point in our area to promote these pop up food pantries throughout 2020-2021.
 - C. April 9, 2021 – Thumb Broadcasting Inc. after a thorough screening held a tour of the radio station with Maya Leadingham. She is a North Huron School student possibly interested in a career at a radio station. Marketing representative Rachel Bronson provided a tour of the facility to showcase our operations, all departments, and gave an overview of how a radio station operates.
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 to sponsor 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. Again, with Covid-19 ravaging our country and social distancing measures in place, many of these tours and job fairs had to be cancelled. WLEW-AM & WLEW-FM did our best to still outreach to community members the best we could under the circumstances.

- A. December 2020 and continuing today – Vaccine roll outs. Ever since the vaccines were approved by the FDA, WLEW-AM and WLEW-FM have been “on the cutting edge” of promoting the vaccine distribution sites and who was allowed to get vaccinated. Our staff devoted countless hours on air marketing with our local health departments on how to sign up for each vaccination clinic so every precious vaccine would be shot in someone’s arm to eradicate this terrible pandemic. Once our elderly in our community were vaccinated we turned our marketing attention to vaccinating the general population. We began airing PSA’s from the former Presidents of the United States but then turned our attention to the local area. We had our top announcers record personalized PSA’s and aired them to attempt to get more people vaccinated. Then we recorded PSA’s from people in the general public in an attempt to get more people to get the shot. As of this writing in March-April, 2021, Huron County had the highest vaccination rate of any county in the State of Michigan. We are proud that we helped with these numbers to eradicate the coronavirus pandemic.
- B. September 23, 2020 – Thumb Broadcasting Inc. after a thorough screening held a tour of the radio station with Jeff and Baylee Woodward. Marketing representative Rose from WLEW performed a tour of the facility to showcase our operations, all departments, and a give an overview of how a radio station operates.
- C. April 15, 2021 – With Covid-19 restrictions beginning to subside and the local schools and the Huron Area Tech Center opening up more, marketing consultant Rachel Bronson spent a day at the local Huron Area Technical Center talking with their 16 marketing students on various broadcasting careers in sales, marketing, operations, and radio broadcasting. Rachel also had the students write, record and help produce 15 commercial PSAs on abstinence, drug prevention and alcohol prevention for students. The recorded PSAs are currently airing and will continue to air throughout the summer months.