
MIDWEST COMMUNICATIONS, INC.

and Affiliates

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, 2017.

The information requested in this report would cover the period beginning April 1, 2016 and including through March 31, 2017 (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, 2016 to March 31, 2017

Stations Comprising Station Employment Unit:

WJXB-FM, WIMZ-FM, WDKW-FM RADIO

Vacancy Information

No full-time positions were filled during the period of April 1, 2016 through March 31, 2017

Total Number of Positions filled during the Applicable Period:	0
Total Number of Persons Interviewed during Applicable Period:	0

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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>	<u># Interviews From Source</u>
WJXB/WIMZ/WDWK	Michael Beverly	1100 Sharps Ridge Memorial Park Dr./Knoxville TN	Email	
<u>Internet Sites</u>				
2. Monster	www.monster.com			
3. Radio Sales Café	www.radiosalescafe.com			

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	debbie.ott@mwcradio.com
7. WNNW-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. WNNW-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/ KDWZ/WDSM/WDUL	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	karen.strom@mwcradio.com
12. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	shelley.kafka@mwcradio.com
13. WSAU-FM	Admin. Asst.	2460 Plover Road, Plover, WI 54467	felicia.mielke@mwcradio.com
14. WUSZ/WMFG AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	tasha.draeving@mwcradio.com
15. WMGI/WDKE/WIBQ/WPRS/ WBOW-AM/WDWQ-FM	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	angela.jackson@mwcradio.com
17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSJ	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	christine.ellenbolt@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	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com
20. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	sharon.bowie@mwcradio.com
21. WIKY/WABX/WSTO/WLFW	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	ellie.zirkelbach@mwcradio.com

WEBSITE

22. All Access	<u>Website Address</u> www.allaccess.com
23. AM FM Jobs	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi
24. Broadcast Employ. Services	http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi (uses AM/FM Jobs website)
25. Sanford-Brown College	https://my.browncollege.edu/mycampus/index.aspx?err=3
26. Career Page	http://www.careerpage.org/members/index.php
27. Media Match	www.mediamatch.com/usa
28. Midwest Careers	www.midwestcareers.com
29. Radio Online	www.radioonline.com
30. Radio Business Report	http://rbr.com/classifieds/submit-a-media-job/
31. TVandRadioJobs.com	http://tvandradiojobs.com
32. Dept. of Labor & Workforce Development	jobs4tn.gov

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EEO List: Recruitment Sources 33 through 36 receive information on Open Positions:

33. Wisconsin Broadcasters Assoc.	Mandy Endicott	mendicott@wi-broadcasters.
34. South Dakota Broadcasters Assoc.	Marla Willard	marla@willardandassociates.com
35. MN Broadcasters Assoc.	Linda Lasere	llasere@minnesotabroadcasters.org
36. TN Department of Employment		treat.tn@tn.gov

EEO List: Recruitment Sources 37 through 79 received information on all Open Positions:

Tennessee Department of Veteran Affairs		312 Rosa L Parks Avenue, Nashville, TN 37243
National Association of Hispanic Journalist		1050 Connecticut Avenue NW 10th 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 6th 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
The Ohio Center for Broadcasting	Gary James, National Director of Placement	9000 Sweet Valley Drive, 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

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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 5th 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
Milligan College	Beth Anderson	PO Box 500 Milligan TN 37682
Union University	Renee Jones	Career Services 1050 Union University Dr, Jackson, TN 38305

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APPENDIX 2

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

Covering the Period from April 1, 2016 through March 31, 2017

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 www.b975.com (WJXB)
www.wimz.com (WIMZ) 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 25, 2016

Participating Employees: Chris Wade, Announcer

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Knox County Schools approached Midwest about having two instructors from Byinton Solway Technical Center tour our facilities. Both instructors teach audio and visual technology at area schools and chatted with several staff members during their visit about the many facets of the broadcasting industry. They
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also utilized our conference room for some further discussions about broadcasting.

Outreach: Job Fair

Date: May 17, 2016

Participating Employees: Sharon Bowie, Business Manager

Outreach Sponsor: Tn. Dept. of Labor

Description of Activity: This job fair was held at the Dept. of Labor offices in Knoxville from 9am to 12 noon. Ms. Bowie had a steady stream of candidates looking for full-time, permanent jobs. She spoke with approximately 40 people and discussed the various jobs at a radio station and what opportunities we had at present. She accepted several resumes and handed out business cards and station information.

Outreach: Job Fair

Date: October 19, 201

Participating Employees: Sharon Bowie, Business Manager

Event Sponsor: University of Tennessee College of Communications

Description of Activity: This Job Fair was held at Thompson-Boling Arena in Knoxville and was attended by all local media companies and several other Knoxville based corporations. This Job Fair allows for December graduates to look into permanent full-time employment and Spring graduates the chance to look into internship possibilities. Our table was visited by approximately thirty students and all were very impressive in accomplishments and presence. The trend in the conversations was almost entirely social media and several asked what role social media can play in the world of radio. Ms. Bowie accepted several resumes and scheduled a follow-up visit with one student for a tour of our facility.

Outreach: Tour

Date: November 9, 2016

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Participating Employees: Sharon Bowie, Business Manager
Randy Chambers, Brand Manager, WIMZ-FM

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Allison, a senior communications student at the University of Tennessee, requested a visit to our studios to discuss the WIMZ format with our BM, Randy Chambers. Allison received a tour of the building and then sat down with Randy and me. Allison asked many questions about what method is used by the Brand Managers to select the music they play and what can be done to attract more female listeners. A discussion of the aging demographics of our listeners and how social media is keeping younger listeners engaged followed. Allison stated she intended to write a term paper on WIMZ and how we can attract new listeners and keep our current listeners loyal.

Outreach: Speaking Engagement

Date: February 13, 2017

Participating employees: Kevin Duplantis, Chief Engineer

Event Sponsor: Jefferson County Amateur Radio Emergency Service

Description of Activity: Mr. Duplantis was invited to be a guest speaker at the J.C.A.R.E.S. monthly meeting in White Pine, TN. The group consisted of 20 amateur radio enthusiasts of varying levels of expertise. Kevin started his presentation going over basics of Ham radio operations before illustrating the importance of the Ham operator community to the public at large. He educated the group on the capabilities of the MWC frequencies and the role the cluster will play with the EAS system in the event of a crisis. He shared with them his background, how he got into radio and the path that led him to our Knoxville group.

Outreach: Speaking Engagement

Date: February 16, 2017

Participating Employees: Kevin Duplantis, Chief Engineer

Event Sponsor: Radio Amateurs Club of Knoxville

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Description of Activity: Mr. Duplantis was invited to be a guest speaker at the R.A.C.K. meeting in Knoxville. The group consisted of 40 amateur radio enthusiasts of varying levels of expertise. Kevin's main focus was antennas in broadcasting and how our Midwest antennas radiate our signal to the masses we service and the role our cluster will play with the EAS system in the event of a crisis. Mr. Duplantis also shared what was involved in his job as Chief Engineer and his background.

Outreach: Student Interview

Date: February 16, 2017

Participating Employees: Michele Silva, WJXB Morning Show/News

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Ms. Silva was interviewed by Tyler, a University of TN student studying architecture with a minor in communications. His interview questions were mainly about the role of media in reporting the campaign, election and the Presidency thus far. He was interested in how deep Ms. Silva would dig to find truth and facts and what sources she used for her research. Ms. Silva shared that her role with the news is to deliver relevant content and not judge or have bias with any political party. She shared the MWC formats and explained that we were primarily a music format group of stations that the local community looked to for factual news reports. His Honors English class paper on "Truth and Knowledge" made this interview on radio news reporting fitting and timely given the recent political climate.

Outreach: School Visit

Date: February 16, 2017

Participating Employees: Ashley Adams, Announcer, WJXB

Event Sponsor: North Clinton Elementary School

Description of Activity: Ms. Adams visited North Clinton Elementary School to participate in their Read Aloud Day Program. Ms. Adams read a few chapters from the Chronicles of Narnia to approximately 35 5th and 6th graders. She was then able to talk to the students about

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her job and answer questions they had about what goes on behind the scenes at a radio station. She also handed out our “Jobs in Radio” pamphlet and encouraged their teacher to plan a visit to the studios with the class.

Outreach: Job Fair

Date: March 1, 2017

Participating Employees: Sharon Bowie, Business Manager

Event Sponsor: American Job Center & David Webb

Description of Activity: This Job Fair in Knoxville had an emphasis on hiring of veterans. Due to the threat of tornadoes, the turnout was low. Ms. Bowie spoke with approximately 9 individuals about careers in radio. She also handed out our pamphlet, “Jobs in Radio”, bumper stickers and applications. One candidate had been laid off from Scripps Network with a background in digital media. She was very enthusiastic about our station group and the possibility of an interview with our sales manager.

Outreach: Job Shadow

Date: March 15, 2017

Participating Employees Brad Jeffries, Ashley Adams, Michele Silva, WJXB Morning Show
Sarah, Creative Services/Production

Event Sponsor: Midwest Communications, Inc

Description of Activity: A theater and audio major from Maryville College in Maryville, TN was a guest visitor primarily in the B97.5 studio during the morning show. He learned about how the morning show works and also about other jobs available in radio. He was able to tour and watch how the WIMZ and WDKW studios function as well. He also spent time watching and learning about the production of commercials with our Creative Services/Production staff.

Outreach: Job Fair

Date: March 15, 2017

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Participating Employees: Sharon Bowie, Business Manager

Event Sponsor: American Job Center

Description of Event: This Job Fair was hosted by the Knoxville branch of the State of TN Career Center. Midwest was one of approximately 20 employers in attendance. Ms. Bowie was hoping to find candidates for three open positions; Web Developer, Account Executive and part-time promotions coordinator. She saw a steady stream of interested candidates to discuss various opportunities. She collected several resumes and encouraged potential candidates to go to our own jobsite, midwestcareers.com regularly for the latest available positions.

Outreach: Speaking Engagement

Date: March 23, 2017

Participating Employees: Kevin Duplantis, Chief Engineer

Event Sponsor: Lakeway Amateur Radio Club

Description of Event: Mr. Duplantis accepted an invitation to speak at the Club's monthly meeting. The discussion on "ham" radio topics and their utility in assisting radio broadcasting in events of an emergency was discussed for about 90 minutes. Mr. Duplantis also shared information on his role as Chief Engineer for Midwest in Knoxville and how he came to be in that position. He also discussed the differences in transmitters at our three sites.

Outreach: Job Openings

Date: Ongoing

Event Sponsor: Midwest Communications, Inc.

Description of Activity: In addition to industry-related organizations and typical job-related websites, Midwest Communications maintains an updated list of local, regional and national organizations that have requested to be notified of job openings within our Company. These organizations are an excellent source for students, women and minorities who are seeking career opportunities in radio broadcasting.
