

**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, 2016 through May 31, 2017**

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** (formerly **WKZO-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, 2017

The information contained in this Report covers the time period beginning June 1, 2016 through May 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 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, 2016 to May 31, 2017

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
Marketing Consultant WTVB/Coldwater	07/06/2016	Walk-In	6	1-134, 135-137, 140-146
Marketing Consultant WTVB/Coldwater	07/18/2016	Inside Referral	6	1-134, 135-137, 140-146
Operations Mgr./Brand Mgr./Anncr. WKZO/WZOX/WVFM/WNWN/WQLR	08/15/2016	Word of Mouth	7	1-134, 135-137, 140-146
Marketing Consultant WKZO/WZOX/WVFM/WNWN/WQLR	9/19/2016	Internal Posting	8	1-134, 135-137, 140-146
Operations Mgr./Brand Mgr./Anncr. WZKO/WZOX/WVFM/WNWN/WQLR	12/20/2016	All Access.com	6	1-134, 135-137, 140-146
Marketing Consultant WKZO/WZOX/WVFM/WNWN/WQLR	01/09/2017	Indeed.com	8	1-134, 135-137, 140-146
Announcer WVFM Radio	03/27/2017	All Access.com	9	1-134, 135-137, 140-146
Marketing Consultant WZOX/WKZO/WQLR/WVFM/WNWN	10/03/2016	Indeed.com	10	1-134, 135-137, 140-146

Number of Positions Filled: 8  
 Total # of Applicants Interviewed: 60

**Appendix 1 (Con't.)**  
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Recruitment Source Information

	<b>Recruitment Source</b>	<b>Total # of Interviewees This Source Has Provided</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1	Radio Ads - WTVB	2	Coldwater Marketing Consultant (2)
2	Career Builder	1	Coldwater Marketing Consultant (1)
3	Midwest Careers.com	1	WVFM/Kalamazoo/Announcer (1)
4	Zip Recruiter	2	Marketing Consultant/Kalamazoo (2)
5	Inside Referral	4	Coldwater/WTVB Marketing Cons. (1) Kalamazoo/WVFM Announcer (1) Kalamazoo/Marketing Consultant (1) Kalamazoo/Operations Mgr. (1)
6	All Access.com	15	Kalamazoo/Ops Mgr. (5) Kalamazoo/WVFM Announcer (5) Kalamazoo/Ops Mgr. (4) Kalamazoo/Marketing Consultant (1)
7	Laker Jobs	1	Coldwater/Marketing Consultant (1)
8	Internal Posting	2	Kalamazoo/Marketing Consultant (1) Kalamazoo/Ops Manager (1)
9	Outside Referral	2	Kalamazoo/Ops Mgr. (1) Kalamazoo/WVFM Announcer (1)
10	Google	1	Kalamazoo/WVFM Announcer (1)
11	Walk-In	2	Coldwater/Marketing Consultant (1) Kalamazoo/Marketing Consultant (1)
12	Word of Mouth	1	Kalamazoo/Operations Manager (1)
13	Monster.com	10	Kalamazoo/Marketing Consultant (8) Coldwater/Marketing Consultant (2)
14	Indeed.com (Aggregator)	15	Kalamazoo/Marketing Consultant (12) Coldwater/Marketing Consultant ((4

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

32	University of St. Francis	William Brune	2701 Spring Street	Ft Wayne IN	<a href="mailto:wbrune@sf.edu">wbrune@sf.edu</a>	email
33	Western MI Univ. Placement	James Kison	Ellsworth Hall	Kalamazoo MI	<a href="mailto:broncojobs@certauth.cc.wmich.edu">broncojobs@certauth.cc.wmich.edu</a>	email
34	Women's Center				<a href="mailto:mail@twcwaukesha.org">mail@twcwaukesha.org</a>	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 Farelly	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		<a href="mailto:info@amfmjobs.com">info@amfmjobs.com</a>		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	<a href="mailto:sbcareer@iusb.edu">sbcareer@iusb.edu</a>	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	<a href="mailto:amotayaro@ken.edu">amotayaro@ken.edu</a>		career.kent.edu	web
105	Macomb Community College				macombcareerlink.experience.com	web
106	MI Assoc. of Broadcasters	Sara Beeskow	819 N. Washington	Lansing MI	<a href="http://michmab.com">michmab.com</a>	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. WNWN/WQLR/WKZO/WZOX/WVFM	Amy	4200 W. Main St.	Kalamazoo MI	amy.burrow@mwcradio.com	email
117. WJXQ/WQTX/WLMI/WVIC	Angela	2495 Cedar Street	Lansing MI	angela.bensinger@mwcradio.com	email
118. WYVN/WHTC	Patty	87 Central Avenue	Holland, MI	patty.vandenberg@mwcradio.com	email
119. WNWN	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/WXXR/WDWQ/WIBQ/WBOW/WPRS	Pam	824 S. 3rd Street	Terre Haute IN	cheri.page@mwcradio.com	email
122. KELQ/KELO/KRRO/KWSN/KTWB/KQSF	Jennifer	500 S. Phillips Avenue	Sioux Falls SD	christine.ellenbolt@mwcradio.com	email
KRWK/KMJO/KVOX AM/FM/KFGO/WDAY	Peter	1020 S. 25th St.	Fargo ND	peter.tanz@mwcradio.com	email
123. WJXB/WVRX/WIMZ	Sharon	1100 Sharps Ridge Memorial Park Drive	Knoxville	<a href="mailto:sharon.bowie@mwcradio.com">sharon.bowie@mwcradio.com</a>	email
<b>124. WJXQ/WQTX/WLMI/WVIC</b>	Angela	2495 Cedar St.	Holt, MI	angela.bensinger@mwcradio.com	email
125. WNWN/WQLR/WKZO/WZOX/WVFM	Amy	4200 W. Main St.	Kalamazoo MI	<a href="mailto:amy.burrow@mwcradio.com">amy.burrow@mwcradio.com</a>	email
126. WJXA/WCJK	Dennis	504 Rosedale	Nashville, TN	<a href="mailto:dennis.gwiazdon@mwcradio.com">dennis.gwiazdon@mwcradio.com</a>	email
127. WIKY/WSTO/WABX/WLFW	Ellie	1162 Mt. Auburn Road	Evansville IN	<a href="mailto:Ellie.zirkelbach@mwcradio.com">Ellie.zirkelbach@mwcradio.com</a>	email
128. WJXQ/WQTX/WLMI/WVIC on-air/website	Randy	2495 Cedar St.	Holt (Lansing) MI	<a href="mailto:randy.stine@mwcradio.com">randy.stine@mwcradio.com</a>	email
129. WIFC/WDEZ/WSAU/WOZZ/WRIG	Shelley	557 Scott Street	Wausau WI	shelley.kafka@mwcradio.com	email
130. WIXX/WNCY/WTAQ/WNFL/WYDR	Linda	1420 Bellevue St.	Green Bay WI	linda.noonan@mwcradio.com	email
131. WYDR/WRQE	Sandy	1500 N. Casaloma Dr	Appleton WI	sandy.bringman@mwcradio.com	email
132. WHBZ/WBFM/WXER/WHBL	Melissa	2100 Washington Ave	Sheboygan, WI	melissa.basler@mwcradio.com	email
133. KTCO/KDWZ/KDAL/WDSM/WGEE	Karen	11 E. Superior St.	Duluth MN	karen.strom@mwcradio.com	email
134. WUSZ/WMFG/KMFG/WNMT/WTBX	Linda	807 W. 37th Street	Hibbing MN	linda.salo@mwcradio.com	email

135. Monster .com Website  
136. Pure MI Talent (mitalent.org) Website  
137. Career Page (careerpage.org) Website  
138. Indeed (Aggregator) (did not post to this site)  
139. Zip Recruiter (Aggregator) (did not post to this site)  
140. Wisconsin Broadcasters Assoc. (email mendicott@wi-broadcasters.org)  
141. Minnesota Broadcasters Assoc. (email llasere@minnesotabroadcasters.com)  
142. All Access (allaccess.com) Website  
143. AM/FM Job (amfmjobs.com) Website  
144. MI Assoc. of Broadcasters (michmab.com) Website  
145. Radio Online (radioonline.com) Website  
146. Media Match (media-match.com) Website

**Appendix 2**  
**Annual EEO Public File Report**  
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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](http://www.wincountry.com) [www.whtc.com](http://www.whtc.com) [www.myfm1065.com](http://www.myfm1065.com)  
[www.wkzo.com](http://www.wkzo.com) [1660thefan.com](http://1660thefan.com); [www.z965fm.com](http://www.z965fm.com)  
[www.927thevan.com](http://www.927thevan.com) [www.go955.com](http://www.go955.com)  
[www.wtvbam.com](http://www.wtvbam.com)

- a) Date: June 1, 2006 to present  
Participating Employees: Mike Klein, 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: Job Shadow

Date: June 6, 2016

Participating Employees: Mary Ellen Murphy, News Reporter/Anchor

Event Sponsor: WHTC News Department

Description of Activity: McKenzie, a student from Central MI University, who voiced an interest in broadcasting and journalism, spent the day shadowing Mary Ellen. She learned about gathering news stories, rewriting news stories, how to edit in Adobe Audition and how stories are posted to the website. She sat in on the morning show and learned how the morning show is put together. She had the opportunity to speak on the air as a first time voter in the November elections.

Outreach: Speaking Engagement

Date: July 3, 2016

Participating Employees: Dennis Martin, General Sales Manager/Battle Creek



Event Sponsor: Union City Rotary Club

Description of Activity: Dennis gave a presentation on “Marketing 101 for Small Business Owners” which included background on radio advertising. Dennis also spoke about the many career opportunities in radio and distributed our own jobs in radio information. Dennis also covered all of our Michigan markets, the stations and the formats.

Outreach: Business Expo/Job Fair

Date: September 7, 2016

Participating Employees: Mike Klein, Vice-President/Market Manager MI Region  
Dennis Martin, General Sales Manager, Battle Creek

Event Sponsor: Battle Creek Area Chamber of Commerce

Description of Activity: This job fair was held at the Firekeepers Casino from 5:00 to 7:00pm. We promoted this event on Facebook to our 75,000 plus station followers and aired a scheduled on our radio stations. Mike and Dennis were able to talk with several potential applicants about opportunities in radio and specifically with our Kalamazoo, Battle Creek, Coldwater, Holland and Lansing markets.

Outreach: Job Shadow

Date: October 14, 2016

Participating employees: Mary Ellen Murphy, News Reporter/Anchor  
Brent Alan, Brand Manager/Announcer/Marketing

Event Sponsor: WHTC/WYVN Radio – Holland, MI

Description of Activity: Bethany, a 10<sup>th</sup> grader from Ravenna Public School, Ravenna, MI spent the morning job shadowing the WHTC News room as well as the WYVN morning show. She learned how newscasts were put together, learned about editing news, doing interviews and how a morning show was put together.

Outreach: Career Fair

Date: October 27, 2016

Participating Employees: Mike Klein, Vice President/Market Manager, Michigan Region  
Dennis Martin, General Sales Manager, Battle Creek  
Jim Bodine, General Sales Manager, Kalamazoo

Event Sponsor: Michigan Association of Broadcasters

Description of Activity: Mike, Dennis and Jim manned our booth at this Career Fair held at Western Michigan University/Brown Hall. They were able to speak with over three (3) dozen attendees about careers in radio, specific opportunities with our Michigan stations and who to contact for further information. Several of the students indicated an interest and planned to submit their resumes and fill out applications.

Outreach: Broadcast Media Career & Networking Job Fair

Date: November 17, 2016

Participating Employees: Peter Tanz, Senior Vice President/Midwest Comm., Inc.  
Mike Klein, Vice-President/Market Manager/ MI Region  
Andy Low, IT Director

Event Sponsor: Michigan Association of Broadcasters and  
Midwest Communications, Inc.

Description of Event: The fourteen (14) stations of Midwest Communications, Inc. Michigan co-sponsored this event with the MAB. This event invited active broadcaster veterans and those seeking their first job in the industry to meet and recruit. Midwest also sponsored the keynote speaker, Will Tieman, as he addressed potential young broadcasters on how to secure their first position in the industry. Peter, Mike and Andy also participated in the 'speed networking' session in which recruits were allowed to 'speed interview' them on how to succeed in the broadcast industry. Approximately 150 participants attended.

Outreach: Student Seminar

Date: March 4, 2017

Participating Employee: Peter Tanz, Senior Vice President, Midwest Comm., Inc.

Event Sponsor: Wisconsin Broadcasters Assoc.

Description of Event: Peter represented all of the Midwest radio stations at this event held in Madison, WI and participated in the 'speed networking' session. Met with high school and college students seeking more information on career opportunities in broadcasting and specifically with Midwest radio stations. More than 150 students attended this event.

Outreach: Career Fair

Date: March 8, 2017

Participating Employees: Mike Klein, Vice-President/Market Mgr. MI Regon  
Dennis Martin, General Sales Manager, Battle Creek

Event Sponsor: Michigan Assoc. of Broadcasters

Description of Event: As a part of the Great Lakes Broadcasting Conference, held at the Lansing Center, Midwest had a booth during the Career Fair held from 2:00-3:30pm. Mike and Dennis were able to meet with many students who were near graduation or had just graduated from college. They shared opportunities in radio broadcasting for all of our Michigan radio stations. They received over a dozen resumes and distributed our application for them to complete. The resumes were dispersed to the appropriate hiring managers.

Outreach: Job Shadow

Date: March 8 2017

Participating Employees: Mary Ellen Murphy, News Reporter/Anchor

Event Sponsor: WHTC/WYVN Radio and Midwest Communications, Inc.

Description of Activity: Madison, a freshman from Central Michigan University interested in a career in broadcasting spent time with both morning shows in Holland. She learned how the two different morning shows are put together. She also learned about gathering new, editing news and reporting news.

Outreach: Tour

Date: March 16, 2017

Participating Employees: Kevin Oswald, Local Market Manager/GSM  
Brent Alan, Brand Manager/Announcer/Marketing

Event Sponsor: WHTC/WYVN Radio

Description of Activity: Two tours were held for students and staff from the Ottawa Area Intermediate School District/Holland Community Based Instruction. The school works with developmentally disabled persons. The two groups toured the studios to learn how each station and the news department operated. They were able to tour the production studio and were able to record themselves. A copy of the recording was shared with school staff members. Each of the students as well as the attending staff members asked questions in each area of the stations visited.