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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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## **Annual EEO Public File Report**

MIDWEST COMMUNICATIONS, INC. - Lansing, Michigan Region

**WJXQ-FM, WWDK-FM (formerly WVIC-FM), WQTX-FM, WLMI-FM**

## **Annual EEO Public File Report**

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 Lansing, Michigan Employment Unit ("SEU"). This SEU is comprised of the following stations:

**WJXQ** licensed to Charlotte, MI; **WWDK (formerly WVIC)** licensed to Jackson, MI.; **WQTX** licensed to Saint Johns, MI; **WLMI** licensed to Grand Ledge, MI. This report has been placed in the public inspection files of these stations and posted on their websites, prior to June 1, 2015.

The information contained in this Report covers the time period beginning June 1, 2014 up to and including May 31, 2015.

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.

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## Appendix 1

### Annual EEO Public File Report

Midwest Communications, Inc. – Lansing, MI

Covering the Period from June 1, 2014 through May 31, 2015

Stations Comprising Station Employment Unit:

WJXQ-FM, WWDK-FM (formerly WVIC-FM), WLMI-FM, WQTX-FM

### Vacancy Information

<u>Positions Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Marketing Consultant WJXQ/WQTX/WLMI/WVIC	8/18/2014	7	Michigan Works Site	1-115, 117-132, 133-136
Announcer WVIC-FM	8/18/2014	9	In-House Posting	1-115, 116, 117-132
Marketing Consultant- WJXQ/WQTX/WVIC/WWDK	2/02/2015	8	Pure Michigan Talent Site	1-115, 117-132, 133-136
Receptionist/Administrative Assistant	5/29/2015	8	In-House Posting	1-115, 117-132
Total Number of Positions Filled:		4		
Total Number of Persons Interviewed:		32		

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## **Annual EEO Public File Report**

### **Midwest Communications, Inc. - Michigan**

Covering the Period from June 1, 2014 to May 31, 2015

### **WJXQ-FM, WWDK-FM (formerly WVIC-FM), WLMI-FM, WQTX-FM**

#### Recruitment Source Information

<b>Recruitment Source</b>	<b>Total # of Interviews From this Source</b>	<b>Full-Time Positions for which this Source was Utilized</b>
Radio Ad	2	Announcer
In-House Posting	2	Announcer, Marketing Consultant, Receptionist/Admin Assistant
Central Michigan University	1	Marketing Consultant/Announcer
Indeed.com (Aggregator/didn't post to this site)	6	Marketing Consultant, Announcer, Receptionist/Admin Assistant
Monster	3	Marketing Consultant, Receptionist/Admin Assistant
Career Builder (Aggregator/didn't post to this site)	1	Marketing Consultant
Simply Hired (Aggregator/didn't post to this site)	1	Marketing Consultant
Pure Michigan Talent Site	5	Marketing Consultant, Announcer, Receptionist/Admin Assistant
Albion College	1	Marketing Consultant/Announcer
All Access	6	Announcer
Michigan Works Website	3	Marketing Consultant/Announcer, Receptionist/Admin Assistant
Craig's List (Aggregator/didn't post to this site)	1	Marketing Consultant
<b>Total</b>	<b>32</b>	

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## NOTIFICATION LIST

**June 1, 2014 to May 31, 2015**

	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>	email
11	Eastern Illinois University				<a href="mailto:csllm@eiu.edu">csllm@eiu.edu</a>	email
12	Ferris State University	Laurie Kilbourne	1201 S. State St.	Big Rapids MI	<a href="mailto:kilbournl@ferris.edu">kilbournl@ferris.edu</a>	email
13	Genesee 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

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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 Farely	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

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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

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92	Bethel College Career Service	Erin Kinzel	1001 W. McKinley	Mishawaka IN	<a href="http://bethelcollege.edu">bethelcollege.edu</a>	web
93	Broadcast Compliance Systems	Internet Only	1700 Rockville Pike	Rockville MD	<a href="http://bcs-ok.com">bcs-ok.com</a>	web
94	Career Page National Job Bank	Internet Only			<a href="http://careerpage.org">careerpage.org</a>	web
95	Cleveland State University	Director	2121 Euclid Avenue	Cleveland OH	<a href="http://csucareerline.experience.com">csucareerline.experience.com</a>	web
96	Davenport College	Linda Knasel	4123 W. Main	Kalamazoo MI	<a href="http://davenport-csm.symplicity.com">davenport-csm.symplicity.com</a>	web
97	DePaul Univ. Career Center	Gillian Steele	1 E. Jackson	Chicago, IL	<a href="http://careercenter.depaul.edu">careercenter.depaul.edu</a>	web
98	Eastern Michigan University	Lorraine McKnight	311 King Hall	Ypsilanti, MI	<a href="http://career.emichi.edu">career.emichi.edu</a>	web
99	Grand Valley State Univ.	Carol Coffey	125 DeVox Hall	Grand Rapids MI	<a href="http://gvsu.edu/careers">gvsu.edu/careers</a>	web
100	IL Center for Broadcasting	Internet Only			<a href="http://funjobsonair.com">funjobsonair.com</a>	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	<a href="http://myinterfase.com/kzoo/employer">myinterfase.com/kzoo/employer</a>	web
103	Kalamazoo Valley Comm. College	Lois Brinson	6767 West O Avenue	Kalamazoo MI	<a href="http://kvcc.edu/students">kvcc.edu/students</a>	web
104	Kent State University	Ann Motayaro	<a href="mailto:amotayaro@ken.edu">amotayaro@ken.edu</a>		<a href="http://career.kent.edu">career.kent.edu</a>	web
105	Macomb Community College				<a href="http://macombcareerlink.experience.com">macombcareerlink.experience.com</a>	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	<a href="http://michworks.org">michworks.org</a>	web
108	Northwestern University Career	Jeff jenkins	620 Lincoln	Evanston, IL	<a href="http://northwestern-csm.symplicity.com">northwestern-csm.symplicity.com</a>	web
109	Radio Business Report				<a href="http://rbr.com/submit">rbr.com/submit</a>	web
110	Radio One School of Broadcast	Joe Deschler	308 Bushner Place	LaCrosse WI	<a href="http://radio1school.chargerinternet.net">radio1school.chargerinternet.net</a>	web
111	Radio Online	Ron Chase	3500 Tripp	Amarillo TX	<a href="http://radioonline.com">radioonline.com</a>	web
112	Southwestern Michigan College	Diane Barret Curtis	58900 Cherry Grove	Dowagiac MI	<a href="http://swmich.edu/careers">swmich.edu/careers</a>	web
113	Taylor University	Richard Baxter	1025 W. Rudisill Blvd.	Ft. Wayne IN	<a href="http://myinerfase.com/taylor-upland">myinerfase.com/taylor-upland</a>	web
114	University of Michigan	Terri LaMarco	3200 SAB	Ann Arbor, MI	<a href="http://umich-csm.symplicity.com">umich-csm.symplicity.com</a>	web
115	University of Notre Dame	Latonia Ferguson	248 Flanner Hall	Notre Dame, IN	<a href="http://goirish-csm.symplicity.com">goirish-csm.symplicity.com</a>	WEB
116	WJXQ-FM Radio On-Air	Randy			<a href="mailto:randy.stine@mwcradio.com">randy.stine@mwcradio.com</a>	email
	<b>POSTINGS</b>					
117	WIFC/WDEZ/WSAU/WOZZ/WRIG	Shelley	557 Scott Street	Wausau WI	<a href="mailto:shelley.kafka@mwcradio.com">shelley.kafka@mwcradio.com</a>	email
118	WIXX/WNCY/WTAG/WNFL/WYDR	Linda	1420 Bellevue St.	Green Bay WI	<a href="mailto:linda.noonan@mwcradio.com">linda.noonan@mwcradio.com</a>	email
119	WYDR/WGEE	Sandy	1500 N. Casaloma Dr	Appleton WI	<a href="mailto:sandy.bringman@mwcradio.com">sandy.bringman@mwcradio.com</a>	email
120	WHBZ/WBFB/WXER/WHBL	Melissa	2100 Washington	Sheboygan, WI	<a href="mailto:debbie.ott@mwcradio.com">debbie.ott@mwcradio.com</a>	email
121	KTCO/KDWZ/KDAL/WDSM/WDUL	Karen	11 E. Superior St.	Duluth MN	<a href="mailto:karen.strom@mwcradio.com">karen.strom@mwcradio.com</a>	email
122	WUSZ/WMFG/KMFG/WNMT/WTBX	Linda	807 W. 37th Street	Hibbing MN	<a href="mailto:linda.salo@mwcradio.com">linda.salo@mwcradio.com</a>	email

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123	WNWN/WQLR/WKZO/WZOX/WVFM	Amy	4200 W. Main St.	Kalamazoo MI	amy.burrow@mwcradio.com	email
124	WJXQ/WQTX/WLMI/WWDK	Angela	2495 Cedar Street	Lansing MI	angela.bensinger@mwcradio.com	email
125	WYVN/WHTC	Patty	87 Central Avenue	Holland, MI	patty.vandenberg@mwcradio.com	email
126	WNWN	Jim	70 W. Michigan Ave	Battle Creek MI	jim.siler@mwcradio.com	email
127	WTVB AM/FM	Ken	182 N. Angola Road	Coldwater MI	ken.delaney@mwcradio.com	email
128	WMGI/WXXR/WDWQ/WIBQ/WBOW/WPRS	Pam	824 S. 3rd Street	Terre Haute IN	pam.schalburg@mwcradio.com	email
129	KELO/KELO/KRRO/KWSN/KTWB/KQSF	Jennifer	500 S. Phillips Avenue	Sioux Falls SD	jennifer.deroo@mwcradio.com	email
130	KRWK/KMJO/KVOX AM/FM/KFGO/WDAY	Peter	1020 S. 25th St.	Fargo ND	peter.tanz@mwcradio.com	email
131	WJXB/WVRX/WIMZ	Sharon	1100 Sharps Ridge Memorial Park Drive	Knoxville TN	<a href="mailto:Sharon.bowie@mwcradio.com">Sharon.bowie@mwcradio.com</a>	email
132	WSAU	Felicia	2460 Plover Rd.	Plover WI	angela.bensinger@mwcradio.com	email
133	WJXA/WCJK	Dennis	504 Rosedale	Nashville, TN	<a href="mailto:Dennis.gwiazdon@mwcradio.com">Dennis.gwiazdon@mwcradio.com</a>	email
134	WIKY/WSTO/WABX/WLFW	Ellie	1162 Mt. Auburn Rd	Evansville, IN	<a href="mailto:ellie.zirkelbach@mwcradio.com">ellie.zirkelbach@mwcradio.com</a>	email
135	Career Builder.com/Aggregator				<a href="http://Career.builder.com">Career.builder.com</a>	email
136	Simply Hired/Craig's List (aggregators)			k	<a href="http://Simply.hired.com/craigslist">Simply.hired.com/craigslist</a>	email
137	Monster Job Site	Andrea		Madison	monster.com	email
138	Indeed Aggregator				indeed.com	email

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## Annual EEO Public File Report - **Appendix 2**

Midwest Communications, Inc. – Lansing, Michigan

Covering the Period from June 1, 2014 through May 31, 2015

Stations Comprising Station Employment Unit:

**WJXQ-FM, WWDK-FM (formerly WVIC-FM), WQTX-FM, WLMI-FM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Report Time Period:

1. Outreach: **Website Posting and On-Air Announcements**  
  

[www.midwestcareers.com](http://www.midwestcareers.com)  
[www.team921fm.com](http://www.team921fm.com)

[www.q106fm.com](http://www.q106fm.com)  
[www.941theduke.com](http://www.941theduke.com)  
[www.929wlmi.com](http://www.929wlmi.com)

  

Date: July 1, 2010 to present

Participating Employees: Patrick Pendergast, Vice President/Market Manager

Event Sponsor: Midwest Communications, Inc.

Description of Activity: Midwest Communications, Inc. 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 weekly on each station seeking organizations wishing to receive our job openings.
  2. Outreach: **Virtual Job Fair**  
  

Date: June 11, 2014

Participating Employees: Susan Knauf, HR Assistant  
Midwest Communications, Inc.

Event Sponsor: Columbia College/Chicago

Description of Activity: June 11-15, 2014 was a virtual job fair. Current students, recent graduates and alumni of Columbia College/Chicago were directed to
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job postings on the Columbia Works job board during this period of time. There were 250 student signed up for the event. Midwest Communications, Inc. promoted twenty-one current job openings at this free event which included an Advertising Sales position in Lansing, MI and a General Sales Manager position/Michigan-based. We received two viable resumes from this event.

Outreach: **Job/Career Fair**

Date: October 9, 2014

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

Event Sponsor: Michigan Association of Broadcasters

Description of Activity: Our staff represented all of our MI radio stations at this Career Fair held at Western Michigan University Campus from 12 Noon to 3PM. We received 16 resumes and distributed over 20 applications which included our Careers in Broadcasting summary. The potential job applicants expressed interest in announcing, sports production and play-by-play, news, writing, promotions, music production, sales and interactive marketing. Resumes were distributed to hiring managers upon the return to the various locations.

Outreach: **Battle Creek Chamber of Commerce Business Expo**

Date: October 29, 2014

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

Description of Activity: Mr. Klein and Mr. Martin represented all of our Michigan radio stations as the "Official Media Sponsor" at this event. They had the opportunity to promote all of our stations and shared information about job openings and career opportunities within Midwest. There were approximately 120 people in attendance and they were able to converse with approximately 15 visitors to their booth about various job openings.

Outreach: **Career and Networking Fair**

Date: October 15, 2014

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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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Participating Employees:	Patrick Pendergast, Vice-President/Market Manager Sandra Barron, General Sales Manager/Lansing
Event Sponsor:	Michigan Association of Broadcasters
Description of Activity:	This event was held on the Central Michigan University campus from 12 Noon to 3:00PM. The main focus was to find suitable candidates for Marketing Consultant/Advertising Sales reps for Lansing and our other Michigan markets. Students asked a wide range of questions regarding career opportunities in broadcasting. As a result of this Career Fair, several potential Marketing Consultant leads were found as well as Digital Media candidates and on-air talent possibilities for other Michigan markets. They handed out applications as well as our own Jobs in Radio summary.
Outreach:	<b>Career Fair</b>
Date:	November 7, 2014
Participating Employees:	Patrick Pendergast, Vice-President/Market Manager Sandra Barron, General Sales Manager/Lansing
Event Sponsor:	Michigan Assoc. of Broadcasters
Description of Activity:	The 2014 Broadcasting Career Builder Conference was held on the Lansing Community College West Campus. There were approximately 160 student/young professionals in attendance. Most questions had to do with what careers were available in broadcasting. We received interest in advertising sales, digital media and some on-air talent positions. We passed along the appropriate information to our other locations who also had openings.
Outreach:	<b>Career Fair</b>
Date:	March 11, 2015
Participating Employees:	Mike Klein, Vice-President/Market Manager/ Southern MI Region Patrick Pendergast, Vice-President/Market Manager/Lansing Sandra Barron, General Sales Manager/Lansing Peter Tanz – Senior Vice-President/Midwest Communications, Inc. Dennis Martin, General Sales Manager/Battle Creek
Event Sponsor:	Michigan Association of Broadcasters

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# MIDWEST COMMUNICATIONS, INC.

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*and Affiliates*

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Description of Event: The Great Lakes Broadcasting Conference Career Fair was held at the Lansing Center from 2:00-3:30pm. Our display promoted the various open positions in our Company. Our staff met with students and other visitors and collected 17 resumes. Potential applicants were encouraged to follow up with the appropriate hiring manager and resumes were sent to the hiring manager upon completion of the Career Fair.

Outreach Initiative: **Job Shadow**

Date: June 5, 2014

Participating employees: Mojo – Brand Manager  
WJXQ-FM Radio

Event Sponsor: Midwest Communications, Inc.

Description of Event: A sophomore from Mason High School toured our Lansing facility including on-air, production studios and the sales area. She was given an overview of how radio works from programming and sales to music selection and software used. She came very prepared with a list of questions that she wanted to ask and was very appreciative of the opportunity to spend time with Mojo and our broadcast facility.

Outreach Initiative: **Tour**

Date: April 30, 2015

Participating employees: Joe Cassady, Brand Manger  
Span Bennett, Announcer

Event Sponsor: Midwest Communications, Inc.

Description of Event: Cub Scout Pack 121 from St. Gerard/Lansing toured our Lansing facility. There were 10 scouts and three parents. They toured the studios, production rooms, sales area, front office learning a little bit about what makes up radio. The highlight of their tour was being able to go on the air briefly with Span in the WJXQ studio.

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