
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WJXB-FM, WIMZ-FM, WDKW-FM, WNFZ-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, WDKW-FM licensed to Maryville, Tennessee and WNFZ-FM Radio licensed to Powell, TN. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, on or prior to April 1, 2025.

The information requested in this report would cover the period beginning April 1, 2024 and including through March 31, 2025 (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, 2024 to March 31, 2025

Stations Comprising Station Employment Unit:

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

Vacancy Information

<u>Full-time Position</u>	<u>DOE</u>	<u>Total #</u>	<u>Recruitment</u>	<u>Recruitment</u>
		<u>Interviewed</u>	<u>Source of Hire</u>	<u>Sources Utilized</u>

There were no full-time hires during the period April 1, 2024 through March 31, 2025.

Total Number of Positions filled during the Applicable Period:
Total Number of Persons Interviewed during Applicable Period: 00

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| 1. | <p>Outreach:</p> <p>Website Posting
 www.midwestcareers.com www.b975.com (WJXB)
 www.wimz.com (WIMZ) www.theduke.fm (WDKW)
 www.943wnfz.com</p> <p>September 1, 2014 to present</p> <p>Participating Employees: Michael Brody – Vice-President/TN Region</p> <p>Outreach Sponsor: Midwest Communications, Inc.</p> <p>Description of Activity: Midwest Communications, Inc. has a general announcement posted on available websites encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us. We also maintain our own career website, MidwestCareers.com and post every available opening to that site.</p> |
| 2. | <p>Outreach: Job Shadow</p> <p>Date: April 22, 2024</p> <p>Participating Employees: Valerie Anderton, Announcer, Music Director</p> <p>Outreach Sponsor: Midwest Communications, Inc./Knoxville</p> <p>Description of Activity: A young lady, a student from the University of TN College of Communication and Information asked to job shadow Valerie on WJXB. She spent several hours in the studio with Valerie learning about what it takes to put a show together. They talked all things radio; jobs in radio, education and what it takes to have a successful station. Valerie also contributed to the student's class project by talking to other professionals in the communications industry.</p> |

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Outreach: Communication and Information Mingle

Date: April 3, 2024

Participating employees: Jennifer Terry, Business Manager/TN Region
Valerie Anderton, Announcer, Music Director

Outreach Sponsor: University of Tennessee

Description of Activity: Jennifer and Valerie met with undergraduate students on campus, members of the UT-College of Communications and Information, on April 3, 2024 from 4 to 5:30pm. Forty-seven students checked in for the event. Jennifer and Valerie discussed career opportunities in communications and broadcasting. The students got advice from seasoned professionals and started developing connections in the industry.

Outreach: Virtual Job Fair

Date: April 1-5, 2024

Participating Employees: Jennifer Terry, Business Manager/TN Region

Outreach Sponsor: TN Assoc. of Broadcasters

Description of Activity: From April 1st through the 5th, our stations promoted the TAB Virtual Job Fair. They ran 60 commercials across four stations to drive visitors to the job fair website. As a result, our stations reached a daily average of 100 individuals (498) with an interest in broadcasting and communicated directly with 15 of those individuals.

Outreach: Careers on Wheels

Date: May 3, 2024

Participating Employees: Darius Williams, Programming Asst./Announcer
Carrie Waltman, Promotions
Steven Powell, Promotions

Outreach Sponsor: Cedar Bluff Elementary, Knoxville

Description of Activity: The Careers on Wheels event is designed to introduce kids to various jobs and businesses that have a part of their job operate on the road. Since a big part of our work involves doing broadcasts at various businesses throughout the area, we were a natural fit. Our staff interacted with roughly 600 kids at the event, ranging in age from 5-

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10 years of age. Steven set up a mock broadcast so the kids could see and interact with some of the equipment we use for remote broadcasts. Carrie and Darius talked to the kids about our 4 radio stations, how remote broadcasts work and the various aspects of the jobs they do as well as other jobs in radio.

Outreach: Annual 8th Grade Night
Date: May 16, 2024

Participating Employees: Kevin Duplantis, Chief Engineer
Darius Williams, Programming Asst./Announcer

Outreach Sponsor: South Doyle Middle School, Knoxville

Description of Activity: This event is designed to help students and parents explore ideas for a successful future. Kevin and Darius spoke to all attending about pursuing careers in radio broadcasting. They explained what they do in their jobs and about all of the other opportunities in the broadcasting field.

Outreach: Back to School Open House
Date: August 6, 2024

Participating Employees: Darius Williams, Programming Asst./Announcer

Outreach Sponsor: Sarah Moore Greene Elementary School

Description of Activity: Darius aided the local chapter of Omega Psi Phi in their efforts to recruit new members for their mentorship program. He spoke with parents and children about his career in media and how his participation in the mentoring program can be a benefit to the children.

Outreach: Virtual Job Fair
Date: September 16-20, 2024

Participating Employees: Jennifer Terry, Business Manager/TN Region

Outreach Sponsor: TN Assoc. of Broadcasters

Description of Activity: The TAB held a virtual job fair for the week of September 16, 2024. We had eleven (11) individuals express interest in an available position in the Promotions Department in our Knoxville offices.

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Outreach: Guest Lecture
Date: October 15, 2024

Participating Employees: Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: University of TN Knoxville

Description of Activity: Barb, a Professor in the School of Journalism & Media, UTK asked Derric to be a guest lecturer for a Media Promotions Class via Zoom from 4 to 5:30pm. Derric spoke about the various functions of a radio promotions department, what we do, what his specific job is and how the work of the promotions department impacts radio as a whole. The class was made up of about 20-30 UTK students.

Outreach: College & Career Fairs
Date: October 30, 2024 – Fulton High School, Knoxville
November 4, 2024 – Austin East Magnet High School, Knoxville
November 12, 2024 – Christenberry Elementary School, Knoxville
November 13, 2024 – Northwest Middle School, Knoxville
November 22, 2024 – Fountain City Elementary

Participating Employees: Derric Boudreaux, Promotions/Social Media Director
Ashlee Crawford, Marketing Consultant
Darius Williams, Programming Asst./Announcer
Mike Stanley, Promotions Asst./Announcer
Steven Powell, Promotions Assistant
Nick Schnabel, Promotions Assistant

Outreach Sponsor: Fulton High School - Knoxville TN

Description of Activity: The above staff participated in these College and Career Fairs. The goal of these events was to introduce students to various occupations and give them an opportunity to learn about the various career paths available in various organizations and industries set up throughout the school. The above staff were able to talk about all of the jobs available in radio and what career/education path would be helpful to them.

Outreach: Speaking Engagement
Date: November 25, 2024

Participating Employees: Darius Williams, Programming Asst./Announcer

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Outreach Sponsor: Austin East High School, Knoxville

Description of Activity: Darius spoke to the audio/visual arts class detailing his ascension through his career in media, his college experience and how the students can pursue a career in media post high school. He talked about all the various job opportunities in media and what type of education would be helpful depending on the career path.

Outreach: Virtual Career Fair
Date: January 20-24, 2025

Participating Employees: Jennifer Terry, Business Manager/TN Region
Jad Farmer, Director of Sales

Outreach Sponsor: TN Association of Broadcasters

Description of Activity: Our Knoxville stations participated in this Virtual Career Fair promoting it on all of our stations. We collected nine (9) resumes with the individuals expressing interest in just about every department available in radio. These resumes were distributed appropriately.

Outreach: Mentoring
Date: February 26, 2025

Participating Employees Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: Midwest Communications, Inc./Knoxville

Description of Activity: Mindy and Kari were promoted from Promotions Assistants to Co-Managers of the Nashville, TN radio stations promotions department. Derric traveled to Nashville for a training/mentoring day. Derric personalized the training and focused on the specific skills and knowledge needed for their new roles. He went over things like how various promotions work, what information is needed to make decisions on how to approach various promotions, etc. Derric remains available with ongoing support and feedback.

Outreach: Communication & Information Mingle
Date: March 5, 2025

Participating Employees: Valerie Anderson, Announcer, Music Director
Jennifer Jones, Announcer
Meghann Common, Continuity Coordinator

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Outreach Sponsor: UTK/College of Communication & Information

Description of Activity: The above employees were able to talk about WJXB; WIMZ and the Continuity Department for Midwest/Knoxville. Students were interested in hearing about a “day in the life” and how these individuals “got a foot in the door”. They talked about other jobs in radio and education possibilities to get “that foot in the door”. Internships were also an important topic with the students. They collected four (4) resumes and distributed those appropriately.

Outreach Activity: Career Fair

Date: March 13, 2025

Participating Employees: Derric Boudreaux, Promotions/Social Media Director
Steven Powell, Promotions Assistant
Mike Stanley, Promotions Assistant/Announcer
Nick Schnabel, Promotions Assistant

Outreach Sponsor: South Doyle Middle School, Knoxville

Description of Activity: This was a Career Fair for 7th and 8th graders. We, along with other businesses, were there to allow the students to interact and learn about various career paths in our community. We talked about our jobs; attending events, managing contesting, what on-air looks like and what it takes to produce a show. They were able to interact with a great number of students and their parents.

Outreach Activity: Guest Lecturer

Date: March 13, 2025

Participating Employees: Derric Boudreaux, Promotions/Social Media Director

Outreach Sponsor: University of Tennessee/Knoxville

Description of Activity: A professor at UTK invited Derric to speak to his Communications Class focused on radio broadcasting. The class was learning about various parts of radio, specifically the role of Promotions in radio. Derric talked about his role. The students asked good questions ranging from our work with non-profits, how we price and value promotions and why these promotions have a value to our clients.
