
MIDWEST COMMUNICATIONS, INC.

and Affiliates

ANNUAL EEO PUBLIC FILE REPORT

WJXA-FM, WCJK-FM, WNFN-FM

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 Nashville, Tennessee Employment Unit (“SEU”). This SEU is comprised of the following stations: WJXA-FM licensed to Nashville, Tennessee, WCJK-FM licensed to Murfreesboro, Tennessee and WNFN-FM licensed to Millersville, TN. This report has been placed in the public inspection files of these stations and posted on their websites, if they have websites, prior to or on April 1, 2023.

The information requested in this report would cover the period beginning April 1, 2022 and including through March 31, 2023 (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.

MIDWEST COMMUNICATIONS, INC.

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APPENDIX 1

Annual EEO Public File Report
Midwest Communications, Inc. – Nashville, Tennessee

Covering the Period from April 1, 2022 to March 31, 2023

Stations Comprising Station Employment Unit:
WJXA-FM, WCJK-FM, WNFN-FM

Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>DOE</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Announcer WNFN Radio	5/31/22	5	Inside Referral	5-22, 23, 25, 26 27, 30-35, 37, 38
Production Director WJXA/WCJK/WNFN	7/18/22	7	In House Posting	3, 5-22, 23, 25, 26, 27, 30-35, 37, 38
Promotions Coordinator Promotions Coordinator WJXA/WCJK/WNFN	7/25/22 7/28/22	8	Midwest Careers LinkedIn	3, 5-22, 23, 25, 26 27, 30-35, 37,
Marketing Consultant WJXA/WCJK/WNFN	8/8/22	6	LinkedIn	2, 3, 5-22, 25, 26, 27, 30-35, 37
Receptionist/Sales Asst. WJXA/WCJK/WNFN	10/18/22	5	Inside Referral	2, 3, 5-22, 26, 28, 37, 38
Local Sales Manager WJXA/WCJK/WNFN	11/29/22	2	All Access	2, 3, 5-22, 23, 25, 26, 27, 28, 37, 38
Marketing Consultant Marketing Consultant Marketing Consultant WJXA/WCJK/WNFN	1/24/23 1/24/23 1/24/23	18	Indeed Indeed Indeed	2, 3, 5-22, 25, 26, 27, 28, 37, 39

Total Number of Positions filled during the Applicable Period: 10
Total Number of Persons Interviewed during Applicable Period: 51

MIDWEST COMMUNICATIONS, INC.

and Affiliates

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>
1. WJXA/WCJK/WNFN Radio/ Websites	Josh Connor Charles Miller	504 Rosedale Avenue, Nashville, TN	Email	
<u>Internet Sites</u>				
2. LinkedIn		www.linkedin.com		10
3. Indeed		www.indeed.com		18
4. Glassdoor		www.glassdoor.com		
<u>Postings</u>				
5. WNCY/WIXX/WDKF/ WTAQ AM-FM/WNFL	Office Mgr.	1420 Bellevue St., Green Bay, WI 54311	caitlin.kazik@mwcradio.com	
6. WGEE/WYDR	Admin. Asst.	1500 N. Casaloma Drive, #301, Appleton, WI 54913	craig.vanabel@mwcradio.com	
7. WHBL/WHBZ/WBFM/WXER	Admin. Asst.	2100 Washington Ave., Sheboygan, WI 53081	kim.schneider@mwcradio.com	
8. WNWN-AM/WQLR/WKZO-AM/ WZOX-FM/WVFM	Office Mgr.	4200 West Main Street., Kalamazoo, MI 49006	katie.tulin@mwcradio.com	
9. WTVB	Office Mgr.	182 N. Angola Road, Coldwater, MI 49036	ken.delaney@mwcradio.com	
10. WNWN-FM/WTOU	Office Mgr.	70 W. Michigan Ave., #700, Battle Creek, MI 49017	jay.morris@mwcradio.com	
11. WHTC-AM/WYVN-FM	Office Mgr.	87 Central Avenue, Holland, MI 49423	patty.vandenberg@mwcradio.com	
12. KDAL/KQDS/KTCO/ WDSM/WDUL/KDKE	Office Mgr.	11 E. Superior, Ste. 380, Duluth, MN 55802	sarah.pugliese@mwcradio.com	
13. WIFC/WDEZ/WSAU/ WOZZ/WRIG	Admin. Asst.	557 Scott Street, Wausau, WI 54403	cheryl.radtke@mwcradio.com	
14. WUSZ/WMFG AM-FM/ KMFG/WNMT/WTBX	Admin. Asst.	807 West 37 th St., Hibbing, MN 55746	mark.cheney@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	lexy.skirvin@mwcradio.com	
17. KELO AM-FM/KELQ/KRRO/ KWSN/KTWB/KQSF	Admin. Asst.	500 S. Phillips Ave., Sioux Falls, SD 57104	rachel.sundem@mwcradio.com	
18. KFGO/KRWK/KMJO/ KVOX/KNFL.KOYY	Business Mgr.	1020 S. 25 th Street, Fargo, ND 58103	dan.cash@mwcradio.com	
19. WJXA/WCJK/WNFN	Admin. Asst.	504 Rosedale, Nashville, TN 37211	tracie.vaughn@mwcradio.com	3
20. WIMZ/WJXB/WDKW	Business Mgr.	1100 Sharps Ridge Memorial Dr, Knoxville, TN 37917	jennifer.terry@mwcradio.com	
21. WIKY/WABX/WSTO/WLWF	Business Mgr.	1162 Mt. Auburn Dr., Evansville, IN 47720	christie.york@mwcradio.com	
22. WSWT/WXCL/WMBD/WIRL WNGY/WBBG Radio	Business Mgr.	331 Fulton St., 12 th Floor, Peoria, IL 61602	shannon.demanis@mwcradio.com	
<u>WEBSITE</u>				
23. All Access		www.allaccess.com		7
24. AM FM Jobs		http://www.amfmjobs.com/cgi-bin/jobs3/employers/login.cgi		
25. Career Page		http://www.careerpage.org/members/index.php		
26. Midwest Careers		www.midwestcareers.com		4
27. Radio Online		www.radioonline.com		
28. Dept. of Labor & Workforce Development		jobs4tn.gov		
29. RAMP		cartermedia@gmail.com		
30. Belmont University		app.joinhandshake.com		
31. Lipscomb University		app.joinhandshake.com		
32. Middle TN State University		app.joinhandshake.com		
33. Tennessee State University		app.joinhandshake.com		
34. Trevecca Nazarene University		app.joinhandshake.com		
35. Fisk University		app.joinhandshake.com		
36. Nashville State Community College		careerservices@nsc.edu		
37. TN Assoc. of Broadcasters		tabtn.org/member-login		
38. Referral – Inside (Current Employee)				8
39. Referral – Outside				1

MIDWEST COMMUNICATIONS, INC.

and Affiliates

APPENDIX 2

**Annual EEO Public File Report
Midwest Communications, Inc. – Nashville, Tennessee
Covering the Period from April 1, 2022 through March 31, 2023**

**Stations Comprising Station Employment Unit
WJXA-FM, WCJK-FM, WNFN-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.mix929.com (WJXA)
www.963jackfm.com (WCJK) www.i1067.com (WNFN)
September 1, 2014 to present

Participating Employees: Mary Kay Wright – 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 Nashville 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 6, 2022

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions
Barbara Bridges, Operations Manager
Amy Schelton, Director of Sales

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Lipscomb University Student Outreach students participate in a group project in which they must go to a business that has interests for all students. The students visited our Nashville properties to learn more about the broadcast industry. They toured each floor of the building,
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and Affiliates

learning about how each department contributes to the success of our Nashville operation. They asked great questions about each department's hiring and interview process, how the pandemic has affected the various departments, specific questions about management and financial aspects as well as general questions relating to their future career goals.

Outreach: Mentoring

Date: May, 2022

Participating Employees: Anna Marie de la Vega, Announcer
Karyce Garcia

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Martavius, a 12 year old Nashville resident, was a fan of Mix 92-9. He would call frequently asking to be put on the air. Anna and Karyce started coaching him to help him learn what is necessary for a good on-air bit. Now he participates in on-air calls, voicing his opinion on whatever topic is up. This participation is recorded giving him a chance to hear how he sounds on the air. They were able to meet Martavius, along with his mom giving him some Mix swag and goodies.

Outreach: Mentoring

Date: July, 2022

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions

Description of Activity: Mindy started as a part-time promotions assistant. Mindy displayed great initiative in wanting to learn various Coordinator duties. Marissa trained her on the various duties and helped her expand her knowledge and skill set to hopefully help further her career in broadcasting. She spent her first year taking lead on-site at events, assisting with in-office admin duties and continuing to show a strong desire to learn and grow. Her attitude and initiative ultimately played a big role in interviewing her and ultimately hiring her for the full-time Coordinator position.

Outreach: Tour

Date: July 29, 2022

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions
Sean, Hannah and Joe – Mix Morning Show
Amy Schelton, Director of Sales

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: The Girl Scouts of Thompson Station and one of the Scout's Mom's toured our facilities. Marissa took them through each floor of the building explaining how the respective departments work together to the benefit of the entire operation. The Scouts and their chaperone asked great questions. They were able to spend some time with the Mix morning show, recording a few liners and even playing a round of the \$1,000 Minute. They were ecstatic to talk into the microphones and observe the mechanisms of the studio board.

Outreach: Water Week 2022

Date: August 1-4, 2022

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions
Sean, Hannah and Joe – Mix Morning Show
Anna Marie & Karyce – Real Life Show 7PM-Midnight

Outreach Sponsor: Kroger Grocery & Midwest Communications, Inc.

Outreach Description: Mix 92.9 partnered with various Kroger locations to collect bottled water for the Nashville Rescue Mission. At each tour stop, "Ask About our Radio Jobs" tabletop sign was displayed. This resulted in some inquiries about radio jobs throughout the week. Marissa and participating staff were able to talk about Promotions positions and how it entails on-site appearances and community engagement. On-air staff were able to talk about their work in radio and how it extends beyond on-air duties, how they remain involved in community events and initiatives throughout the year.

Outreach: Station Tours

Date: April 18, 2022
April 21, 2022
May 2, 2022
May 19, 2022
May 26, 2022
November 10, 2022

MIDWEST COMMUNICATIONS, INC.

and Affiliates

January 19, 2023

January 25, 2023

Participating Employees: Anna Marie de la Vega, Announcer, WJXA
Karyce Garcia, Announcer, WJXA

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Anna Marie and Karyce invite listeners who have indicated an interest in radio to come in and see the studios and learn about how things work behind the scenes including recording and production. They have the opportunity to record clips about their lives and how radio fits in with their lives. The clips are later used for station imaging. Those who participate are excited to hear themselves on the air.

Outreach: Station Tours

Date: February 3, 2023
February 9, 2023

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions
Amy Schelton, Director of Sales
Sean & Hannah – Mix Morning Show
Mark McNulty, Marketing Consultant
Ty Miller, Production Director

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: On the above dates, Navigators USA scouting groups toured our stations learning more about the radio industry as one of their badge assignments. They were able to tour all departments learning about the various jobs in radio. They had an opportunity to join the Mix Morning Show in studio to ask questions and even record a few liners as a group. They were fascinated by the behind-the-scenes order of operation within a radio station.

Outreach: Job/Recruitment Fair

Date: February 15, 2023

Participating Employees: Barbara Bridges, Operations Manager
Traci Vaughn, Office Manager
Mark McNulty, Marketing Consultant
Diane Fisher, Agency Specialist

MIDWEST COMMUNICATIONS, INC.

and Affiliates

Mitchell Bowles, Marketing Consultant
Steven Williams, Marketing Consultant
Mindy McDowell, Promotions Coordinator
Kari Jakobsen, Promotions Coordination

Outreach Sponsor: Job News Nashville

Description of Activity: This Job Fair was held from 10am to 2pm at the Millenium Maxwell House Hotel with employees from sales, programming and promotions participating. They provided job descriptions for sales, promotions street team and board operators and spoke to attendees at length about the available positions as well as overall career opportunities in the radio industry.

Outreach: Job Shadow

Date: February 16, 2023

Participating Employees: Eryn Cooper, Announcer – WNFN

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Eryn’s University of Alabama RTDNA college professor and broadcast mentor contacted Eryn to see if she could bring a dozen students to the studio to watch her do her live night show and talk to the students about working in radio. Eryn walked the students through how she preps for her live show each night, how her experiences at UA prepared her for the role and answered their many questions. She also gave the group a shoutout on socials and had them give Nashville a friendly “ROLL TIDE’ on the air. The UA College of Communication and Information Sciences shared photos and videos of the visit on their social media as did the students.

Outreach: Harpeth High School Student Shadowing

Date: February 20, 2023 and February 27, 2023

Participating Employees: Marissa Mattozzi, Director of Marketing & Promotions
Eryn Cooper, Announcer – WNFN

Outreach Sponsor: Midwest Communications, Inc.

Description of Activity: Abigail, a senior at Harpeth reached how to HOT 106.7 asking to shadow one of our announcers for a broadcast-related program. Eryn

MIDWEST COMMUNICATIONS, INC.

and Affiliates

was happy to have her join her on two occasions for the first two hours of her live night show. She showed her how she preps for her show, how she structures her talk breaks and how she determines what content to air. She also explained how her job was to increase TSL (time spent listening) and also how she promotes station contests. Abigail was featured on HOT 106.7's social media and learned about our strategy for the social media accounts.