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Federal Communications Commission

Licensing and Management System

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Status: ALL

Unpaid Fees

File Number	Submit Date	Call Sign	Facility ID	State	City	Service Code	Purpose	Description	Status Date	Status
0000244653	05/10/2024	WLEW-FM	67046	MI	BAD AXE	FM	EEO Report	2024 EEO Report for WLEW-AM WLEW-FM WHST	05/10/2024	Submitted

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(REFERENCE COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0002765170** File Number: **0000244653** Submit Date: **05/10/2024** Call Sign: **WLEW-FM** Facility ID: **67046**
 City: **BAD AXE** State: **MI**
 Service: **Full Power FM** Purpose: **EEO Report** Status: **Submitted** Status Date: **05/10/2024** Filing Status: **Active**

General Information

Section	Question	Response
Application Description	Description of the application (255 characters max.) is visible only to you and is not part of the submitted application. It will be displayed in your Applications workspace.	2024 EEO Report for WLEW-AM WLEW-FM WHST
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
THUMB BROADCASTING, INC. Doing Business As: THUMB BROADCASTING, INC.	Richard A Aymen 935 S. VAN DYKE ROAD BAD AXE, MI 48413 United States	+1 (989) 269-9931	aymenric@gmail.com	COR

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
Richard A Aymen General Manager Thumb Broadcasting, Inc.	Richard A Aymen 935 S. Van Dyke Road Bad Axe, MI 48413 United States	+1 (989) 269-9931	aymenric@gmail.com	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
762368	WHST	PIGEON	MI	No
67045	WLEW	BAD AXE	MI	No
67046	WLEW-FM	BAD AXE	MI	No

Program Report Questions

Section	Question	Response
Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	No
Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No

**Additional
Program Report
Questions****Responsibility for Implementation**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Richard Arthur Aymen	General Manager

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	05/10 /2024
Certified Title	General Manager
Authorized Party Name	Richard Arthur Aymen

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
<u>2023 Employees Hired(6-1-22--5-31-23).pdf</u>	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
<u>2023 Recruitment Initiatives 6-1-22--5-31-23.pdf</u>	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
<u>2024 Employees Hired(6-1-23--5-31-24).pdf</u>	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
<u>2024 Recruitment Initiatives 6-1-23--5-31-24.pdf</u>	Applicant	EEO Public File Report		Done with Virus Scan and/or Conversion
<u>Employment Mission Statement 2024.pdf</u>	Applicant	Narrative Statement		Done with Virus Scan and/or Conversion



Thumb Broadcasting, Inc.

935 South Van Dyke Rd Phone (989) 269-9931

Bad Axe, MI 48413

Fax (989) 269-7702

POWERING THE GREATER THUMB & SUNRISE SIDE OF THE STATE

CRUISE 102.1 FM & 1340 AM

W L E W

Mission Statement

May 09, 2024

We at WLEW-AM, WLEW-FM, and WHST-FM try to hire the most qualified people for our radio stations regardless of race, gender, gender identity, age, religion, marital status, or sexual orientation. We advertise and post job opportunities to our entire community with numerous local postings, radio broadcast schools, colleges, internet postings, and outreach resources that are available in our very rural area. WLEW-AM, WLEW-FM, and WHST-FM work closely with our local Huron Area Tech Center and our local High Schools to sponsor internships with local students to acquaint them with what it means to be a local broadcaster in our community. We also attend career day events, sponsor and participate in job fairs in our area when available.

Sincerely,

Richard A. Aymen

President/Secretary/Treasurer

WLEW-AM, WLEW-FM, WHST-FM



W L E W.. *We're Listening To You*

Recruitment Initiatives

Radio Station Tours and Job Fairs: WLEW-AM & WLEW-FM invites the public, school students, local public officials, community volunteers and others to participate in radio station tours and participate in recordings and on air broadcasts on monthly basis throughout the year. Thumb Broadcasting, Inc. has also been finding other, innovative ways to show our commitment to Equal Opportunity Employment and dedication to our community.

- A. June 1, 2023 and continuing today - Since June 1, 2023 we have been promoting the weekly food distribution sites that were set up throughout Huron, Sanilac and Tuscola Counties. We also handled many daily phone calls throughout 2023-2024 to assist the needy on where and when these pop-up food pantries were occurring. Thumb Broadcasting(WLEW-AM, WLEW-FM & WHST-FM) is now the focal point in our area to promote area food pantries and pop up food pantries.
- B. November 1 – December 6, 2023 – Every year Thumb Broadcasting Inc. works with “Clothe A Child” organization to promote donating winter coats, sweaters, and apparel for area children. This year Ralph Iden from Thumb Broadcasting Inc. spearheaded the radio campaign for donations and volunteers to promote this great cause for our area. Ralph brought Cherie Maurer from Clothe A Child into our facility for a tour and to record the promotions to be broadcast over the radio to help out this cause. Again, the 2023 Clothe A Child campaign was another great success clothing many underprivileged children in our area just in time for the winter months.
- C. June 1, 2023 and continuing throughout 2024: Ric Aymen and news person Deena Bruderick worked with Huron County 4-H and extension office volunteers and personnel and PR director Kari VerEllen. Kari now produces a Huron County 4-H show that airs at 12:20pm 5 days a week on our radio stations which promotes the 4-H youth in our community and upcoming events. We constantly work with Kari on production ideas, equipment, production, editing and logistics to keep this vital this public service program running smoothly for the youth of our community.
- D. September 20, 2023 – Thumb Broadcasting promoted the GST Michigan Works Thumb Employment event on the radio and web site.. a Michigan job fair September 20th from 1:30pm – 4:30pm to connect Michigan residents with professional trades and career opportunities.
- E. January 20, 2024 – Thumb Broadcasting participated in the “Going Pro Industry Led Collaborative Exploratory Roundtable”with GST Michigan Works.
- F. February 13, 2024 – Thumb Broadcasting participated in the “Thumb Area Leaders Forum” 1:00-2:30pm with GST Michigan Works.
- G. April 9, 2024 – Thumb Broadcasting participated in the “Thumb Area Business & Community Leaders Forum” 1:00pm – 3:30pm at GST Michigan Works Marlette office. Jeffrey Jaskowski from Thumb Broadcasting participated and was a speaker at the event.

General Outreach Effort

WLEW-AM & WLEW-FM facilitates our employees to outreach, give speeches, go to meetings, and attend job fairs throughout the communities we serve. Our wonderful community minded employee team including but not limited to: Tina Hind, Debbie Brandow, Richard Aymen, Ralph Iden, Jeffrey Jaskowski, Joshua Anaman, Niq Johnson, Donnal Kelly as well as other Thumb Broadcasting employees are often invited as guest speakers to local organizations or go out to community events promoting the events and employment opportunities at Thumb Broadcasting. They also help with promoting job fairs, take students and community members on tours of our facility and assist them in producing their voices on commercials and promotions as well as live interviews to facilitate awareness of our media throughout our Thumb Area Community. During these activities, they speak on and explain the complexities of a radio station as well as the various departments and job duties assigned to various employees who work in our facility. They work with many area schools, government agencies and non-profit organizations in our listening area on how our radio stations can work with their non profit organization to achieve their fundraising goals in order for us to help support the communities in which we serve in both employment opportunities and free promotional support for their organization events as well.

- A. June 1, 2023 and continuing today – Continuous vaccine roll outs. Ever since the vaccines were approved by the FDA, WLEW-AM, WLEW-FM, and WHST-FM have been “on the cutting edge” of promoting the vaccine distribution sites and promoting people of all ages to get vaccinated. Our staff devotes countless hours for on-air marketing in coordination with our local health departments and government agencies on the benefits of vaccinations and places the public can find to get vaccinated and get their booster shots not only to eradicate covid-19 but flu shots as well. We continuously run PSA’s, radio news stories and our announcers talk live on air on the benefits of vaccination and where to get vaccinated. We are proud that we are continuing to help with these numbers to hopefully eradicate the coronavirus pandemic and keep flu numbers down in our community.
- B. December 15, 2023 – Debbie Brandow from Thumb Broadcasting spent the entire day at the Huron Area Tech Center in Bad Axe. She was a speaker in the marketing class with high school students. Deb recorded 24 different marketing students at the Tech Center and worked with them to each produce their own radio PSA regarding teenage pregnancy, drugs, risky activities, vaping, alcohol use, sexual activity and so forth. The PSAs have been continuously airing on our radio stations as of May 2024. Kristi Pitts was the contact at the Huron Area Tech Center.
- C. January 10, 2024 – Richard Aymen from Thumb Broadcasting worked with the Bad Axe Rotary Club to show how recordings, production and on-air scheduling works. Brent Wehner was the contact person for the Rotary for “Winter Wine Fest.”

D. WLEW also publishes a "What Do You Think" program Wednesdays at 10am where we invite guest speakers from our local communities to discuss specific local issues concerning our community. These guests broadcast live on air with our announcers to discuss these local issues in our community.

Some of the programs published from 6/1/23 – 5/31/24 include:

- Harbor Beach Maritime Festival –(Speaker: Kelly Jo Osentoski) Community Promotions Director 7/5/23
- Home Weatherization Program thru Huron Development Commission for low income (Speaker: Matt Osbone) 7/12/23
- Huron County Fair (Speaker: Clark Brock, President of the Huron Community Fair Association) 7/26/23
- Addiction & Mental Health (Speaker: Erica Steadman, Prevention Specialist) 8/9/23
- Michigan Philharmonic Orchestra Concert (Speaker: William Mayes) 8/16/23
- Project Red Rural Education Day- (Speaker: Mellissa Guza & Laura Lynch) Project Red Committee member/ County Administrative Manager Huron County Farm Bureau 9/6/23
- Harbor Beach Harvest Festival –(Speaker: Kelly Jo Osentoski) Community Promotions Director Talking about the up-coming event 9/13/23
- Fall Frenzie Festival –(Speakers: Katelyn Fay (President) & Jeremiah Phelps (Vice President) of the Bad Axe Chamber of Commerce. 9/20/23
- Green Energy Ordinances (Guest Speaker: State Representative Greg Alexander) 10/1/23
- Health Insurance (Guest Speaker: Keri Granz –Thumb Community Health Partnership) 11/15/23
- Harbor Beach Christmas Parade & Tree Lighting Ceremony (Guest Speaker: Kelly Jo Osentoski & Michelle Shrader) 11/29/23
- Thumb Industries Camel Races (4/3/24) Guest Speaker: Danielle Kenny
- City of Harbor Beach –Memorial Weekend/Truck Show (5/15/24) Guest Speaker Kelly Jo Osentoski

E. Thumb Broadcasting with radio stations WLEW-AM, WLEW-FM & WHST-FM invite groups and organizations in our community to stop in, take a tour of our facility and work with us to produce Local Public Service Campaigns (PSA)s below are just a few of the PSAs we broadcast on our stations:

- Bad Axe High School (Pulled Pork Dinner, raising money for their Chicago trip) 1/3/24-1/10/24
- Muscular Dystrophy –Answering the Call (1/12/24—1/31/24)
- U.S. Air Force –Never Give up-Achieving Goals – Tough Choices (1/12/24—1/31/24)
- A Trusted Source - All It Takes dedicated to supporting students (1/19/24—3/31/24)
- Decades-Wildfire Prevention –Smoky the Bear (1/19/24—7/31/24)
- Path out of Poverty (1/23/24—2/10/24)
- Wounded Warrior Project (1/23/24—2/29/24)
- Safe Gun Storage (1/29/24—2/29/24)
- Happiness Matters Regarding Children in Hospitals (2/1/24—2/29/24)
- Parkinson's Foundation (2/6/24—2/29/24)
- Woman's Heart Alliance (2/6/24—2/29/24)

- Eldercare Locator (2/15/24—3/31/24)
- Middle School Mental Health (2/15/24—3/9/24)
- United Service Organizations (2/21/24—3/9/24) military
- National Police Association (2/21/24—3/23/24) Assist the Officer
- USAging (2/21/24—3/23/24) Aging & Disability Vaccination
- Banks Never Ask That Campaign Combats Phishing Scams – (3/6/24—3/31/24)
- Adult Mental Health –(Field), (Most People), (Tough it Out) (3/12/24—3/31/24)
- Parkinson's Foundation (3/15/23 – 3/31/24)

EEO Public File Report
 Covering the period from
June 1, 2023 to May 31, 2024
 Stations Comprising Stations Employment Unit
WLEW (AM), WLEW (FM), WHST (FM)

	Full Time Positions filled by Job Title	Recruitment Sources Used to Fill Vacancy	RS Referring Hiree	Hire Date
1	on-air personality	5,7,8,13,14	8	8/24/2023
2	on-air personality	5,7,8,13,14	8	9/19/2023
3	Salesperson	5,7,8,13,14	8	6/8/2023
4	Salesperson	5,7,8,13,14	8	7/24/2023
5	Salesperson	5,7,8,13,14	8	1/29/2024
6	Salesperson	5,7,8,13,14	8	1/31/2024
7				
8				
9				



Thumbnet.net
 Your Guide to the Thumb of Michigan!

RS Number	WLEW (AM), WLEW (FM), WHST (FM) Recruitment Source Information		Salesman Name	Date Interview	Date Hiring	Status
1	On-Air Announcements both Stations					
2	Station Website - Thumbnet.net					
3	Huron Daily Tribune -classifieds 211 North Heisterman Street Bad Axe, MI 48413 Phone: 989-269-6461 Fax: 989-269- Email: hdt_news@hearstnp.com					
3A	Monster.com (HDT Website)					
4	Huron County View (classifieds) ____ North Port Crescent St., Bad Axe, MI 48413 Phone: 989-269-9918 Fax: 989-269-7730 Email:					
5	Michigan Association of Broadcasters Dan Kelley -Web/IT Manager 819 N. Washington Avenue Lansing, MI 48906 Phone: 517-484-7444 dkelley@michmab.com					
6	Thumbworks! - www.mitalent.org Matt Hahn Phone: 989-635-6535 email: HahnM@thumbworks.org					
7	Specs Howard School of Media Arts Contact: Kirstin Burns 19900 W.Nine Mile Road Southfield, MI 48075 Phone: 248-358-9000					
8	Jazz HR website	X X X X X X X	Danielle Talley Keegan McConkey Jeffrey Jaworski Haylee Krug Patrick Gregory Joshua Anaman Toria Kanaby	6/6/2023 6/14/2023 7/19/2023 11/27/2023 12/14/2023 1/22/2024 1/22/2024	6/8/2023 7/24/2023 1/31/2024 1/29/2024	Full time Turned down position Full time Turned down position Turned down position Full time Full time
9	Saginaw Valley State University Cardinal Career Network database Mike Major, SPHR Director - Career Services 7400 Bay Road University Center, MI 48710 Wikes Hall 270 Phone: 989-964-4954 careers@svsu.edu					
10	Delta College 4605 Webber Street Saginaw, MI 48601 Phone: 989-752-7500					
11	Unknown Source Responses Applicant letters did not state where they heard about job.					
12	Eastern Michigan University Handshake@notifications					
13	Word of Mouth - Friend or Relative					
14	Other Indeed.com					
15	www.mitalent.org					

RS Number	WLEW (AM), WLEW (FM)	Full Time Entry Level DJ	Date Interview	Date Hiring	
	Recruitment Source Information				
1	On-Air Announcements both Stations	Name			
2	Station Website - Thumbnet.net				
3	Huron Daily Tribune -classifieds 211 North Heisterman Street Bad Axe, MI 48413 Phone: 989-269-6461 Email: hdt_news@hearstnp.com				
3A	michigansthumb.com (HDT Website)				
4	Huron County View (classifieds) ___ North Port Crescent St., Bad Axe, MI 48413 Phone: 989-269-9918 Fax: 989-269-7730				
5	Michigan Association of Broadcasters Dan Kelley -Web/IT Manager 819 N. Washington Avenue Lansing, MI 48906 Phone: 517-484-7444 dkelley@michmab.com				
6	Thumbworks! Matt Hahn Phone: 989-635-6535				
7	Specs Howard School of Media Arts Lawrence Tech University Contact: 19900 W.Nine Mile Road Southfield, MI 48075 Phone: 248-358-9000				
8	JazzHR website	X X Sydney Lintner Cyndi Roy	8/23/2023 9/18/2023	8/24/2023 9/19/2023	Full time Full time
9	Saginaw Valley State University Cardinal Career Network database Mike Major, SPHR Director - Career Services 7400 Bay Road University Center, MI 48710 Wikes Hall 270 Phone: 989-964-4954 careers@svsu.edu				
10	Delta College 4605 Webber Street Saginaw, MI 48601 Phone: 989-752-7500				
11	Unknown Source Responses Applicant letters did not state where they heard about job.				
12	Eastern Michigan University Handshake@notifications.				
13	Word of Mouth - Friend or Relative				
14	Other Thumb Area Employment Opportunities through our news facebook page				
15	www.mitalent.org Michigan Works Website				
16	Central Michigan University bca@cmich.edu Joan McDonald Executive Administrative Assistant Mount Pleasant, MI 48804				

2023-2024

APPLICATION/RESUME RECEIPT LOG

Note: For unsolicited application received, write "walk in spec" in heard about

Applicant Name	Date	Opening Applied For	Hear About From:	Status
Sandra Burgett	1/4/2023	On-air	Indeed	No position available at this time
Jesse Leitzel	1/9/2023	On-air	Indeed	Hired/ quit before he started
Jennette Schillking	1/12/2023	On-air	Indeed	Offered job/turned down
Adam Tontarski	1/16/2023	On-air	Indeed	No position available at this time
Hayden Miles	1/23/2023	On-air	HISD	Offered position - never called back
Alayna Knarian	1/27/2023	Sales	Indeed	Offered job/ turned down
Evan Kubont	2/3/2023	Sales	Indeed	Stated she would do personal stuff on the clock
Bri Chambers	2/3/2023	On-air	Indeed	No position available at this time
Savannah Tringali	2/6/2023	On-air	Indeed	No call - no show for interview
Michelle Welch	3/2/2023	On-air	Indeed	Offered job/ turned down
Karly Proper	3/2/2023	On-air	Indeed	No position available at this time
Jaret Keethler	3/2/2023	On-air	Indeed	No position available at this time
Dustin Wilson	3/3/2023	Sales	Indeed	Offered job/ never called back
Korey Miracle	3/6/2023	On-air	Indeed	Took position
Robert Pineau	3/8/2023	On-air	Indeed	No position available at this time
Jeffery O'Deay	3/18/2023	Sales	Indeed	No call back
Brooke Pettit	4/7/2023	Sales	Indeed	Cancelled interview and didn't want to reschedule
Brittany Kirsch	4/13/2023	Sales	Indeed	Declined interview because no benefits offered
Kimberly Schultz	4/17/2023	On-air	Indeed	Message left, no return call
Andrew Rowley	5/3/2023	On-air	Indeed	Offered job/ turned down
Daniel Heini	5/8/2023	Sales	Radio	Took position
Lynn Koon	5/8/2023	On-air	Indeed	Offered job/ turned down
William Hitt	5/9/2023	On-air	Indeed	
Kyle Knight	5/11/2023	Sales	Indeed	
Lucas Wright	5/15/2023	Sales	Indeed	Offered job/ turned down
Ian McCollough	5/18/2023	Sales	Indeed	

2023-2024

APPLICATION/RESUME RECEIPT LOG

Applicant Name	Date	Opening Applied For	Hear About From:	Status
Dylan Schantz	5/25/2023	Sales	Indeed	Offered job/ turned down
Danielle Talley	6/1/2023	Sales	Indeed	Took position
Carrie Jameson	6/5/2023	Sales	Indeed	Wants to much money
Cody Grifka	6/6/2023	Sales	Indeed	
Stephan Heini	6/10/2023	On-air	Family member	Couldn't reach mailbox full
James Jorges	6/13/2023	Sales	Indeed	
Keegan McConkey	6/14/2023	Sales	Indeed	Offered job/ turned down
Justin Faching	7/19/2023	Sales	Indeed	Wants to much money
Jeffrey Jaworski	7/19/2023	Sales	Indeed	Took position
Aaron Ponder	7/20/2023	Sales	Indeed	
Kevin McDonald	7/25/2023	Sales	Indeed	
Shawn Collins	7/27/2023	Sales	Indeed	
Jesse Dubey	8/1/2023	Sales	Indeed	
Heather Brown	8/24/2023	Sales	Indeed	
Sydney Lintner	8/24/2023	On-air	Indeed	Took position
Richelle Pawloski	8/31/2023	Sales or on-air	Indeed	Does not want sales and can't talk well for on-air
Antonio Crist	9/5/2023	Sales	Indeed	
Rachel Craig	9/7/2023	Sales	Indeed	
Justin Staples	9/14/2023	On-air	Indeed	Never responded to email
Cyndi Roy	9/13/2023	On-air	Indeed	Took position
Kimberly Johnson	9/22/2023	Sales	Indeed	
Dalton Warden	10/3/2023	On-air	Indeed	
Coryne Klemmer	10/3/2023	Sales	Indeed	
Kelsey Renshaw	10/10/2023	Sales	Indeed	
Megan Badgley	10/11/2023	Sales	Indeed	
Bridgett Dahlke	10/25/2023	Sales	Indeed	
Cecelia Campbell	10/27/2023	Sales	Indeed	

2023-2024

APPLICATION/RESUME RECEIPT LOG

Applicant Name	Date	Opening Applied For	Hear About From:	Status
Christopher Smith	11/7/2023	Sales	Indeed	
Jacan Cischke	11/10/2023	Sales	Indeed	
Dean Wilson	11/13/2023	Sales	Indeed	
Carlton Durbin	11/13/2023	Sales	Indeed	
Joseph Talaski	11/14/2023	On-air	Indeed	
Brendan Jurgess	11/20/2023	Sales	Indeed	
Samatha London	11/21/2023	Sales	Indeed	
Justin Helm	11/22/2023	Sales	Indeed	
John Jeffries	11/26/2023	On-air	Indeed	
Haylee Krug	11/27/2023	Sales	Indeed	Offered job/ turned down
Alexis Miller	11/27/2023	Sales	Indeed	
Haley Sroka	11/27/2023	Sales	Indeed	
Karasten Warford	12/4/2023	Sales	Indeed	
Patrick Gregory	12/14/2023	Sales	Indeed	
Kimberly Johnson	12/24/2023	Sales	Indeed	Hired/ quit before he started
Joshua Anaman	1/22/2024	Sales	Indeed	No call no show for interview
Toria Kanaby	1/22/2024	General Manager Assistant/Sales		Took position
Laura Rich	3/28/2024	On-air	Indeed	Took position
Monjui Jones	3/29/2024	On-air	Indeed	
Verda Hepfer	3/29/2024	On-air	Indeed	
April Blaney	3/29/2024	On-air	Indeed	
Michael Butts	3/29/2024	On-air	Indeed	
Patricia Ball	3/29/2024	On-air	Indeed	
Jeff Stricharczuk	3/29/2024	On-air	Indeed	
Christopher Smith	3/30/2024	On-air	Indeed	
Edward Kropp	3/31/2024	On-air	Indeed	
Felicia Cooper	3/31/2024	On-air	Indeed	
Kristen Cummins	3/31/2024	On-air	Indeed	
Jamie Diebel	4/1/2024	On-air	Indeed	
April Osentoski	4/1/2024	On-air	Indeed	
Jon Marentette	4/1/2024	On-air	Indeed	

APPLICATION/RESUME RECEIPT LOG

[illegible]

Recruitment Initiatives

Radio Station Tours and Job Fairs: WLEW-AM & WLEW-FM invites the public to participate in radio station tours on at least a monthly basis throughout the year. Due to Covid-19, the CDC, and executive orders by our Michigan's Governor from 2020 through 2022, our doors were locked to the public for much of that time. As Covid-19 subsides our doors are back open to the public, still the local schools and community are still more hesitant to schedule tours and workshops with students (not like it used to be pre-covid). Thumb Broadcasting, Inc. has also been finding other, innovative ways to show our commitment to Equal Opportunity Employment and dedication to our community.

- A. June 1, 2023 and continuing today** - All in person job fairs were very limited in 2022 due to Covid-19 restrictions. Our doors at Thumb Broadcasting were somewhat limited to outside visitors until 2023. Even in 2023 our local schools and community are still more hesitant to schedule tours and workshops with students at our facility (not like it used to be pre-covid). Since June 1, 2022 we have been promoting the weekly food distribution sites that were set up throughout Huron, Sanilac and Tuscola Counties. We also handled many daily phone calls throughout 2021-2022 to assist the needy on where and when these pop-up food pantries were occurring. Thumb Broadcasting(WLEW-AM, WLEW-FM & WHST-FM) is now the focal point in our area to promote area food pantries and pop up food pantries.
- B. November 29 – December 6, 2022** – Every year Thumb Broadcasting Inc. works with “Clothe A Child” organization to promote donating winter coats, sweaters, and apparel for area children. This year Ralph Iden from Thumb Broadcasting Inc. spearheaded the radio campaign for donations and volunteers to promote this great cause for our area. Ralph brought Cherie Maurer from Clothe A Child into our facility for a tour and to record the promotions to be broadcast over the radio to help out this cause. Again, the 2022 Clothe A Child campaign was another great success clothing many underprivileged children in our area just in time for the winter months.
- C. January 18, 2023** Ric Aymen and Tina Hind met with the Huron County 4-H and extension office volunteers and personnel. In attendance were Kari VerEllen, Patty Errer, Jeff Gillig and Cynthia Puvalowski. After a tour of our facilities and production capabilities, we discussed how we can get the 12 noon hour Huron County Extension Office one minute updates back running again promoting 4-H youth in our community. We worked out production ideas, equipment and guidelines. We showed the people in attendance how to do simple production and editing and logistics to get this public service program to become a reality.
- D. March 8, 2023** Ric Aymen met with Kari VerEllen and Patty Errer at the radio station. After attempting to get their laptop going and showing them how to record, edit and playback audio files for updates from the 4-H youth extension office, Ric Aymen went to the extension office and Bad Axe to set up the extension office computer with audio recording including showing Kari how to

record, edit and send mp3 files to the station for the MSU extension office shows. We are now currently running 2 minute 4-H Youth shows 5 days a week.

- E. May 12, 2023 – Thumb Broadcasting promoted a Michigan in-person and virtual Michigan job fair May 12th from 3:30pm to 7:30pm to connect Michigan residents with professional trades and career opportunities.

General Outreach Effort

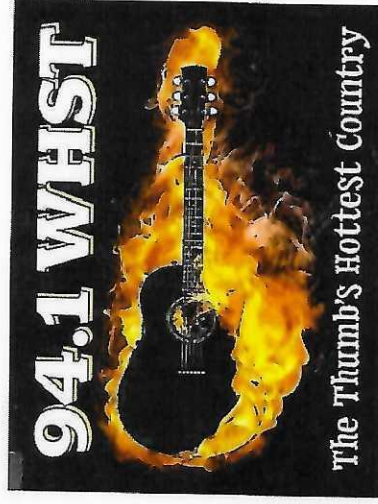
WLEW-AM & WLEW-FM facilitates our employees to outreach, give speeches, go to meetings, and attend job fairs throughout the communities we serve. Our wonderful community minded employee team including but not limited to: Kelly Castro, Tina Hind, Richard Aymen, Ralph Iden, Rachel Bronson, Niq Johnson, Deb Brandow as well as other Thumb Broadcasting employees are periodically invited as guest speakers to local organizations. They help with promoting job fairs, take students and community members on tours of our facility and assist them in producing their voices on commercials and promotions as well as live interviews to facilitate awareness of our media throughout our Thumb Area Community. During these activities, they speak on and explain the complexities of a radio station as well as the various departments and job duties assigned to various employees who work in our facility. They work with many area schools, government agencies and non-profit organizations in our listening area on how our radio stations can work with their non profit organization to achieve their fundraising goals in order for us to help support the communities in which we serve in both employment opportunities and free promotional support for their organization events as well. As things are kind of opening up since the covid 19 lockdowns, WLEW-AM, WLEW-FM and WHST-FM are doing our best to outreach in our community the best we can under these circumstances where people are still less likely to go out and groups are still less likely to tour our facility with covid concerns.

- A. June 1, 2023 and continuing today – Continuous vaccine roll outs. Ever since the vaccines were approved by the FDA, WLEW-AM and WLEW-FM have been “on the cutting edge” of promoting the vaccine distribution sites and promoting people of all ages to get vaccinated. Our staff devotes countless hours for on-air marketing in coordination with our local health departments and government agencies on the benefits of vaccinations and places the public can find to get vaccinated and get their booster shots in order to eradicate this terrible virus pandemic. We continuously run PSA’s, radio news stories and our announcers talk live on air on the benefits of vaccination, where to get vaccinated. We are proud that we are continuing to help with these numbers to hopefully eradicate the coronavirus pandemic.
- B. June 15th 2022 – What do You Think Program with live interview and tour Community Health Partnership and Man Therapy
- C. July 6th, 2022 – What do You Think Program with live interview and tour with Harbor Beach Chamber of Commerce – Miranda Cameron

- D. July 20th, 2022 – What do You Think Program with live interview and tour Huron Community Fair Committee with Clark Brock and Miranda Cameron
- E. August 24th, 2022 – What do You Think Program with live interview and tour with Port Austin Art in the Park Committee – Miranda Cameron and Debrah Basset Maxwell
- F. December 2, 2022 – Tour of the facilities with Desiderio Sanchez Jr. Wanted to see what a radio station was like. Tina Hind.
- G. December 13, 2022 – Field Trip with Owengage Schools 7th and 8th graders. Educational field trip. The kids learned on air, commercial production, and made a Christmas commercial. Rachel Bronson.
- H. January 1, 2023 – Field Trip with Bad Axe High School National Honor Society. Production of commercial with students for blood drive. Hayden & Mrs. Roth Guza.
- I. February 9, 2023 – Bad Axe Rotary Club – recording on air and tour for Winter Wine Fest.
- J. March 22nd, 2023 – What do You Think Program with live interview and tour Thumb Community Health Partnership regarding Children's Behavioral Health Campaign.
- K. April 12th, 2023 – What do You Think Program with live interview and tour CAN Council – 40 minute live interview with Danielle Russel, the development and communications director for the the CAN Council.
- L. April 26th, 2023 – What do You Think Program with live interview and tour ABATE – State Operations Director interview live on air regarding Motorcycle safety and awareness on the roads in Michigan.
- M. May 2nd, 2023 – Listener Kathy Guiger toured the facilities with Donald Kelly (Mac).
- N. May 3rd, 2023 – What do You Think Program with live interview and tour Positive Alternatives – Executive Director April Woodall regarding pregnancy testing, options education, parenting education, and material services available in Huron and Tuscola Counties.

EEO Public File Report
 Covering the period from
June 1, 2022 to May 31, 2023
 Stations Comprising Stations Employment Unit
WLEW (AM), WLEW (FM), WHST (FM)

	Full Time Positions filled by Job Title	Recruitment Sources Used to Fill Vacancy	RS Referring Hiree	Hire Date
1	on-air personality	5, 7, 8, 13, 14	8	10/3/2022
2	on-air personality	5, 7, 8, 13, 14	8	11/1/2022
3	on-air personality	5, 7, 8, 13, 14	8	11/14/2022
4	on-air personality	5, 7, 8, 13, 14	8	3/6/2023
5	Salesperson	5, 7, 8, 13, 14	8	5/8/2023
6				
7				
8				
9				



RS Number	WLEW (AM), WLEW (FM) WHST (FM)	Full Time Entry Level DJ	Date	Date	
	Recruitment Source Information	Name	Interview	Hiring	
1	On-Air Announcements both Stations				
2	Station Website - Thumbnet.net				
3	Huron Daily Tribune -classifieds 211 North Heisterman Street Bad Axe, MI 48413 Phone: 989-269-6461 Email: hdt_news@hearstnp.com				
3A	michigansthumb.com (HDT Website)				
4	Huron County View (classifieds) ___ North Port Crescent St., Bad Axe, MI 48413 Phone: 989-269-9918 Fax: 989-269-7730				
5	Michigan Association of Broadcasters Dan Kelley -Web/IT Manager 819 N. Washington Avenue Lansing, MI 48906 Phone: 517-484-7444 dkelley@michmab.com				
6	Thumbworks! Matt Hahn Phone: 989-635-6535				
7	Specs Howard School of Media Arts Lawrence Tech University Contact: 19900 W.Nine Mile Road Southfield, MI 48075 Phone: 248-358-9000	Andrew Rowley Lynn Koon	5/3/2023 5/10/2023		Turned down position Turned down position
8	JazzHR website	Jessica Praino Ryan Arntz Niquolae Johnson Lorie Oke Jesse Leitzel Trevor Sugden Alayana Knarian Korey Miracle	9/19/2022 9/16/2022 11/4/2022 11/1/2022 1/11/2023 1/12/2023 1/27/2023 2/27/2023	10/3/2022 11/14/2022 11/3/2022 3/6/2023	Turned down position Full-time on air Full-time on air Part-time on air Turned down position Turned down position Turned down position Full-time on air
9	Saginaw Valley State University Cardinal Career Network database Mike Major, SPHR Director - Career Services 7400 Bay Road University Center, MI 48710 Wikes Hall 270 Phone: 989-964-4954 careers@svsu.edu				
10	Delta College 4605 Webber Street Saginaw, MI 48601 Phone: 989-752-7500				
11	Unknown Source Responses Applicant letters did not state where they heard about job.				
12	Eastern Michigan University Handshake@notifications.				
13	Word of Mouth - Friend or Relative	Robert Bolin Adrienne Siemaen	7/15/2022 10/13/2022		Turned down position Turned down not her kind of work
14	Other Thumb Area Employment Opportunities through our news facebook page				
15	www.mitalent.org Michigan Works Website				
16	Central Michigan University bca@cmich.edu Joan McDonald Executive Administrative Assistant Mount Pleasant, MI 48804				

[illegible][illegible][illegible]

RS Number	WLEW (AM), WLEW (FM), WHST (FM) Recruitment Source Information		Salesman Name	Date Interview	Date Hiring	Status
1	On-Air Announcements both Stations	x				
2	Station Website - Thumbnet.net	x				
3	Huron Daily Tribune -classifieds 211 North Heisterman Street Bad Axe, MI 48413 Phone: 989-269-6461 Fax: 989-269- Email: hdt_news@hearstnp.com					
3A	Monster.com (HDT Website)					
4	Huron County View (classifieds) ____ North Port Crescent St., Bad Axe, MI 48413 Phone: 989-269-9918 Fax: 989-269-7730 Email:					
5	Michigan Association of Broadcasters Dan Kelley -Web/IT Manager 819 N. Washington Avenue Lansing, MI 48906 Phone: 517-484-7444 dkelley@michmab.com					
6	Thumbworks! - www.mitalent.org Matt Hahn Phone: 989-635-6535 email: HahnM@thumbworks.org					
7	Specs Howard School of Media Arts Contact: Kirstin Burns 19900 W.Nine Mile Road Southfield, MI 48075 Phone: 248-358-9000					
8	Jazz HR website		Jessmine McCoy Daniel Heini	5/3/2023	5/8/2023	Turned down position Full-time sales
9	Saginaw Valley State University Cardinal Career Network database Mike Major, SPHR Director - Career Services 7400 Bay Road University Center, MI 48710 Wikes Hall 270 Phone: 989-964-4954 careers@svsu.edu					
10	Delta College 4605 Webber Street Saginaw, MI 48601 Phone: 989-752-7500					
11	Unknown Source Responses Applicant letters did not state where they heard about job.					
12	Eastern Michigan University Handshake@notifications					
13	Word of Mouth - Friend or Relative					
14	Other Indeed.com					
15	www.mitalent.org	x				

APPLICATION/RESUME RECEIPT LOG

Note: For Unsolicited applications received, write "Walk in spec" in Heard About

APPLICANT NAME	FROM	DATE	Opening Applied For	Heard About From:	INTERVIEW	RESULT
Jessmine McCoy			Salesperson	indeed	5/3/2023	Turned down
Daniel Heini			Salesperson	indeed		Fulltime