

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2021 - May 31, 2022

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Moody on the Market Content Contributor	1-18, 20-23, 25-27	1
Business Development Specialist	2-5, 7-18, 21-23, 25-27	5
Business Development Specialist	2-5, 7-18, 21-23, 25-27	5
Business Development Specialist	2-5, 7-18, 21-23, 25-27	5
Fulfillment Coordinator	3-5, 7-12, 15-18, 20-22, 25-27	5
Customer Success Coordinator	2-18, 22-27	5
Business Development Specialist	2-18, 20, 22-27	5
Business Development Specialist	2-23, 25-27	5
Business Development Specialist	2-23, 25-27	5
Business Development Specialist	2-23, 25-27	5

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Current Employee	N	1
2	FaceBook 1234 Nowhere St. Job Listings, Wyoming Job Listings Job Listings Manual Posting	N	1
3	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Kristy Nix	N	0
4	Grand Valley State University 206 Student Services Allendale, Michigan 49401 Phone : 616-331-3350 Email : knapplis@gvsu.edu Fax : 1-616-331-2070 Lisa Knapp	N	0
5	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	13
6	LinkedIn LinkedIn LinkedIn, Michigan LinkedIn LinkedIn Manual Posting	N	2
7	Michigan Works-Cass/VanBuren 32849 Red Arrow Hwy. Paw Paw, Michigan 49079 Phone : 800-533-5800 Email : arandag@michigan.gov Fax : 1-269-655-1094 Gerry Aranda	N	0
8	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejog@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0

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9	Michigan Works-South Haven 128 Veterans Blvd. South Haven, Michigan 49090 Phone : 269-637-1145 Email : alemanj@michigan.gov Fax : 1-269-637-1795 Juan Aleman	N	0
10	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbg.com RJ Brachman	N	0
11	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
12	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
13	MidWestFamilySWMI.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Job Listing Job Listing Manual Posting	N	1
14	Moody on the Market/Jobs on the Market 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0
15	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : kmckay@mwfmarketing.fm Kelly McKay	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	NAACP-Kalamazoo P. O. Box 51473 Kalamazoo, Michigan 49005 Phone : 269-343-4105 Email : info@naacpkalamazoo.org Fax : 1-269-385-9775 Charles Warfield	N	0
17	NAACP-Niles 924 Cherry St. Niles, Michigan 49120 Phone : 269-683-7048 Email : naacp.niles@gmail.com Fax : 1-419-624-8825 Saundria Wilson	N	0
18	NAACP-VanBuren County 72238 E. 34th Ave. Covert, Michigan 49043 Phone : 269-764-3718 Email : jadams@naacpnet.org Fax : 1-269-764-8598 Fozene King	N	0
19	Pure Michigan Talent Connect 499 W. MAIN ST. BENTON HARBOR, Michigan 49022 job listings job listings Manual Posting	N	0
20	Saint Mary's College 31 Spec Unica Hall, Room 112 Notre Dame, Indiana 46556 Phone : 574-284-4775 Email : sjeffirs@saintmarys.edu Fax : 1-574-284-4775 Stacie Jeffirs	N	0
21	South Haven Chamber of Commerce 606 Phillips St. South Haven, Michigan Phone : 2699251111 jobs listing jobs listing Manual Posting	N	0

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22	Southwest Michigan Regional Chamber 811 Ship St., Suite 303 St. Joseph, Michigan Email : sspoonholtz@smrchamber.com Sarah Spoonholtz	N	0
23	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
24	The South Haven Area Chamber of Commerce 606 Phillips St. South Haven, Michigan Mary Wagaman Manual Posting	N	0
25	Western Michigan University 1903 W. Michigan Ave. Kalamazoo, Michigan 49008 Phone : 269-387-2745 Email : broncojobs@wmich.edu Fax : 1-269-387-2555 Buffy Nespodzany	N	0
26	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
27	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			18

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Sponsorship of events in the community designed to increase public awareness	Zack East, WSJM, Inc. Vice President of Business Development & Innovation, has been a Board Member and project leader for the OutCenter of Southwest Michigan since February 2020 and continues this board position through 2022. The organization serves as a special support and resource entity for the area's LGBTQ+ citizens. Mid-West Family has consistently supported the OutCenter with in-kind advertising and sponsorship support, centered around station WCXT, and more recently, WQYQ. LGBTQ+ issues have been increasingly prominent in WCXT's community service efforts, with one goal being to increase that community's awareness of WSJM, Inc as a viable and welcoming employment opportunity in Southwest Michigan for all.	1	Vice President of Business Development & Innovation
2	Ongoing Event	Participation in events sponsored by organizations representing the community	WSJM, Inc. Vice President of Business Development & Innovation Zack East serves as a board member of the Southwest Michigan Regional Chamber, a local organization connecting the community's employers/businesses with opportunities to reach the community with marketing, advocacy, and support. WSJM, Inc. consistently supports the organization on stations WYTZ, WSJM, and WCXT, as well as MoodyontheMarket.com featuring interviews with Chamber staff that often cover topics of business information, expansions/growth, job opportunities, and featured community members. Zack attends many Chamber events representing WSJM, Inc. discussing community causes and outreach, as well as positions available during networking sessions. Positions with WSJM, Inc. are also cross posted on the Chamber's public website of "Hot Jobs."	1	Vice President of Business Development & Innovation

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3	6/1/2021	Participation in events sponsored by organizations representing the community	Zack East, Vice President of Business Development & Innovation, was elevated in March 2022 to Board Chair of the United Way of Southwest Michigan Board of Directors, after becoming the Vice Chair on March 11, 2021. Zack's time on the board has given him an opportunity to work directly with other local community leaders in business, industry, and non-profits. Zack is a member of the High Performing Board Committee, which is tasked with creating a board that is highly engaged in their work as opposed to just advisors; the committee also is tasked with taking directives that have passed from the Diversity & Inclusion Committee to implement inclusive language, recruitment and onboarding practices in all United Way board activities and committees/cabinets. His involvement with these committees and the board has heightened his awareness of, and commitment to diversity and outreach, as he assumes a growing role supervising the day-to-day operations of WSJM, Inc.'s main Benton Harbor office-studio location.	1	Vice President of Business Development & Innovation

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4	Ongoing Event	Sponsorship of events in the community designed to increase public awareness	WSJM, Inc. Senior Revenue Development Specialist Lorraine Day has specialized during the pandemic period in helping local businesses and community groups with their recruiting efforts in this most challenging time. She has shared her success strategies with literally dozens of entities, which has included information about career and training opportunities at WSJM, Inc. As a result, referrals have come to us for potential employees who may want to change careers and join Mid-West Family SW MI (WSJM, Inc.). Among the entities Lorraine has partnered with: United Way, Boys and Girls Clubs, Spectrum-Lakeland Health System, Cassopolis Family Clinic Network, Berrien Regional Education Service Agency, Berrien County Cancer Services, St. Joseph Public Schools, Berrien County Health Dept, Veterans Services and Krasl Art Center.	1	Senior Revenue Development Specialist
5	6/1/2021	Establishment of a mentoring program	Zack East, Vice President of Business Development & Innovation has continued to mentor Innovation team employees Alisa Kirby and Matt Longhenry for continued growth in their positions with coaching, mentorship, and training in their roles. In early June 2021, Alisa Kirby's position grew to serve as Strategy Lead for the Business Development team after the addition of Briana Sallis to the team, as Alisa spent most of the past three and a half years successfully supporting both the internal and external digital projects of the operation. With the help of Paul Layendecker and Zack East, Matt Longhenry continues to work toward advancement in his position with the company to eventually take greater roles as our lead influencer and a greater role in the Content department in addition to his Innovation work.	4	Vice President of Content & Programming Vice President of Business Development & Innovation Campaign Design & Engagement Strategist WYTZ Program Assistant

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6	8/22/2021	Sponsorship of events in the community designed to increase public awareness	The employment landscape is changing for broadcasters as so much attention shifts to digital media and the “sizzle” it seems to offer to younger people we are trying to recruit. WSJM, Inc. President David Doetsch has focused on demonstrating how Radio can be a vital component in this new digital landscape. As part of this effort, Doetsch participated in two nationwide podcast presentations on ‘The Encouragers’ podcast platform. Entitled ‘Innovation in Audio’, the discussions involved several forward-thinking broadcast owners talking about the future of Radio and its digital transformation. Posting dates 8/22/21 and 4/14/22.	1	President & General Manager
7	10/21/2021	Sponsorship of events in the community designed to increase public awareness	On October 21, 2021, WSJM, Inc. hosted and co-sponsored with South Haven Chamber of Commerce, Business After Hours, an in-person event. It was a gathering of business owners and leaders who regularly recruit and hire employees in the local area. Much discussion about hiring challenges amid the pandemic and the changing workforce attitudes. Paul Layendecker, Vice President of Content and Programming and several non-management employees attended.	8	Vice President of Content & Programming

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8	Ongoing Event	Participation in scholarship programs	<p>WSJM, Inc. has partnered with the Berrien Community Foundation to promote and grow the David A. Hicks Memorial Scholarship for the Arts program, which awards a \$1000 scholarship annually to a Berrien County High School Senior majoring in an arts-related program. Hicks was the brother of Zack East, Vice President of Business Development & Innovation. Zack assists the committee at the foundation in publicizing the scholarship opportunity and offering guidance to the committee to find a suitable scholarship recipient. While the program has only been in existence for five years with each year beginning on 1/1/2022, recipients each year have shown interest in possible internships with Mid-West Family at the appropriate time in their post-secondary education. The 2022 winner, Rileigh Wine of Lakeshore High School, was awarded on May 26, 2022.</p>	1	
9	3/22/2022	Participation in job banks, internet programs and other programs designed to promote outreach	<p>The MAB Foundation Media Career & Networking Event took place on March 25, 2022, online as a virtual “speed networking event.” Zack East, Vice President of Business Development & Innovation and Paul Layendecker, Vice President of Content & Programming, attended the career fair on behalf of WSJM Inc. Our “session” was open to any registered students and professionals who enter our chat for questioning. There were 50 students and professionals registered. We shared information about all the different aspects of working with Mid-West Family, job opportunities we have currently, and encouraged prospects to submit resumes for those positions as well as general future consideration. WSJM Inc. also pre-promoted this event as part of our MAB membership with 373 commercials across all stations leading up to the event.</p>	2	<p>Vice President of Business Development & Innovation Vice President of Content & Programming</p>

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10	4/20/2022	Sponsorship of events in the community designed to increase public awareness	To help businesses having difficulty getting qualified applicants for open positions, WSJM, Inc. brought in a consulting firm that specializes in securing applicants who are qualified, through using effective advertising to target those individuals. Navaquest conducted a seminar on site in St. Joseph on April 20, 2022, to which WSJM, Inc invited more than 50 other businesses. All participated in a workshop style session in which they attempted to hone and target their recruiting messages to reach candidates who might want their open positions and thrive in them once hired. A follow up session is scheduled for June 8, 2022.	10	