

EEO Public File Report			
Covering the Period from June 1, 2023 to May 31, 2024			
Stations Comprising Station Employment Unit: WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM			
Full-Time Vacancies Filled During Time Period			
	Job Title	Date Opened	Date Filled
1	Account Executive	04/03/23	07/24/23
2	Program Director	07/13/23	09/20/23
3	Account Executive	07/24/23	09/18/23

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy			
1 Account Executive			Date Filled: 7/24/23
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)
(1)	Indeed	5	Y
(7)	On-air Recruitment	4	N
(8)	Radio Station Website	0	N
Total # of interviews for this position			9
Total # of applicants for this position			29
2. Program Director			Date Filled: 6/27/23
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)
(3)	All Access	6	N
(4)	MAB Job Board	1	N
(12)	External Referral	1	Y
(13)	Internal Posting / Referral	2	N
(7)	On-air Recruitment	0	N
Total # of interviews for this position			10
Total # of applicants for this position			38
3. Account Executive			Date Filled: 9/1/23
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)
(1)	Indeed	0	N

Sheet1

(7)	On-air Recruitment	0	N
(11)	External Referral	1	Y
Total # of interviews for this position			1
Total # of applicants for this position			7
Total # of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year: 20			

Master Recruitment Source List	
Resource	
1	Indeed
2	Zip Recruiter
3	All Access
4	MAB Job Board
5	MI Talent Job Board
6	Inside Radio
7	On-air Recruitment
8	Radio Station Websites
9	Handshake College List
10	Ramp 24/7
11	External Referral
12	Internal Posting / Referral
14	Industry Recruitment
15	Craigslist

EEO Public File Report
Covering the Period from June 1, 2023 to May 31, 2024
Stations Comprising Station Employment Unit:
WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM

Outreach Activity

Our Equal Employment Opportunity Outreach Program includes several prongs and items to help disseminate information to our broad and vast listening audience as well as potential applicants throughout the state of Michigan and the United States. MacDonald Broadcasting Company is also an employee group with more than 10 full time employees. Below is a list of items that we have completed to fulfill our Equal Employment Opportunity Program obligations.

(1.) Description of Initiative: Participate in a Scholarship Program

Since 2008, the MacDonald Broadcasting Company has been offering an annual scholarship for broadcasting. The program was established by the current Owner/CEO, Ken MacDonald, Jr., and is named after his father, the Company founder Kenneth Hugh MacDonald, Sr. Ken Jr. is still actively involved in overseeing the scholarship program. The scholarship is worth \$500.00 and is awarded each spring to a student who is pursuing undergraduate studies in a broadcast-related field. The Saginaw Community Foundation administers the program, and it is awarded to at least one local student from the following counties: Bay, Clinton, Eaton, Genesee, Huron, Ingham, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, or Tuscola County. From its inception, the scholarship program has been fully funded, starting with its first recipient. During this reporting period there were two recipients who were awarded the \$500.00 scholarship, one in 2023 and the other in 2024.

(2.) Description of Initiative: Participate in general outreach efforts by such means as job banks or internet programs.

MacDonald Broadcasting conducts advertising campaigns promoting vacant job openings within the company throughout the year. In order to be diverse and reach as many candidates as possible, MacDonald Broadcasting has made an effort to use various online platforms (listed within the Master Resource List) to post when a position is open. We also place audio commercials on all 5 of our broadcasting stations. We have found through these efforts we are able to reach a vast number of candidates.

(3.) Description of Initiative: Hosting of On-Air Job Fair

MacDonald Broadcasting is aggressively trying to help local businesses find and hire people, an initiative designed to offer the local business community a platform to widely publicize employment opportunities to our audiences. Recruitment advertising on the radio allows these employers to reach the passive job seekers and their family members who act as advocates for the open position. The Job Fair on the air is supported by a significant amount of advertising directed at potential employees AND

local companies looking for a better way to find candidates. We are running a script for employers and a second script targeted to job seekers. We ran schedules of announcements for this outreach. There is also a digital component to the project which includes a listing of each participating business' opening and a hyperlink back to that company's website/application. As a part of this program, MacDonald Broadcasting also includes the opening positions on the website page where the on-air job fair program lives. When there are open positions at MacDonald Broadcasting those are listed on the website and a part of the on-air schedule that runs.

(4.) Description of Initiative: Mentoring Program for On-Air Personnel – Weekly Airchecks

As part of our commitment to Equal Employment Opportunity, we have implemented a mentoring program for our On-Air personnel. Our Operations Manager is responsible for conducting evaluations and providing training to our On-air staff, either on a 1:1 basis or by email communication to the team. During the aircheck sessions and communication, the air talent has their on-air shows critiqued. Junior talent are reviewed by senior staff, while senior talent are evaluated by the Operations Manager. In addition to the airchecks, these sessions also provide opportunities for air talent to cross-train in operational duties such as music placement software, website management, and social media practices. Through this mentoring program we aim to improve the skills and performance of our On-Air personnel while promoting a culture of learning and development. This initiative also helps to ensure a diverse and inclusive workplace where everyone has the opportunity to grow and succeed. MacDonald Broadcasting has had a lot of transition within the on-air staff so in order to continue developing our part-time and full-time staff our operations manager has done weekly memos with training included. This is to help with our on-air talent's development.

(5.) Description of Initiative: Internship Program

MacDonald Broadcasting Company Internship offers a unique opportunity for students interested in pursuing a career in radio broadcasting to obtain practical experience, develop industry-specific skills, and gain exposure to various aspects of the field. Working alongside experienced professionals, assisting them with various projects and tasks. Throughout the program, interns will gain valuable insight into the daily operations of a radio broadcasting company and will develop skills in project management, content creation, and marketing. Interns are expected to be committed, punctual, and professional at all times. They are expected to follow the company's policies and procedures, work collaboratively with their colleagues, and take initiative when required. Duration is one semester and interns must receive college credit to be eligible.

In the Winter 2022 and Spring 2023 The Promotions Department for Lansing MacDonald Broadcasting began a search for qualified internship candidates. Our search efforts included social media posts, website banners and on-air liners over a period of 4 months. As a result, we interviewed two amazing candidates, both graduates from MSU Fall 2023. MacDonald Broadcasting brought on one individual as an intern for 2023, who had impressive professional experience. The individual had background on our radio station and was eager to understand the ins & outs of broadcasting. During their time they shadowed different departments and individuals at MacDonald Broadcasting. Their day-to-day responsibilities included commercial and on-air production, development of promotions, board operation, broad understanding of our talk shows and how they operate. They also gained knowledge on music scheduling for two stations.

(6.) Description of Initiative: Participation in Career Fairs/Career Days

A number of various staff members have participated in career fairs at MacDonald Broadcasting, helping to promote radio in its entirety. MacDonald Broadcasting strongly believes that radio offers sales, programming and support positions as rewarding careers and wants to promote this industry through various local career fairs happening.

(1.) On December 12, 2022 MacDonald Broadcasting was invited to speak about radio careers. Our WQHH promotions manager/on-air personality covered topics such as the day-to-day tasks of a radio personality, the skills and qualifications required to work in radio and the challenges and opportunities in the industry. During the event, the individual went into detail on the different roles within a radio station industry.

(2.) On February 24th, 2023 MacDonald Broadcasting attended a job fair hosted by Central Michigan University's Broadcast and Cinematic Arts Department and aimed to provide students and graduates with opportunities to meet with potential employers and learn more about the job market. Our operations director and general manager represented the company and answered any questions students or graduates had regarding the radio industry. They discussed working within this industry and the opportunities that are available at MacDonald Broadcasting specifically.