

EEO Public File Report

Covering the Period from June 1, 2022 to May 31, 2023

Stations Comprising Station Employment Unit:

WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 7/29/22

Date Position Filled: 11/17/22

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Job Position: WQHH PROMOTIONS DIRECTOR/ON AIR

Date Position Opened: 8/1/22

Date Position Filled: 8/15/22

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Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 11/17/22

Date Position Filled: 4/3/23

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Job Position: ACCOUNT EXECUTIVE  
Date Position Opened: 7/29/22  
Date Position Filled: 11/17/22

Recruitment Resources used for this Position.

- #1 Resource Used: INDEED
- #2 Resource Used: Craigslist
- #3 Resource Used: On Air Recruitment Advertising WQHH, WHZZ, WXLA,WILS

Total Number of Applicants for this Position: 24  
Total Number of People Interviewed for this Position: 12

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Job Position: WQHH PROMOTIONS DIRECTOR/ON AIR  
Date Position Opened: 8/1/22  
Date Position Filled: 8/15/22

Recruitment Resources used for this Position.

- #1 Resource Used: ALL ACCESS
- #2 Resource Used: INTERNAL JOB POSTING
- #3 Resource Used: MAB JOB BOARD

Total Number of Applicants for this Position: 15  
Total Number of People Interviewed for this Position: 4

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Job Position: ACCOUNT EXECUTIVE  
Date Position Opened: 11/17/22  
Date Position Filled: 4/3/23

Recruitment Resources used for this Position.

- #1 Resource Used: INDEED
- #2 Resource Used: Craigslist
- #3 Resource Used: On Air Recruitment Advertising WQHH, WHZZ, WXLA,WILS

Total Number of Applicants for this Position: 17  
Total Number of People Interviewed for this Position: 10

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**EEO Outreach Program**  
**June 1, 2022 through May 31, 2023**  
**WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM**

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. Participate in a Scholarship Program –**

**2023 Scholarship was awarded to a student of Central Michigan University.**

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.

**2. Participate in general outreach efforts by such means as job banks or college programs.**

1. INDEED.COM
2. ZIPRECRUITER.COM
3. ALL ACCESS RADIO JOB POSTINGS -ALLACCESS.COM
4. MICHIGAN ASSOCIATION OF BROADCASTERS JOB BOARD- MICHIGANMEDIA.COM
5. Michigan Works Job Board/MRS disability services- mitalent.org/
6. JOB BOARD - FACEBOOK.COM
7. CRAIGSLIST.COM
8. MBC EEO JOB POSTING RESOURCE LIST

**3. Intern Program**

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 read by FT and PT jocks over a period of 4 months. As a result, we interviewed two amazing candidates, both graduates from MSU Fall 2023. We are excited to bring one individual on board as an intern for 2023, They have an impressive professional and personal background from serving as a volunteer at local hospitals and homeless shelters. They are a fan of Power 96.5 and looks forward to learning more about radio and how they can utilize their recent studies.

Interns will be introduced to all the teams that make up MacDonald Broadcasting and will shadow a different team and in the final week, interns will be allowed to create a product

relative to the department that interests them the most (ex: If they are more inclined to sales, the final internship project may be a sales presentation.)

Internship weeks are as follows

1. Orientation and On-Air Orientation
2. On-Air Shadow
3. Commercial and On-Air Production
4. Promotions
5. News w/ News Director
6. Board Operation
7. Talk Shows
8. Sales
9. Music Scheduling / Programming (Power 96.5)
10. Music Scheduling 2 / Programming (Mike FM)
11. Human Resources
12. Accounting
13. Traffic
14. Concentration Week

This schedule may change based on time and availability of the intern or staff members.

**4. 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 weekly training to our On-air staff. During the aircheck sessions, the air talent has their on-air shows from the previous week critiqued. Freshmen talent are reviewed by senior staff, while senior talent are evaluated by the Operations Manager. Mentors then send follow-up emails detailing the areas that need improvement. 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 and weekly airchecks, 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.

#### **5. WQHH PROGRAM DIRECTOR MacDonald Broadcasting Training/Mentoring Initiative WRAPUP:**

Starting February 7<sup>th</sup>, 2022, we started a mentoring program for a staff member to train towards taking over a leadership position at our Lansing property for WQHH. He was a current part-time employee holding a 5day/week air shift on WQHH from 6pm-10pm when he was originally hired as a full-time employee with the title of 'Programming Assistant'. He was bumped up to a 40 hour work week – 10am-2pm in the office, 6pm-10pm on-the-air.

On March 13<sup>th</sup>, 2023 he was hired to be the Program Director for WQHH. The Operations Manager was in charge of the training.

The goal of the mentorship was to help the staff member learn the tasks and skills he needed in order to eventually be promoted and take over the role of 'Program Director' for WQHH. This goal was achieved.

The various tasks that he was trained on were:

-Music scheduling: Learned the basics of our Music Master Computer scheduling program. How our categories worked, how we chose music, why songs play more than others, etc. Our consultant also assisted in the process. Over the course of the training, they gradually took on more responsibility for choosing songs and offering input on whether songs should play more or less. Learned how to freshen up playlists of older music through station comparison studies. The staff member now handles the daily scheduling of music for WQHH and researches song chart positions for weekly music calls.

-Station imaging: Learned the various imaging categories and how we schedule them. Learned the ins and outs of writing for these categories. They have started to take over the process of handling WQHH imaging on their own, to include the doing the production aspects of this task.

-Staff management: Through weekly meetings and additional mentorship as needed, the staff member learned how to manage the part-time staff for WQHH that consists of roughly 10 people. They began the process of providing them with weekly feedback about their on-air performance (airchecks). This occurs both through email communication as well as follow-up phone calls and in-person meetings as necessary. They were also trained on how to interview new candidates, and has taken over the lead role in hiring new talent. The staff member is also in charge of much of the training for new hires.

-Promotions: While not in charge of promotions, the staff member has learned the ins and outs of how we execute our on and off-air promotions. They now serve in a support role to our current Promotions Director.

## **6. Career Day at Pottengill Middle School, Lansing, MI 12/22/22**

A WQHH On Air personality/Promotions manager was invited to speak about their career as a radio personality and their experiences working in the radio industry. The interview covered topics such as the day-to-day tasks of a radio personality, the skills and qualifications required to work in radio, the challenges and opportunities in the industry, and the different roles and responsibilities within a radio station.

## **7. Job Fair at Central Michigan University, Mt. Pleasant, MI 9am- 12p 2/24/23**

Macdonald Broadcasting attended a job fair was hosted by CMU'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. On February 24, 2023 from 9a-12p. the Operations Director, and the General Manager, were at CMU to represent the company and answer any questions that students or graduates might have had about working in the broadcasting industry or about job opportunities at MacDonald Broadcasting specifically.

## EEO Training Report

An Equal Employment Opportunity (EEO) training meeting was conducted on April 19th, 2023 at 2000 Whittier St, Saginaw, MI 48601. The meeting aimed to provide the attendees with the necessary knowledge and skills to comply with FCC EEO regulations and policies. The meeting was attended by eight people, including the Owner, President, Director of Business Development, Lansing General Manager, Saginaw Sales Manager, Lansing Operations Director, Saginaw Operations Director, and EEO Administrator/Traffic Director.

The training meeting began at 12:00 pm and lasted an hour. Lansing General Manager & Lansing Operations Director attended the meeting via video conference while all other attendees were present in person. EEO Administrator created demonstration folders before the meeting, and they were distributed to all attendees. During the meeting, EEO Administrator and the President presented the EEO Folder System and explained each section, defining responsibilities and expectations.

The training was focused on three main topics, which included record-keeping, job posting requirements, and tracking interviews. During the training, EEO Administrator and the President emphasized the importance of maintaining accurate and up-to-date records with our EEO Folder System. They also discussed the legal requirements for job postings and the importance of ensuring that all job advertisements reach the EEO administrator for proper outreach.

The attendees were also trained on tracking interviews with recruitment sources and the importance of maintaining accurate records of all interviews conducted with recruitment sources during the hiring process. This information is critical to demonstrate that the company complies with EEO regulations and ensures that candidates are evaluated fairly and objectively.

After the presentation, the attendees were given an opportunity to ask questions and clarify any doubts they had about the EEO regulations and policies. EEO Administrator and the President provided detailed answers and explanations to all the questions raised, ensuring that all attendees had a clear understanding of the EEO regulations and policies.

In conclusion, the EEO training meeting was informative and productive. All attendees gained a better understanding of the EEO regulations and policies and were equipped with the necessary skills and knowledge to comply with them. The company can continue to maintain accurate records and comply with all EEO regulations and policies, ensuring fair and unbiased employment practices.

## EEO JOB POSTING RESOURCE LIST

9. [INDEED.COM](#)
10. [ZIPRECRUITER.COM](#)
11. ALL ACCESS RADIO JOB POSTINGS -[ALLACCESS.COM](#)
12. MICHIGAN ASSISOATION OF BROADCASTERS JOB BOARD- [MICHIGANMEDIA.COM](#)
13. Michigan Works Job Board [mitalent.org/](#)
14. JOB BOARD - [FACEBOOK.COM](#)
15. JOB POSTING- [INSIDERADIO.COM](#)
16. STATION ON AIR RECRUITMENT ADVERTISEMENTS
17. STATION WEBSITE POSTINGS
18. INTERNAL BUILDING JOB POSTINGS
19. [CRAIGSLIST.COM](#)
20. HANDSHAKE- COLLEGE LIST
  - a. Adrian College
  - b. Albion College
  - c. Alma College
  - d. Aquinas College
  - e. Baker College
  - f. Calvin University
  - g. Central Michigan University
  - h. Cleary University
  - i. Cleveland State University
  - j. Cornerstone University
  - k. Davenport University
  - l. Eastern Michigan University
  - m. Ferris State University and KCAD
  - n. Finlandia University
  - o. Grand Rapids Community College
  - p. Grand Valley State University
  - q. Hope College
  - r. Kalamazoo College
  - s. Kent State University
  - t. Kettering University
  - u. Lawrence Technological University
  - v. Macomb Community College
  - w. Madonna University
  - x. Marquette University
  - y. Michigan State University
  - z. Michigan Technological University
  - aa. Northern Michigan University
  - bb. Northwood University
  - cc. Oakland University
  - dd. Ohio Northern University
  - ee. Olivet College
  - ff. Saginaw Valley State University
  - gg. Siena Heights University
  - hh. RNP Regional Colleges Midwest
  - ii. Spring Arbor University
  - jj. The College of Wooster
  - kk. The Ohio State University
  - ll. The University of Akron
  - mm. The University of Michigan
  - nn. University of Michigan-Flint
  - oo. University of Wisconsin - Green Bay
  - pp. Walsh University
  - qq. Wayne State University
  - rr. Western Michigan University
  - ss. Wright State University
  - tt. Youngstown State University