

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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
Business Development Specialist	3-4, 6-20, 23-30	8
Multi-Media Journalist	3-4, 6-21, 23-30	8
Customer Success Assistant Coordinator	3, 6-7, 9-15, 17, 19-20, 23-27, 29-30	7
WYTZ Country Morning Personality/Programming Asst.	1-17, 19-20, 25-27, 29-30	7
WYTZ Country Morning Personality/Programming Asst.	1-17, 19-20, 25-27, 29-30	5
Business Development Specialist-South Haven Office	3-4, 6-7, 9-17, 19-20, 24-27, 29-30	7
Multi-Media News Director	3-4, 6, 9-17, 19-21, 23-27, 29-30	21
Business Development Specialist-South Haven Office	4, 6-7, 10-17, 19-20, 23-27, 29-30	7
Customer Success Fulfillment & Design Specialist	4, 6-7, 9-15, 17, 19-20, 22-27, 29-31	22

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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	AllAccess 28955 Pacific Coast Highway Malibu, California 90265 www.allaccess.com www.allaccess.com Manual Posting	N	1
2	Call In	N	1
3	FaceBook 1234 Nowhere St. Job Listings, Wyoming Job Listings Job Listings Manual Posting	N	0
4	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Kristy Nix	N	0
5	Former Intern	N	1
6	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
7	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	12
8	LinkedIn LinkedIn LinkedIn, Michigan LinkedIn LinkedIn Manual Posting	N	4

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

EEO PUBLIC FILE REPORT

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9	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
10	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejug@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0
11	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
12	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbg.com RJ Brachman	N	0
13	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
14	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
15	MidWestFamilySWMI.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Job Listing Job Listing Manual Posting	N	3

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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16	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
17	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : kmckay@mwfmarketing.fm Kelly McKay	N	0
18	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
19	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
20	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
21	Non-Employee Referral	N	2
22	Other Source	N	1
23	Pure Michigan Talent Connect 499 W. MAIN ST. BENTON HARBOR, Michigan 49022 job listings job listings Manual Posting	N	0

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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24	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
25	South Haven Chamber of Commerce 606 Phillips St. South Haven, Michigan Phone : 2699251111 jobs listing jobs listing Manual Posting	N	0
26	Southwest Michigan Regional Chamber 811 Ship St., Suite 303 St. Joseph, Michigan Email : sspoonholtz@smrchamber.com Sarah Spoonholtz	N	0
27	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
28	Western Michigan University 1903 W. Michigan Ave. Kalamazoo, Michigan 49008 Phone : 269-387-2745 Eva Gichinga Manual Posting	N	0
29	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
30	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

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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31	Zip Recruiter www.ziprecruiter.com www.ziprecruiter.com www.ziprecruiter.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			25

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2022	Participation in events sponsored by organizations representing the community	Zack East, Vice President of Business Development, serves as Board Chair of the United Way of Southwest Michigan Board of Directors in a term that stretches through March 2024. Zack's time on the board as a past Vice Chair, and Campaign Chair, 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 Justice, Equity, Diversity and Inclusion Committee to implement inclusive language, recruitment and onboarding practices in all United Way board activities and committees/cabinets. He reports quarterly, alongside the Executive Director, to the Whirlpool Corporation Foundation about the impact and growth of the organization in the community as well as their Diversity, Equity, and Inclusion work. 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

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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2	6/1/2022	Establishment of a mentoring program	Zack East, Vice President of Business Development has continued to mentor Strategy & Fulfillment team employees Alisa Kirby, Anna Strach, and Briana Sallis 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. Briana Sallis and Anna Strach continue to work toward advancement in their positions with the company and were elevated in early 2023 to become Leads of their respective areas of focus in the department.	1	Vice President of Business Development Digital Project Management Specialist Campaign Design & Engagement Strategist Customer Success Coordinator
3	6/1/2022	Sponsorship of events in the community designed to increase public awareness	Zack East, WSJM, Inc. Vice President of Business Development, has been a Board Member and project leader for the OutCenter of Southwest Michigan since February 2020 and continues this board position through 2024. 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 over \$20,000 in annual in-kind advertising and sponsorship support, centered around stations WCXT and WQYQ. Zack hosts many events fronted by the OutCenter, as well as broadcasting & outreach at the summer PrideFest and Holiday Pride events. LGBTQ+ issues have been increasingly prominent in the local 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

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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4	6/1/2022	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, WSJM, Inc. Vice President of Business Development. 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 six years, annual recipients have shown interest in possible internships with Mid-West Family at the appropriate time in their post-secondary education. The 2023 winner, Dajah Parker from Countryside Academy, was awarded her scholarship on May 24th.</p>	1	Vice President of Business Development

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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5	6/1/2022	Participation in events sponsored by organizations representing the community	<p>WSJM, Inc. Vice President of Business Development 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 and WSJM.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. nearly every week 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."</p>	1	Vice President of Business Development

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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6	6/1/2022	Provision of training to personnel of unaffiliated non-profit organizations	<p>WSJM, Inc. has found that referrals from other successful businesspersons are an effective way to meet potential new and diverse job candidates. Successful people spend time with other successful people and seek their guidance when they think it might be time for a professional change. The Rotary Club of St. Joseph/Benton Harbor is one of the largest and most frequent regular (weekly) gatherings of people who recruit and hire in Southwest Michigan. WSJM, Inc Chairman Gayle Olson has participated in and utilized such Rotary contacts for over 35 years. To revitalize this ‘people pipeline’ are hired reach out to younger and more active potential job applicants, Senior Business Development Specialist and shareholder Lorraine Day has become a regular member of Rotary and attends these meetings every week of approximately 60 people who hire in our region.</p>	2	Chairman of the Board Senior Business Development Specialist
7	10/28/2022	Participation in events or programs sponsored by educational institutions	<p>Career Pathway Day on October 28, 2022, from 8 a.m. to 3 p.m. on the campus of Lake Michigan College in Benton Harbor. Content Lead Jonny Reinhardt represented WSJM, Inc. alongside other area businesses in a wide range of career fields. The audience was primarily 9th grade Berrien County students (approximately 2,000 individuals). There was a chance to talk to approximately 300 of those students personally about the wide range of careers available in the media industry and with WSJM, Inc.</p>	1	Content Lead

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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8	12/15/2022	Sponsorship of events in the community designed to increase public awareness	On Thursday, December 15, 2022, WSJM, Inc. hosted and co-sponsored with South Haven Chamber of Commerce, Business After "Ours", an event at the Beeches Golf Club. It was a gathering of business owners and leaders who regularly recruit and hire employees in the local area. Much discussion was had among the attendees about hiring challenges and the changing workforce attitudes. Paul Layendecker, Vice President of Content hosted the event, while Dave Doetsch, President & General Manager, Zack East, Vice President of Business Development, and several managers and regular staff attended the event.	10	President & General Manager Vice President of Content Vice President of Business Development
9	2/2/2023	Participation in job banks, internet programs and other programs designed to promote outreach	Brock Havens, Morning Show Host on WIRX, represented WSJM, Inc. at the MAB Foundation's Student Broadcast Awards for 2023 as a judge of student content, providing feedback and assistance to coach and mentor them in their journey to become broadcast professionals in the state of Michigan. The Student Broadcast Awards had information disseminated to college and high school students around the state with an emphasis on students that wished to continue their broadcast careers post-education. The Awards had 540 entries from across the state. During this judging and coaching session, Brock also discussed the enjoyment he has for his career and answered questions about applying for positions or internships from students that reached out to him directly.	1	WIRX Morning Show Host/Music Dir

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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10	2/3/2023	Participation in events or programs sponsored by educational institutions	Career Fair on Friday, February 3, 2023, from 8a.m. to 12 p.m. at New Buffalo Middle/High School in New Buffalo. Content Lead Jonny Reinhardt represented WSJM, Inc. The audience ranged from 7th graders to 12th graders, students attended breakout sessions and Jonny presented careers available in the digital media and broadcasting career field. The total number of students that attended the breakout sessions was approximately 60 students.	1	Content Lead
11	3/7/2023	Participation in events or programs sponsored by educational institutions	“A Day at the Radio Stations” for more than 30 students in the 8th Grade Communications Class of St. Joseph’s Upton Middle School. The students had an opportunity to learn about many aspects of broadcasting as they moved from department to department in the office/studio building: on-air programming, sales & marketing, business services/support, finance & management, and technical services. Many of the WSJM, Inc. Management Team participated, led by President/GM Dave Doetsch, Director of Business Development Bob Bucholtz, Senior Business Development Specialist Lorraine Day, WIRX Content Lead Brock Havens and Technical Director Terry Green. All are company shareholders. The event was on March 7, 2023.	5	President & General Manager Director of Business Development Senior Business Development Specialist WIRX Content Lead

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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12	3/15/2023	Participation in job banks, internet programs and other programs designed to promote outreach	The MAB Foundation Career Fair at the Great Lakes Media Show took place at the Lansing Center in Lansing on March 15, 2023. Zack East, Vice President of Business Development and Briana Sallis, Campaign Design & Fulfillment Lead, attended the career fair on behalf of WSJM Inc. The team manned a table to speak to any registered students and professionals that were present and looking for future or present employment opportunities and internships. Over 250 students and professionals registered for the event. 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 317 commercials across all stations leading up to the event.	2	Vice President of Business Development Campaign Design & Fulfillment Lead

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

EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

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13	3/23/2023	Participation in other activities designed by the station employment unit	<p>WSJM, Inc. strives to recruit, train, and promote female employees and encourages them to develop as leaders and entrepreneurs. Senior Business Development Specialist and shareholder Lorraine Day often represents WSJM, Inc. in the business community. In that connection, Lorraine chaired and hosted a Panel Discussion, co-sponsored with Cornerstone Alliance, the area's Economic Development agency. Approximately 60 professional women attended. The Panel featured 3 local female entrepreneurs and talked about how they started The Mason Jar Café, Lazy Ballerina Winery, and NS Cosmetics. The group discussed their initial struggles, staffing, marketing and how they persevered and succeeded. Lorraine's leadership in such activities encourages potential female applicants to consider WSJM, Inc./Mid-West Family as a career choice. The event was held at Lazy Ballerina Event Center.</p>	1	Senior Business Development Specialist
14	4/25/2023	Sponsorship of events in the community designed to increase public awareness	<p>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. Several managers and staff attended (11 in all). Navaquest conducted a seminar on site in St. Joseph on April 25, 2023, to which WSJM, Inc invited more than 55 other businesses through outreach in digital ads, radio ads, and a partnership with the Southwest Michigan Regional Chamber. All businesses participated in a workshop style session in which they attempted to hone and target their recruiting messages to reach candidates who might be interested in their open positions and thrive in them once hired. A follow up half-day workshop featuring Navaquest will take place on September 26, 2023.</p>	11	Vice President of Business Development President & General Manager Senior Account Executive Senior Account Executive