

EEO Public File Report
Covering the Period from June 1, 2022 to May 31, 2023
Stations Comprising Station Employment Unit:
WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 6/21/21

Date Position Filled: 6/1/22

Two AE's were hired from one large pool of applications first hire was 4/18/22 filed on last year's report and the second was this hire on 6/1/22.

Job Position: Director of Business Development

Date Position Opened: NEW POSITION IN COMPANY SEE NOTES.

Date Position Filled: 6/6/22

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 6/21/21

Date Position Filled: 6/1/22

Two AE's were hired from one large pool of applications first hire was 4/18/22 filed on last year's report and the second was this hire on 6/1/22.

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: Zip Recruiter Paid AD

#3 Resource Used: On Air Recruitment Advertising WKCQ WMJO WSAG

#4 Resource Used: Craigslist

#5 Resource Used: Facebook

Total Number of Applicants for this Position: 100+

Total Number of People Interviewed for this Position: 24

Job Position: Director of Business Development.

Date Position Opened: NEW POSITION IN COMPANY

Date Position Filled: 6/6/22

As a family-owned business since 1962, one of the goals for MacDonald Broadcasting is to maintain its independent family ownership. Daughter of the owner will be coming on board to fill a position for that option to become a reality down the road. After spending 10+ years in Chicago with various marketing firms, she will be joining the leadership team in Saginaw as Director of Business Development focusing on digital sales development.

EEO Outreach Program June 1, 2022 through May 31, 2023
WKCQ-FM, WSAM-AM, WSAG-FM, WMJO-FM

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.

- INDEED.COM
- ZIPRECRUITER.COM
- ALL ACCESS RADIO JOB POSTINGS -ALLACCESS.COM
- MICHIGAN ASSOCIATION OF BROADCASTERS JOB BOARD- MICHIGANMEDIA.COM
- Michigan Works Job Board/MRS disability services- mitalent.org/
- JOB BOARD - FACEBOOK.COM
- CRAIGSLIST.COM
- Saginawchamber.org
- MBC EEO JOB POSTING RESOURCE LIST

3. 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 run 49- 60 second announcements per week 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.

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. Swan Valley High School Job Shadow 4/12/23

We were contacted by a Senior student that wanted to job shadow one of our DJs. On April 12th 2023 The Program Director met with the student at 2000 Whittier and explained their career as a radio personality and experiences working in the radio industry. Covering topics such as the day-to-day tasks of a radio personality, the skills and production tools required to work in radio, the challenges and opportunities in the industry, and the different roles and responsibilities within a radio station.

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

Macdonald Broadcasting attended a job fair 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.

7. Internship

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 January 2023 a Delta College student was accepted as an intern at MacDonald Broadcasting. They worked 75+ hours until May. She trained as an on-air talent and voice producer for commercial production. They also reviewed the basics of our digital technology and platforms with our information technology team. They were very hardworking and an outstanding addition to our team. Following the internship, she was hired as a paid part-time on-air talent at the station.

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

1. [INDEED.COM](http://indeed.com)
2. [ZIPRECRUITER.COM](http://ziprecruiter.com)
3. ALL ACCESS RADIO JOB POSTINGS -[ALLACCESS.COM](http://allaccess.com)
4. MICHIGAN ASSISOATION OF BROADCASTERS JOB BOARD- [MICHIGANMEDIA.COM](http://michiganmedia.com)
5. Michigan Works Job Board mitalent.org/
6. JOB BOARD - [FACEBOOK.COM](http://facebook.com)
7. JOB POSTING- [INSIDERADIO.COM](http://insideradio.com)
8. STATION ON AIR RECRUITMENT ADVERTISEMENTS
9. STATION WEBSITE POSTINGS
10. INTERNAL BUILDING JOB POSTINGS
11. [CRAIGSLIST.COM](http://craigslist.com)
12. 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