

MIDWESTERN BROADCASTING COMPANY

WTCM RADIO, INC., WCCW RADIO, INC. WCZW RADIO, INC. AND WBCM RADIO, INC. AND WKJF RADIO, INC.

EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT

JUNE 1, 2015

This is the report required by Section 73.2080(c)(6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. It is to be included in our public file on or before the anniversary of our renewal of license application, which is June 1 of each year. Our "employment unit" consists of WTCM (AM), WTCM-FM, WCCW (AM), WCCW-FM, Traverse City, and WJZQ-FM, Cadillac, WBCM-FM Boyne City and WCZW-FM Charlevoix (All in Michigan).

PERIOD COVERED: June 1, 2014 through May 31, 2015

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE):

- WCCW Promotions director
- MWB Receptionist/Traffic Assistant
- WTCM Account Executive

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES:

A list of sources to which notices were sent is attached. Midwestern Broadcasting Company publicizes full time openings through Broadcast Compliance Services

- RECRUITMENT SOURCE WHICH REFERRED EACH OF THE HIREES FOR THE VACANCIES LISTED ABOVE:

Specs Howard School

On line posting

In-House posting

From a friend/word of mouth

- DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

- 2 interviews
- 1 interview
- 2 interviews

- DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT:

- Job Fair(s) –

Annual Career & Employment Fair at CMU

October 15, 2014, 12:00 pm to 3:00 pm

Midwestern Broadcasting had a booth display and was a booth sponsor at this very large and very well attended event, 140 people attended. It was held on the campus of Central Michigan University. Mary Jo White, Human Resources/Payroll Manager for Midwestern Broadcasting, and Tammie Altshuler, Human Resources/Payroll assistant greeted and conversed with nearly 25 attendees interested in future employment and also potential internships. All participants they spoke with live in Southern Michigan and were not likely to consider Northern Michigan for an internship but would consider relocating for a full-time position at which time they were told resumes would be kept on file in the event that a position might open up.

MAB Annual Career Fair at Lansing Community College

November 7, 2014

Chris Warren, Controller, representing all of our Midwestern Broadcasting Company radio stations, along with other radio and TV broadcasters, participated in a “speed dating” style of interacting with high school and college students who are interested in learning more about career opportunities in broadcasting. I likely interacted with no less than 50 young participants, educating them about myself and my employment, along with opportunities that may exist within our organization and throughout the rest of the state.

Speaking Engagements April 16th , 2015

Christal Wilcox Talk show host, spoke about broadcasting careers to a group of 30 high school students from Benzie Central High School. She also broke the students into small groups to practice reading the news as if they were broadcasting on air.

Speaking Engagements February 18, 2015

Norm Jones spent the day at Traverse City West Senior High School for career day from 10:00 a.m. to 11:20 a.m. He spoke about the radio broadcasting business, its history, its future and a behind the scenes look at radio broadcasting. He then had a group discussion regarding technology, journalism and what it takes to be a successful communicator.

- Participation in scholarship programs – Ross Biederman, President of Midwestern Broadcasting Company is a member of the Board of Directors of the Michigan Association of Broadcaster’s (MAB) Foundation. The MAB Foundation is a 501c3 Foundation organization which conducts numerous educational activities, including providing scholarships. Mr. Biederman was also a major financial contributor to the formation of the Foundation.

- **Midwestern Broadcasting Summer Internship** – A summer internship program has regularly been conducted at one or more of the Midwestern Broadcasting Company stations. Students are placed in area of interest and in most cases earn education credits for their experience. A number of them have gone on to be hired by various media outlets. One is currently a full time employee at WTCM A/F.
- **Educational Tours of the radio stations** – Midwestern Broadcasting conducts regular educational group tours of the radio station facilities and studios. Groups range in age from elementary school through adults.
- **Training of Management level personnel** – May 25, 2012 – John Dew, EEO Coordinator for Midwestern Broadcasting Company issued a complete review of EEO Policies and FCC Regulations to all Department Heads and HR Personnel.
- **Review of EEO Files and Records** – In the fall of 2010, an FCC Review was made. It included inspection of the public files and of the EEO program information and records, and a written report to the Commission. The company had no problems or issues.

MAB and Broadcast Compliance Services Job Posting Mailing list is partially listed below (full list is available online at www.bcs-ok.com)

Broadcast & Cinematic Arts

Central Michigan University

340 Moore Hall

Mt. Pleasant, MI 48859

Alpena Community College

Att: Frank McCourt

666 Johnson Street

Alpena, MI 49707

Davenport College

Placement & Career Development

415 E. Fulton

Grand Rapids, MI 49503

Central Michigan University

Career Services

101 Faust Hall

Mt. Pleasant, MI 48859

Northwood Institute

Career Assistance

3225 Cook Road

Midland, MI 48640

Oakland Community College

Att: Alicia Jackson

739 Washington

Royal Oak, MI 48067

Lake Michigan College

WXSJ FM

2755 E. Napier Avenue

Benton Harbor, MI 49022-1881

Kalamazoo Valley Community College

Placement Office

6767 West O Avenue

Kalamazoo, MI 49009

University of Detroit – Mercy

Career Development

4001 W. McNichols Road

Detroit, MI 48221

Muskegon Community College

Att: Job Placement enter

221 S. Quarterline Rd

Muskegon, MI 49442

NW Michigan College

1701 E. Front Street

Traverse City, MI 49686

Spring Arbor College

WSAE-WKTG

106 E. Main Street

Spring Arbor, MI 49283

University of Michigan

Career Services

3200 Student Activities Bldg.

Ann Arbor, MI 48109

Organization Name

Albion College

Alma College

ALTER

American Women In Radio & Television - Grand Rapids

Anderson University

Andrews University

Andrews University

Aquinas College

Asian American Journalists Assoc.

Association for the Blind & Visually Impaired

Audio Engineering Society

Audio Engineering Society - Detroit

Ball State University

Bay Mills Community College

Black Broadcasters Alliance

Broadcast Education Association

Calvin College

Capital Region Community Foundation

Central Michigan University

College for Creative Studies

Community for Southeastern Michigan

Community Foundation for Muskegon County

Community Integrated Recreation

Cristo Rey Employment & Training

Davenport University

Delta College

Eastern Michigan University

Ferris State

Grand Rapids Community College

Grand Valley State

Grand View College

Greater Lansing Urban League

Hillsdale College

Hope College

Illinois State University

Indiana State University

Indiana University

Jackson Community College

Jewish Family & Children's Services

Junior Achievement of Northeast Michigan

Junior Achievement of the Michigan Edge

Kalamazoo College

Kellogg Community College

Kettering University

Lake Land College

Lake Superior Community Partnership

Lansing Community College

E-Mail List continued

Lawrence Technological University

Macomb Community College

Madonna University

Marygrove College

Media Communications Association - Mid-Michigan

Michigan Association of Educational Broadcasters

Michigan Association of United Ways

Michigan Department of Career Development

Michigan State University

Michigan State University

Michigan State University

Mott Community College

National Broadcasting Society - Central Michigan

Northern Michigan University

Oakland Community College

Oakland University

Olivet College

Saginaw Valley State University

Saint Mary's College of Ava Maria University

San Jose State University

Schoolcraft College

Siena Heights College

Southern Illinois University at Carbondale- Radio/Television

Southwestern College

Specs Howard School of Broadcast Arts

St. Clair Community College

University Of Michigan

Wayne State University

Wayne State University

Western Michigan University

Also:

MAB Job Bank

Michigan Works Job Bank

BEDA National Job Bank

Western Michigan Job Bank

Radio Station website

AllAboutCountry.com