

MIDWESTERN BROADCASTING COMPANY

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

EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT

JUNE 1, 2014

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, 2013 through May 31, 2014

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

1. WTCM Morning show co-host
2. WTCM News announcer
3. WTCM afternoon show host
4. WCCW sales representative

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.

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

Specs Howard School

In-House posting

IV. 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:

1. 4 interviews

2. 3 interviews

3. 4 interviews

4. 1 interview

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V. 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 8, 2013, 1:00 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. It was held on the campus of Central Michigan University. Mary Jo White, Human Resources/Payroll Manager for Midwestern Broadcasting, greeted and conversed with nearly 25 students interested in future employment and also potential internships. All participants she 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 she told them we would maintain resumes on file in the event that a position might open up.

MAB Annual Career Fair at Lansing Community College

November 25, 2013

Chris Warren, Controller, representing all of our Midwestern Broadcasting Company radio stations, participated in a "speed dating" format, whereby interested broadcasting students would visit with him for 5 minutes to ask questions, and then would move on to the next employer.

Speaking Engagements April 16th, 2014

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 Wednesday, September 25, 2013

Jordan Anderson, Assistant production manager for Midwestern Broadcasting, spoke at Central Michigan University to their Broadcast & Cinematic Arts course regarding how he was a student himself to obtaining the position he has with Midwestern Broadcasting Company. In addition, he spoke about some of the fundamentals of professional copywriting. He also brought in some of his recorded work to play and discuss what the creative process was for developing each campaign.

☐ Participation in scholarship programs – Ross Biederman, President of Midwestern Broadcasting Company is a member of the Board of Directors of the Michigan Association of Broadcasters (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.

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☐ 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](http://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

WXSB 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

