

**MIDWESTERN BROADCASTING COMPANY  
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC. AND WKJF RADIO, INC.  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
JUNE 1, 2017**

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, and WBCM-FM Boyne City (All in Michigan).

PERIOD COVERED: **June 1, 2016 through May 31, 2017**

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

1. WTCM Morning Co-Host announcer

**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  
On line posting  
In-House posting  
From a friend/word of mouth**

**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

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 14<sup>th</sup>, 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**

On Friday, October 28<sup>th</sup> Eric Send attended the BCBC '16 conference at the Eagle Eye Conference Center in Lansing, Michigan. I was a speaker for both of the speed networking sessions that took place from 9:45AM to 12PM.

I interviewed nearly twenty students that were interested in the broadcasting field. I answered questions about the various aspects of the profession.

Topics covered included:

Engineering, production, on air talent, and sales. I also discussed the best path to entering the business thru internships and mentoring and what to focus on in college.

**Speaking Engagements October 17, 2016**

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 17, 2017**

Ron Jolly 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.

**Speaking Engagements May 25, 2017**

Ron Pritchard and Courtney Rehmer spent the day at St. Mary's of Hannah High School. They spoke about the radio broadcasting business, its history, and its future.

**Speaking Engagements May 26, 2017**

Ron Pritchard and Courtney Rehmer spent the day at Kingsley Children's Center. They spoke about the radio broadcasting business, its history, and its future.

- ***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](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  
101Faust 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

**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