

**MIDWESTERN BROADCASTING COMPANY
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC., AND WKJF RADIO, INC.
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
JUNE 1, 2024**

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, as well as posted within our websites, 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, and WKLT-FM, Kalkaska (All in Michigan).

PERIOD COVERED: **June 1, 2023 through May 31, 2024**

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

- i. On-Air Announcer

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

A list of sources to which notices are sent is attached. Midwestern Broadcasting Company publicizes full time openings through Broadcast Compliance Services, as well as within its respective websites’ “Careers” sections, and also via over-the-air announcements that promote the Company’s EEO hiring policies and current positions that may be available.

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

- i. Word-of-mouth from MWB internal 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:

- i. (1) interview

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

➤ ***Job Fair(s) –***

Northwestern Michigan College – Hiring Fair Event

March 7, 2024 3:00pm to 6:00 pm

Midwestern Broadcasting’s Tammie Altshuler (Payroll/HR Director) participated in this career fair, hosted by the Northwestern Michigan College. NMC college students, as well as prospective broadcast job-seekers from all backgrounds and ages, were encouraged to participate in this opportunity to network with Northern Michigan employers.

Traverse City West Senior High School – “Speed Dating” Job Interviews

April 24, 2024 1:00pm to 4:00pm

Midwestern Broadcasting’s Kim Weiner (Office Manager) was invited to this “speed dating” style job fair, where students who were either looking for Summer jobs or Post High School career opportunities spent 15 minutes asking questions and fielding questions. They learned to dress professionally, submit resumes’, and conduct themselves appropriately. At the end of the session, students were given feedback on their performances.

➤ ***Speaking engagement(s) –***

Traverse City Central High School – “Media Employment Opportunity”

April 9, 2024 9:00am – 10:00am

Chris Warren, GM of Midwestern Broadcasting Company, was invited to the TC Central Business/Marketing Class (Mr. Derr), to speak to the students about the field of radio broadcasting as well as the opportunities that exist in the industry. Chris spoke to the industry and the need for job applicants in all areas of the business. Students were encouraged to reach out to Chris, via email, for Summer internship opportunities.

- ***Participation in scholarship programs*** – Ross Biederman, President of Midwestern Broadcasting Company, is a founding member 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. Mr. Biederman started the “Biederman-Leicinger” Scholarship endowment (currently maintained by the MAB Foundation), designed to award annual scholarships to college students pursuing the field of Broadcast/Journalism.
- ***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 their area of interest and in most cases earn college credits for their experience. Many of our interns have gone on to be hired by various media outlets. One is currently a full-time employee at Midwestern Broadcasting Company.
- ***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*** – In 2023, Tammie Altshuler (Human Resources Manager and EEO Coordinator for all of Midwestern Broadcasting Company’s radio stations) issued a complete review of EEO Policies and FCC Regulations to all Department Heads. That policy is reviewed annually for its application and effectiveness. It continues to provide managers with procedural instructions that are deemed worthy and effective.
- ***Review of EEO Files and Records*** – In 2020, an FCC Review of the Company’s EEO policies and practices 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.

RECRUITMENT SOURCES INFORMATION:

MAB Job Bank at www.michmab.com

Northwestern Michigan College
 1701 E. Front Street
 Traverse City, MI 49686

Broadcast & Cinematic Arts
 Central Michigan University
 340 Moore Hall
 Mt. Pleasant, MI 48859

MI Works
 1209 S. Garfield
 Traverse City, MI 49684

ALL ACCESS.com

INDEED.com

Midwestern Broadcasting Company - multi-station radio ads
 Wendy Sobek (Traffic Director)
 314 East Front Street
 Traverse City, MI 49684

Midwestern Broadcasting Company – Internal Postings
 Tammie Altshuler (H/R Director)
 300 East Front Street, Suite 460
 Traverse City, MI 49684

Midwestern Broadcasting Company – Corporate & Individual Website “Careers” pages / Social Media Pages
 Chris Davis (Operations Manager)
 300 East Front Street, Suite 450
 Traverse City, MI 49684