

WATZ Radio, Inc.

Alpena-Rogers City Station Cluster  
EEO Narrative Statement

WATZ Radio, Inc. (WATZ) is licensee of three primary broadcast stations which operate from studios and offices at 123 Prentiss Street, Alpena, Michigan:

- WATZ-FM, Alpena, Michigan, FIN 71108
- WZTK(FM), Alpena, Michigan, FIN 190373
- WRGZ(FM), Rogers City, Michigan, FIN 49304

Alpena County, of which Alpena is the county seat, has a 2019 U.S. Census estimated population of 28,405. The U.S. Census Bureau reports the following gender and ethnic percentages for Alpena County: Women, 50.7%; Black, 0.5%; American Indian, 0.6%; Asian, 0.6%; and Hispanic, 1.4%. Alpena County and neighboring Presque Isle County (where Rogers City is the county seat) are outside all Nielsen-rated radio metro markets.

For full-time job openings for administrative and sales positions at its stations, WATZ “casts a wide net” using local print, online and its own airwaves to recruit prospective candidates. For full-time “On-Air” job openings in its Programming Departments, WATZ generally seeks experienced “On-Air” personalities through more focused channels. The primary source for prospective candidates for “on-Air” positions is Specs Howard School of Broadcasting. Many of WATZ’s Program Directors/On-Air Talent/Traffic Directors are alumni of Specs Howard. Broadcasting prospects are also regularly encouraged to visit WATZ’s website to learn of job vacancies as they are posted, from time to time.

WATZ’s President, Ross Biederman, is a founding member of the Michigan Association of Broadcasters (MAB) Foundation. The MAB Foundation is a 501(c)(3) organization which conducts numerous educational and charitable activities, which include, among other things,

providing scholarships. Mr. Biederman was a major financial contributor to the formation of the MAB Foundation. In addition, Mr. Biederman established an endowment with the MAB Foundation (the “Leicenger/Biederman Scholarship Endowment”), created in honor of longtime broadcaster Lee Leicenger, and intended to provide annual scholarships to high school students expressing interest in broadcasting.

Besides informing its employees, WATZ notifies recruitment sources of the policy and interest in recruiting qualified minorities and females. WATZ continues to:

1. Request referrals of other qualified minorities, females and other protected classes from its current workforce, including, minority and female workers;
2. Seek referrals from school counselors; and,
3. Seek referrals from its newly hired minority and female workforce.

WATZ has analyzed its recruitment program and finds no adverse impact against females, minorities and/or any other protected class with respect to recruitment.

WATZ’s analysis of its EEO program does not reveal any inherent, structural or procedural problems or impediments attributable to the WATZ to the pay, benefits, seniority practices, promotions, recruiting or retention of minority or female individuals. Indeed, the only potential barrier to minority placement overall is the general lack of minority population in our local recruitment areas within northeastern lower Michigan. Alpena is approximately 243 miles by highway from Detroit. WATZ has also analyzed its employment decisions and finds no adverse impact against females and/or minorities with respect to hires, promotions, transfers, compensation and/or terminations. WATZ has no union agreements.