

**MIDWESTERN BROADCASTING COMPANY  
WATZ RADIO, INC.,  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
JUNE 1, 2021**

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 WZTK-FM and WATZ-FM, both of Alpena, Michigan, and WRGZ-FM of Rogers City, Michigan.

PERIOD COVERED: **June 1, 2020** through **May 31, 2021**

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

None

**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:**

Not applicable

**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:**

Not applicable

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

➤ ***Job Fair(s)*** –

**Great Lakes Media Show “Unconventional Career Fair” (virtual exhibit hall)**

March 9<sup>th</sup> (10:00am – Noon) and March 10<sup>th</sup> (2:00pm to 4:00pm)

Midwestern Broadcasting’s Tammy Altschuler (Payroll/HR Director) and Chris Davis (Marketing Director) participated in this “virtual” career fair, hosted by the Michigan Association of Broadcasters. Michigan college students were encouraged to participate in this “covid-friendly” opportunity to network with broadcasters from the state. During this 2-day event, 2 students “visited” with Tammy/Chris to inquire about employment opportunities and internship availability.

(see attached)

➤ ***Speaking engagement(s)*** –

*n/a*

- ***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. Mr. Biederman started the “Biederman-Leicinger” Scholarship endowment (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 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  
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

Specs Howard School of Broadcast  
Career Services

Also:

MAB Job Bank  
Michigan Works Job Bank  
BEDA National Job Bank  
Western Michigan Job Bank  
Radio Station website  
[AllAboutCountry.com](http://AllAboutCountry.com)



2020-2021

Michigan Association of Broadcasters Foundation

Chair  
Kristin Burns  
Futuri Media Detroit

March 18, 2021

Vice Chair  
Trisha Peterson  
WJNR/WOBE/WHTO

Tammie Altshuler  
Midwestern Broadcasting Company  
314 E. Front St.  
Traverse City, MI 49684

Secretary/Treasurer  
Seth Resler  
Jacobs Media

Dear Tammie Altshuler:

Immediate Past Chair  
Julie Brinks  
WOOD-TV

Thank you for your participation in the 2021 MAB Foundation Virtual Media Career & Networking Event on March 9, 2021 online during the Un-Conventional Great Lakes Media Show! We had 98 students and business-minded professionals register to attend this year's virtual career event. We hope that you were able to meet and collect information on potential employees and interns.

President  
Karole L. White, MAB

Foundation Director  
Jayne Hodak

Our records show that the following people attended the career fair on behalf of your company/station(s):

Dena Blair  
Washtenaw Community College

Tammie Altshuler, Chris Davis

Marla Drutz  
WDIV-TV, Graham Media

Representing the following call letters:

WTCM-AM, WTCM-FM, WCCW-AM, WCCW-FM, WATZ-FM, WJZQ-FM, WKLT-FM, WBCM-FM

Rebecca Falk  
Entercom

The information about the MAB Foundation Virtual Media Career & Networking Event was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates.

Caleb Gordon  
Liggett Communications

**For Stations** - As you know, participation in the career fair may count as one of the Outreach Prong 3 – Menu Option Initiatives with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. Any questions should be directed to your legal counsel, or, if you are a current MAB member, you can contact MAB's legal counsel, David Oxenford.

Eric Hammerstrom  
Marquette Senior High School

The MABF asks that you place this letter, other enclosed items as well as any other promotional materials your station used, and affidavits of PSAs aired, with your EEO records.

Michael Klein  
Mid-West Family Broadcasting

Thank you for your participation, we hope the event proved useful in your recruiting efforts.

Mark Libke  
Summit Technology Group

Sincerely,

Kevin Oswald  
Midwest Communications

Seth Resler  
Jacobs Media

Jason Springer  
Rockford High School

Annie Scaramuzzino  
Entercom

Sheri Stuart  
WBKB-TV

Karla Vanderhorst  
WXMI Fox 17

Jon Whiting  
Michigan State University

MAB Liaison  
Kevin Dunaway  
Heritage Broadcasting

Karole L. White  
President  
Michigan Assn of Broadcasters Foundation

# [UN-CONVENTIONAL] CAREER FAIR

**MARCH 8-11, 2021 | MABshow.com**

The COVID-19 pandemic may have pushed many in-person events online but that doesn't mean we can't get creative. The MAB Foundation is happy to announce an exciting virtual opportunity to recruit your station's next all-stars.

A virtual **Career Fair** will be held as part of the 2021 **'UN-CONVENTIONAL' Great Lakes Media Show** from March 8 to 11. This is a wonderful chance for stations to earn valuable EEO credits and connect with rising broadcasting stars.

Sign up today at MABshow.com to be a part of the **'UN-CONVENTIONAL' Exhibit Hall. Use the promo code CAREER to secure your discounted MABF Career Fair booth rate of \$150 before January 31, 2021.**

*A virtual job fair may serve as a station's 'supplemental effort' to educate the public about job positions at their station. Participation in this virtual event may count as one of the Outreach Prong 3 - Menu Option Initiatives with regards to obtaining EEO credits. Your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. Any questions should be directed to your legal counsel, or, if you are a current MAB member, you can contact MAB's legal counsel, David Oxenford.*



## QUESTIONS?

Contact Rachel Krause at 517-484-7447 or krause@michmab.com

## GREAT LAKES MEDIA SHOW [UN-CONVENTIONAL]

### VIRTUAL BOOTH | ~~\$200~~ \$150

- Your own Live Booth space during the event. Host office hours, interact with event participants and schedule one-on-one appointments. (Designated event wide Career Fair times: 10 am - 12 pm on Tuesday, 2 to 4 pm on Wednesday)
- Your company included in the online pre-event Exhibit Hall directory at MABshow.com.
- 1080 x 1080 pixel .jpg or .png company logo image (to be sized and used for event booth listing and pre-event directory listing at MABshow.com)
- 1920 x 1080 pixel .jpg or .png background image (to be sized and used for event booth listing)
- Company/Booth description (100 words) and URL link (to be used for event booth listing and pre-event directory listing at MABshow.com)
- Full conference registration for two (2) representatives.



Midwestern Broadcasting Company

2 / 10

1 min

Event

Booth

Offer

Chat

Polls

People

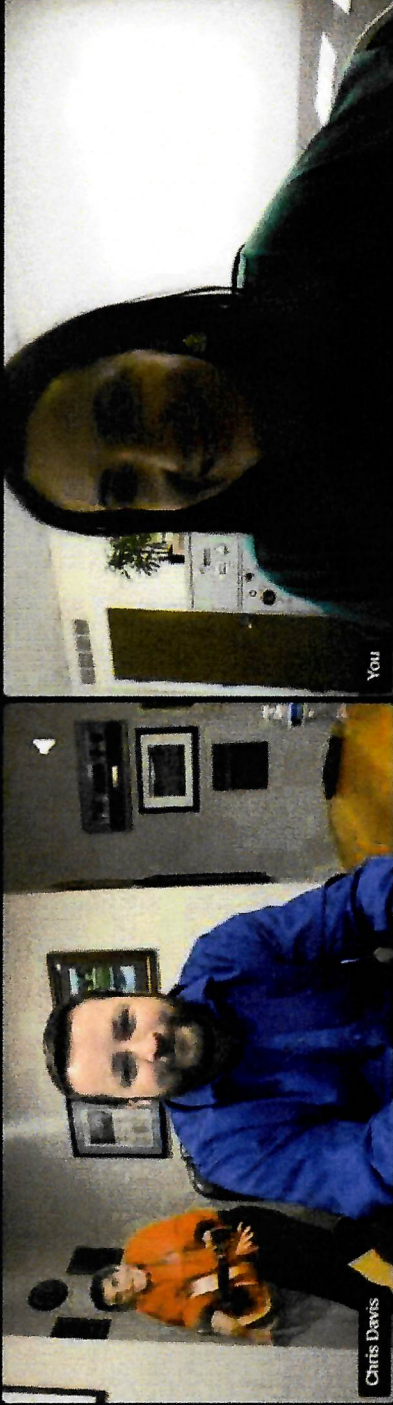


Midwestern Broadcasting Company  
Broadcasting Excellence for 80 Years



Radio Broadcasting

I'm Interested!



Chris Davis

You

