

**MIDWESTERN BROADCASTING COMPANY  
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC., AND WKJF RADIO, INC.  
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT  
JUNE 1, 2022**

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, and WKLT-FM, Kalkaska, and WRGZ-FM, Rogers City (All in Michigan).

PERIOD COVERED: **June 1, 2021** through **May 31, 2022**

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

Account Executive (Local)

**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:**

Intra-Company Job 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 applicant interviewed, referred by current employee following an Intra-Company job posting.

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

➤ *Job Fair(s) –*

**MAB Digital Speed Networking Career Outreach Event**

March 25, 2022 11:00am to 2:00 pm

Midwestern Broadcasting's Tammie Altshuler (Payroll/HR Director) and Chris Davis (Operations Manager) participated in this "virtual" career fair, hosted by the Michigan Association of Broadcasters. Michigan college students as well as prospective broadcast job-seekers were encouraged to participate in this opportunity to network with Michigan broadcasters. Tammie/Chris engaged with event goers and informed them of employment opportunities and internship availability.

➤ *Speaking engagement(s) –*

**Traverse City Central High School – "Media Employment Opportunity"**

February 8, 2022 11:00am - Noon

Chris Warren, GM of Midwestern Broadcasting Company, was invited to the TC Central Business Class (Mrs. Harvey), to speak to the students about the field of radio broadcasting as well as the opportunities that exist in the industry. 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 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* – In 2020, 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.

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



## MICHIGAN ASSOCIATION OF BROADCASTERS FOUNDATION

**2021-2022**

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WJNR/WOBE/WHTO

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McKibbin Media Group

Annie Scaramuzzino

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Rockford High School

Karla Vanderhorst

WXMI-TV Fox 17,  
E.W. Scripps

August Wallace

Cumulus Media

Jon Whiting

Michigan State  
University

**MAB LIAISON**

Scott Shigley  
Liggett Communications

March 28, 2022

Midwestern Broadcasting Company

Tammie Altshuler

314 E Front St

Traverse City, MI49864

Dear Tammie,

Thank you for your participation in the 2022 MAB Foundation Digital Speed Networking Career Outreach Event on March 25, 2022! We had 50 students and business-minded professionals register to attend this digital career event. We hope that you were able to meet and collect information on potential employees and interns.

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

Tammie Altshuler, Chris Davis

Representing the following call letters:

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

The information about the MAB Foundation Digital Speed Networking Career Outreach Event was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates, colleges and universities statewide, and MichiganWorks! locations statewide.

*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.

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.

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

Sincerely,

Sam Klemet

President

Michigan Association of Broadcasters Foundation