

MIDWESTERN BROADCASTING COMPANY
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC., AND WKJF 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 WTCM (AM), WTCM-FM, WCCW (AM), WCCW-FM, Traverse City, and WJZQ-FM, Cadillac, WBCM-FM Boyne City, and WKLT-FM, Kalkaska (All in 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):

1. Afternoon On-Air personality – WCCW-FM
2. Afternoon On-Air personality – WJZQ-FM

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.

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

1. Intra-Company Job Posting (WCCW-FM)
2. On-air :30 promo (WJZQ-FM)

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:

Intra-Company Job Posting – 3 applicants (WCCW-FM)
Radio Station Website Job Posting – 1 applicant (WCCW-FM)

Intra-Company Job Posting – 1 applicant (WJZQ-FM)
Radio Station Website Posting – 1 applicant (WJZQ-FM)
On-Air :30 promo – 3 applicants (WJZQ-FM)

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 9th (10:00am – Noon) and March 10th (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.

Currently, WTCM-FM (Today’s Country Music) is providing an opportunity for a local high school, Austin Darga, to learn the “on-air” side of the radio business. Austin is blind, and shows a great passion and interest for local radio. Attached is a write up in the local newsletter (TBA-Intermediate School District) describing Austin’s first “on-air” experience. (See attached)

➤ ***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 spring of 2020, 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. On May 18, 2020, the company received the results from the audit, showing 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)

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



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.

Secretary/Treasurer
Seth Resler
Jacobs Media

Traverse City, MI 49684

Immediate Past Chair
Julie Brinks
WOOD-TV

Dear Tammie Altshuler:

President
Karole L. White, MAB

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.

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 | ~~\$20~~ \$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.

[UN-CONVENTIONAL] CAREERFAIR



Michigan Radio
1117 W. State Street
800.421.1300
www.michiganradio.org

Midwestern Broadcasting Company

2 / 10

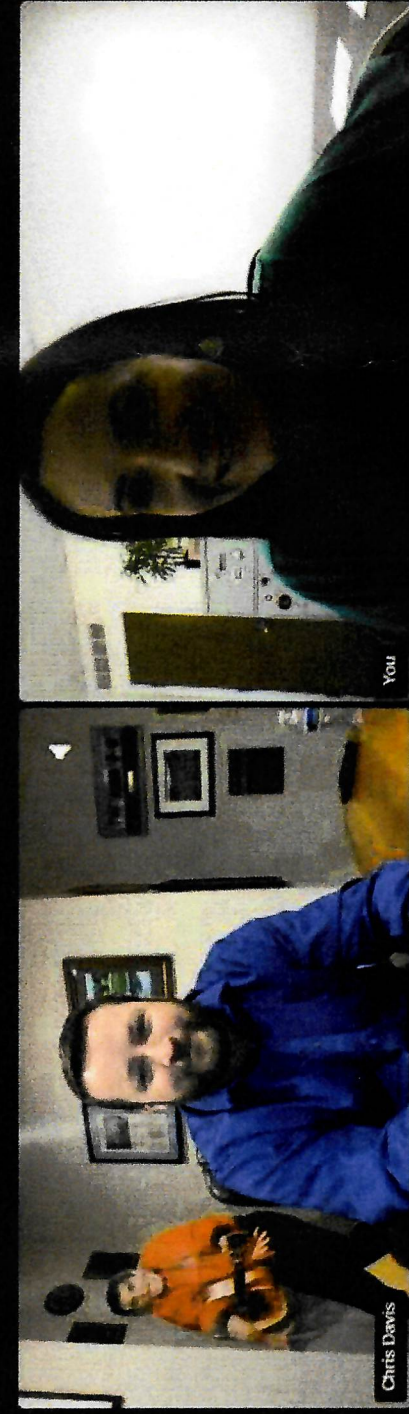
2

1 min

Event

Booth

Offer Chat Polls People



Midwestern Broadcasting Company
Broadcasting Excellence for 80 Years



Radio Broadcasting

♡ I'm Interested!

consider this option to protect yourself, our students and fellow staff members. For more information on where to receive a vaccine, please visit <https://www.gtcountymi.gov/2394/COVID-19-Vaccine-Information>. If you must quarantine due to an exposure, employer paid leave is no longer available. If you must quarantine for a child's exposure, you may use family illness days. For those of you who are fully vaccinated, at this time, you do not need to quarantine if you are identified as a close contact.

Workplace Requirements

As of April 12, 2021, MIOSHA has extended their COVID Emergency Rules. As part of these rules, each workplace shall provide a policy regarding their workplace requirements. Northwest Education Services approved policy **4225 Temporary Remote Work Policy** in December 2020, which is in alignment with our COVID-19 Preparedness and Response Plan. As a service agency to our local districts in the region and while we are operating all of our programs in-person, all staff should be working in-person. Alternative worksites are only allowed if a supervisor approves them.

Year-End Schedule: HR Calendar of Dates

Last day of School:

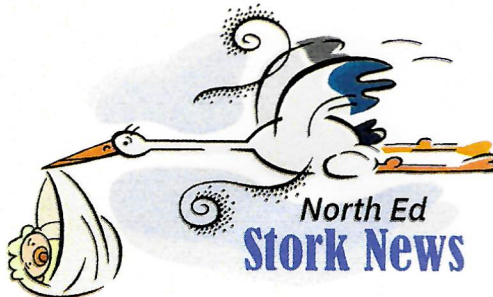
Paraprofessionals: June 3, 2021

Teacher Assistants: June 11, 2021

Professional Staff: June 14, 2021

Summer Hours run from June 15, 2021-- August 31, 2021

General Interest

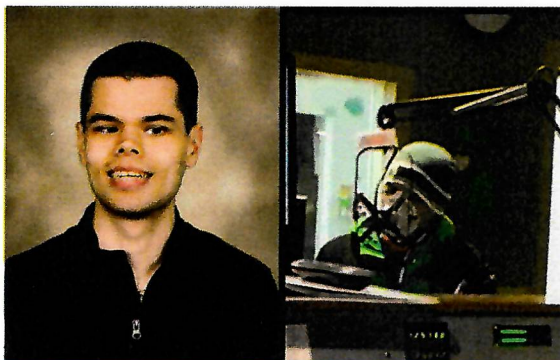


Lorraine Anne Eckenrode

Born April 7, 2021

8 lbs. 12 oz., 21" long to

Melissa Eckenrode, Teacher at Oak Park



Going LIVE in 3-2-1...

Austin Darga is rapidly checking off items on his "pre-graduation" bucket list and recently encountered an experience of a lifetime. With a likeness to airman Adrien Cronauer (portrayed by actor Robin Williams) belting out that notorious radio introduction "Gooooood Morning Vietnam" in a movie with the same name, Austin took full advantage of the opportunity to demonstrate his radio voice

LIVE on air for the WTCM Lunch Time Corner Diner show with Carey Carlson. And boy, did he make an impression!