

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ**EEO PUBLIC FILE REPORT****June 1, 2023 - May 31, 2024****I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Assistant Director of Content and Programming	1, 3-4, 6-17, 19-23, 25-26	6
Director of Business Development-SW MI	3-4, 7-12, 15-18, 20, 22, 25-26	18
Business Development Specialist	3-5, 7-17, 19-20, 22-23, 25-26	13
Business Development Specialist	3-5, 7-17, 19-20, 22-23, 25-26	5
Business Development Specialist	3-5, 7-17, 19-20, 22-23, 25-26	5
Business Development Specialist	3-5, 7-17, 19-20, 22-23, 25-26	5
Customer Success Coordinator	2-5, 7-17, 19-20, 22-26	2

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AllAccess 28955 Pacific Coast Highway Malibu, California 90265 www.allaccess.com www.allaccess.com Manual Posting	N	0
2	Current Employee	N	1
3	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.com Kristy Nix	N	0
4	Grand Valley State University 206 Student Services Allendale, Michigan 49401 Phone : 616-331-3350 Email : knapplis@gvsu.edu Fax : 1-616-331-2070 Lisa Knapp	N	0
5	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	3
6	LinkedIn LinkedIn LinkedIn, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	1
7	Michigan Works-Cass/VanBuren 32849 Red Arrow Hwy. Paw Paw, Michigan 49079 Phone : 800-533-5800 Email : arandag@michigan.gov Fax : 1-269-655-1094 Gerry Aranda	N	0

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejog@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0
9	Michigan Works-South Haven 128 Veterans Blvd. South Haven, Michigan 49090 Phone : 269-637-1145 Email : alemanj@michigan.gov Fax : 1-269-637-1795 Juan Aleman	N	0
10	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbg.com RJ Brachman	N	0
11	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
12	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0
13	MidWestFamilySWMI.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Job Listing Job Listing Manual Posting	N	2
14	Moody on the Market/Jobs on the Market 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : kmckay@mwfmarketing.fm Kelly McKay	N	0
16	NAACP-Niles 924 Cherry St. Niles, Michigan 49120 Phone : 269-683-7048 Email : naacp.niles@gmail.com Fax : 1-419-624-8825 Saundria Wilson	N	0
17	NAACP-VanBuren County 72238 E. 34th Ave. Covert, Michigan 49043 Phone : 269-764-3718 Email : jadams@naacpnet.org Fax : 1-269-764-8598 Fozene King	N	0
18	Non-Employee Referral	N	1
19	Pure Michigan Talent Connect 499 W. MAIN ST. BENTON HARBOR, Michigan 49022 job listings job listings Manual Posting	N	0
20	Saint Mary's College 31 Spec Unica Hall, Room 112 Notre Dame, Indiana 46556 Phone : 574-284-4775 Email : sjeffirs@saintmarys.edu Fax : 1-574-284-4775 Stacie Jeffirs	N	0
21	South Haven Chamber of Commerce 606 Phillips St. South Haven, Michigan Phone : 2699251111 jobs listing jobs listing Manual Posting	N	0

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Southwest Michigan Regional Chamber 811 Ship St., Suite 303 St. Joseph, Michigan Email : sspoonholtz@smrchamber.com Sarah Spoonholtz	N	0
23	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
24	The South Haven Area Chamber of Commerce 606 Phillips St. South Haven, Michigan Mary Wagaman Manual Posting	N	0
25	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
26	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			8

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/2/2023	Participation in events sponsored by organizations representing the community	WSJM, Inc.'s Vice President of Business Development and Innovation Zack East serves as a board member of the Southwest Michigan Regional Chamber, a local organization connecting the community's employers/businesses with opportunities to reach the community with marketing, advocacy, and support. WSJM, Inc. consistently supports the organization on stations WYTZ, WSJM, WCXT, as well as MoodyontheMarket.com featuring interviews with chamber staff that often cover topics of business information, expansions/growth, job opportunities, and featured community members. Positions with WSJM, Inc. are also cross posted on the chamber's public website of "Hot Jobs."	1	Vice President of Business Development
2	6/2/2023	Participation in scholarship programs	WSJM, Inc. has partnered with the Berrien Community Foundation in establishing the David S. Hicks Memorial Scholarship for the Arts. The \$1,000 scholarship is annually awarded to a Berrien County High School senior who is majoring in an arts related program. David was the brother of WSJM, Inc. Vice President of Business Development and Innovation Zack East.	1	Vice President of Business Development

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
3	6/2/2023	Participation in other activities designed by the station employment unit	<p>WSJM, Inc.'s Senior Revenue Development Specialist Lorraine Day has specialized in helping local businesses and community groups with their recruiting efforts in this challenging time in finding employees. She has shared her success strategies with dozens of entities, which has included information about career and training opportunities at WSJM, Inc. As a result, referrals have come to us for potential employees who may want to change careers and join Mid-West Family Broadcasting (WSJM, Inc.). Among the entities Lorraine has partnered with: United Way, Boys and Girls Clubs, Corewell-Lakeland Health, Berrien Regional Education Service Agency, Berrien County Cancer Services, St. Joseph Public Schools, Berrien County Health Department, and Veterans Services.</p>	1	Senior Business Development Specialist
4	6/2/2023	Participation in other activities designed by the station employment unit	<p>WSJM, Inc.'s Zack East, Vice President of Business Development and Innovation has been a board member, recently succeeded by Community Engagement Coordinator Briana Sallis for the OutCenter of Southwest Michigan. The organization serves as a special support and resource entity for the area's LGBTQ+ citizens. Mid-West Family (WSJM, Inc.) has consistently supported the OutCenter with in-kind advertising and sponsorship support, centered around stations WCXT and WQYQ. LGBTQ+ issues have been prominent in WCXT and WQYQ community service efforts, with one goal being to increase that community's awareness of WSJM, Inc. as a viable and welcoming employment opportunity in Southwest Michigan for all.</p>	1	Vice President of Business Development

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	6/2/2023	Establishment of a mentoring program	WSJM, Inc. has seen success in its mentoring efforts in recent years, so has continued those efforts. Members of the Strategy Team Alisa Kirby and Briana Sallis have been trained up and recently assumed new department management roles as Director of Strategy and Community Outreach Coordinator, contributing to the diversity of the management team.	2	Director of Strategy Community Outreach Coordinator
6	6/29/2023	Participation in job banks, internet programs and other programs designed to promote outreach	On 6/29/2023 Business Manager Judy Groenke contacted Chief Public Affairs Officer Mary Morpheu from Kinexus, Southwest Michigan's job training and placement agency in an effort to identify companies and/or organizations to whom we can send our job postings that might produce interest and generate applicants. Mary referred Judy to their Michigan Works agency. Six of the organizations referred we already use; however, Cass County and Dowagiac Chamber of Commerce were 2 additional ones we will consider. WSJM, Inc.'s effort to secure additional new referral sources is on-going via Judy Groenke's office.	1	Business Manager
7	10/20/2023	Participation in other activities designed by the station employment unit	Career Pathways Days-October 20, 2023 -Lake Michigan College Hosted by Berrien RESA (the intermediate school district) and Michigan Works! (state's job training agency). Over 400 high school students exploring different career paths including broadcasting. WSJM Content Lead Jonny Reinhardt had a chance to speak with many of them about radio careers and WSJM, Inc.	1	Content Lead

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	11/2/2023	Participation in Job Fairs	WSJM, Inc.'s President Dave Doetsch participated in the 2023 MAB Foundation Media Career Fair at the Great Lakes Broadcast & Sports Media Academy at Ford Field in Detroit, MI on November 2, 2023. Over 900 students and business-minded professionals registered to attend this career outreach event. Dave was able to meet and collect information on potential employees and interns. Several interviews for potential vacancies have resulted. The information about the MAB Foundation Media Career Fair was widely disseminated and marketed, including distribution to high schools, colleges, and universities statewide, both for attendance and possible later followup by students.	1	President & General Manager
9	11/16/2023	Sponsorship of events in the community designed to increase public awareness	WSJM, Inc. hosted and co-sponsored with South Haven Chamber of Commerce, a Business After Hours. It was a gathering of about 125 business owners and leaders who regularly recruit and hire employees in the local area. Much discussion about hiring challenges amid the changing workforce attitudes. Paul Layendecker, Vice President of Content and Programming and several non-management employees attended.	5	VP of Content and Programming
10	3/18/2024	Participation in Job Fairs	On March 18, 2024 WSJM, Inc. participated in the MAB Foundation Media Career Fair in Lansing, MI. More than 300 students and young professionals were registered for the event. Students were encouraged to submit resumes and cover letters for future consideration if they were not currently seeking employment due to school commitments. Our representative was Briana Sallis, Community Engagement Coordinator.	1	Community Engagement Coordinator

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11	4/1/2024	Participation in other activities designed by the station employment unit	WSJM Content Lead Jonny Reinhardt has mentored the radio class at New Buffalo High School, working with the students on a wide array of skills needed to be successful on air and also talked with them about potential careers in the radio industry and at WSJM, Inc. Mr. Reinhardt has done this annually in the spring, April and May 2024.	1	Content Lead