

Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, MI
WKAR-TV, WKAR-FM, WKAR-AM
For the period of June 1, 2012 – May 31, 2013

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Board of Trustees, Michigan State University’s East Lansing, Michigan Employment Unit (“SEU”). This SEU is comprised of the following stations: **WKAR-TV** licensed to EAST LANSING, MICHIGAN; **WKAR-FM** licensed to EAST LANSING, MICHIGAN; **WKAR-AM** licensed to EAST LANSING, MICHIGAN. This report has been placed in the public inspection files of these stations and posted to their websites, prior to June 1, 2013.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment sourced utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1,2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Position for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hire actually began working. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1
Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, Michigan
Covering the Period from June 1, 2012 to May 31, 2013
Stations Comprising Station Employment Unit:
WKAR-TV, WKAR-FM, WKAR-AM

Vacancy Information

Full Time Position by Job Title	Date of Hire	Recruitment Source Used for Hire	Total # Of Interviews from All Sources	Sources Notified of Opening
Sports Producer/Host	4/11/2013	Referral	10	6,8-11,15,17-20,23,26-27
Producer/Host	1/7/2013	Referral	2	1,6,8-10,12-14,31
Development Officer I	1/2/2013	jobs.msu.edu	9	1,6,8,10,12-14,21,31,32
Marketing/Sales Coordinator	9/26/2012	indeed.com	12	1,6-8,11,13-14,21,31,33
Administrative Assistant I	9/10/2012	jobs.msu.edu	10	1,6-8,11,13-14,21,31
Radio Station Manager	8/27/2012	Current.org	7	1,3-4,6,8-15
Development Officer I	7/9/2012	Referral	9	1,3-4,6-8,10-14,16,33
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			59	

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Stations Comprising Station Employment Unit:

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Recruitment Source Information

	Recruitment Source	Total # of Interviewees This Source Has Provided	Full-Time Positions for Which This Source was Utilized
1	Michigan State University	23	Sports Producer/Host Development Officer I (January) Marketing/Sales Coordinator Administrative Assistant I Radio Station Manager Development Officer I (July)
2	Simplyhired.com	1	Marketing/Sales Coordinator
3	indeed.com	6	Marketing/Sales Coordinator Administrative Assistant I
4	careerbuilder.com	3	Marketing/Sales Coordinator Development Officer I (July 2012)
5	CPB.org	1	Marketing/Sales Coordinator
6	Current.org	2	Radio Station Manager
7	Michigan NonProfit Assoc.	1	Development Officer I - July 2012
8	WKAR-TV	1	Radio Station Manager
9	WKAR-FM	1	Development Officer I - July 2012
10	Referral	7	Sports Producer/Host Producer/Host Development Officer 1 (July 2012)
11	No response on source	7	Development Officer I (January 2013) Radio Station Manager Development Officer I (July 2012)

Sports Producer/Host
Sports Producer/Host
Sports Producer/Host

Sports Talent
Work in Sports
CoSIDA.com

12
13
14

4
1
1

NOTIFICATION LIST

	Source	Phone	Address	Contact Name	Website	Email
	1 Lansing State Journal	517-377-1166	120 E. Lenawee St., Lansing, MI 48933	Kelly Page	lsj.com	
	2 Association of Fundraising Professionals	888-491-8833	4300 Wilson Blvd, Arlington, VA 22203		afpn.net.org	
	3 Detroit News		615 W. Lafayette Blvd., Detroit, MI 48226	Jeanette Post		JMpost@dnp.com
	4 Grand Rapids Press	616-222-5688	155 Michigan St. NW, Grand Rapids, MI 49503		www.jobtarget.com	
	5 CASE Career Central	800-597-5700			www.jobs.msu.edu	
	6 Michigan State University	517-353-3720	1407 S. Harrison, Room 110 Nisbett Bldg, East Lansing, MI 48823			rowan@arr.msu.edu
	7 MSU Black Faculty & Administrators					
	8 WKAR.org	517-432-5527			www.wkar.org/inside/employment	
	9 Michigan Association Of Broadcasters		819 N. Washington Ave, Lansing, MI 48906		www.michmao.org	
	10 Current	202-463-7005, ext 36	1612 K Street N.W., Ste 704, Washington DC 20006	Danielle Wurgin		classified@current.org
	11 Corporation for Public Broadcasting		401 North Street, NW, Washington DC 2004			
	12 MinorityHiring.com (Global Media Group)	888-980-5800 ext 23	3325 W. Shire Blvd., Ste 1230, Los Angeles, CA	Portia Sims		tgmgrowth@yahoo.com
	13 Michigan Chronicle (Global Media Group)	888-980-5800 ext 23	3325 W. Shire Blvd., Ste 1230, Los Angeles, CA	Portia Sims		tgmgrowth@yahoo.com
	14 El Vocero (Global Media Group)	888-980-5800 ext 23	3325 W. Shire Blvd., Ste 1230, Los Angeles, CA	Portia Sims		tgmgrowth@yahoo.com
	15 PBS Connect				https://secure.connect.pbs.org/	
	16 Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		jobs@chronicle
	17 Michigan Works		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.michworks.org	
	18 All Access				www.allaccess.com	
	19 Broadcasting & Cable				www.broadcastingandcable.com	
	20 Career Page National Job Bank				www.careerpage.org	
	21 Public Media Business Association				www.pmba.org	
	22 Non-Profit Times				www.nptimes.com	
	23 National Association of Broadcasters				http://www.broadcastcareerlink.com	
	24 Work in Sports.com				www.workinsports.com	
	25 Radio Television Digital News Association				http://www.rtdna.org/	
	26 Sportscasters Talent Agency of America				www.staalent.com	
	27 TV and Radio Jobs.com				www.tvandradijobs.com	
	28 College Sports Information Directors of America				www.CoSIDA.com	
	29 Indeed.com				www.indeed.com	
	30 SimplyHired.com				www.simplyhired.com	
	31 CareerBuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	www.careerbuilder.com	
	32 Michigan Non-Profit Association	517-492-2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnponline.org	
	33 Craigslist				www.craigslist.com	

APPENDIX 2

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2012 to May 31, 2013

Stations Comprising Station Employment Unit:

WKAR-TV, WKAR-FM, WKAR-AM

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Reporting Period:

1. Outreach: Website Posting and On-Air Announcements
www.wkar.org
Date: July 1, 2012 to present
Participating Employees: Gary Reid, Director of Broadcasting
Event Sponsor: Michigan State University
Description of Activity: WKAR has an announcement posted on its website encouraging organizations who can refer job seekers to contact WKAR to be included in the mailing of our job openings. WKAR also airs monthly announcements on each station to seek organizations interested in being included in our mailing list for job openings.
2. Outreach: Broadcast Career Builder Conference
Date: November 9, 2012
Participating Employee: Gary Reid, Director of Broadcasting
Event Sponsor: Michigan Association of Broadcasters
Description of Activity: The BCBC is an annual event hosted by the Michigan Association of Broadcasters that offers high school and college students an opportunity to listen to keynote addresses by industry leaders, breakout sessions, speed networking opportunities as well as individualized career advice. Gary Reid, Director of Broadcasting participated in the 2012

BCBC as a mentor during the Speed Networking session. He spoke with 24 candidates during this event, as well as more in-depth and individualized discussions over lunch. The event was attended by approximately 300 people.

Outreach: CAS Speed Networking Event
Date: February 15, 2013
Participating Employee: Gary Reid, Director of Broadcasting
Event Sponsor: College of Communication Arts and Sciences
Description of Activity: Professionals with careers in advertising, media, information technology, sales and marketing, public relations, communications, multimedia and entertainment met with students to provide networking opportunities with multiple resources. This event was attended by 200 students and resulted in 20 resumes being collected for possible employment or internship opportunities.

Outreach: Great Lakes Broadcast Conference and Career Fair
Date: March 13, 2013
Participating Employee: Gary Reid, Director of Broadcasting
Susanne Elkins, Television Station Manager
Peter Whorf, Radio Station Manager
Event Sponsor: Michigan Association of Broadcasters
Description of Activity: WKAR television and radio sent representatives to host a booth at the 2013 Great Lakes Broadcasting Conference and Expo Career and Networking Fair. The event was held at the Lansing Center and was attended by more than 100 students and others interested in learning more about the field of

broadcasting. Staff spoke with more than 40 persons and collected 33 resumes for possible job openings or internship opportunities.

3. Outreach: Tours of station facilities
- Date(s): As indicated below
- Participating Employees: As indicated below
- Description of Activities: Tours were hosted as follows:
- July 23, 2012 – Gary Reid, Director of Broadcasting, led a tour of 11 RCAH Summer Media Camp attendees through the WKAR television and radio studios.
- October 17, 2012 – Gary Reid, Director of Broadcasting, led a tour of 8 MSU Undergraduate Communication Association members through the WKAR television and radio studios.
- November 20, 2012 – Gary Reid, Director of Broadcasting, led a tour of 20 people from the MSU Office of Inclusion through the WKAR television and radio studios.
- December 12, 2012 – Gary Reid, Director of Broadcasting, led a tour of 20 students from the Renaissance Early Childhood Center through the WKAR television and radio studios.
- January 29, 2013 – Liz Austin, Assistant Director of Development, lead a tour of the WKAR television and radio studios for 9 Tiger Cub Scouts and their parents.
- February 18, 2013 - Gary Reid, Director of Broadcasting, lead a tour of 8 Tiger Cub Scouts and

their parents through the WKAR television and radio studios.

February 20, 2013 - Ken Merley, Television Production Manager, lead a tour of 10 Tiger Cub Scouts and their parents through the WKAR television and radio studios.

February 21, 2013 – Gary Reid, Director of Broadcasting, lead a tour of 8 Tiger Cub Scouts and their parents through the WKAR television and radio studios.

March 20, 2013 - Liz Austin, Assistant Director of Development, lead a tour for 20 Girl Scouts and their parents through the WKAR television and radio studios.

April 23, 2013 - Liz Austin Assistant Director of Development, lead a tour for 15 Tiger Cub Scouts, Weeblos and their parents through the WKAR television and radio studios.

April 18, 2013 – Gary Reid, Director of Broadcasting, lead a tour of 17 Boy Scouts through the WKAR television and radio studios.

May 8, 2013 – Liz Austin, Assistant Director of Development, lead a tour of 18 students from the STEM Academy through the WKAR television and radio studios.

May 14, 2013 – Liz Austin, Assistant Director of Development, lead a tour of 10 volunteer members of the WKAR Street Team through the WKAR television and radio studios.

May 23, 2013 - Gary Reid, Director of Broadcasting, lead a tour of 150 students from

Williamston Middle School through the WKAR television and radio studios.

4. Outreach: Internships
Participating Employees: Susanne Elkins, Television Station Manager
Event Sponsor: WKAR-TV
Description of Activity: WKAR-TV has established an internship during Spring Semester with two students from Residential College of Arts and Humanities in which the students learn all the aspects of running a non-profit media center through hands-on training in management, production, development and community outreach.

- Outreach: Internships
Participating Employees: Joe Linstroth, Producer of Current State on WKAR-AM/FM.
Event Sponsor: WKAR-AM/FM
Description of Activity: WKAR-AM/FM has established an internship for radio production which has included four students who have learned about web and social media communication, research, booking of guests for a live program, as well as photography.

- Outreach: Internships (Management)

Participating Employees:

Gary Reid, Director of Broadcasting
Susi Elkins, TV Manager
Peter Whorf, Radio Manager

Event Sponsor:

WKAR AM/FM, TV

Description of Activity:

Students had specific access to all station managers
and high-level station operational details.

Appendix 3

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2012 to May 31, 2013

Stations Comprising Station Employment Unit:

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Station Studios and Office Location Address:

Board of Trustees, Michigan State University operates studio and office facilities at the following East Lansing, Michigan address:

404 Wilson Road, East Lansing, MI 48824. 517-884-4700 (WKAR-TV, WKAR-FM, WKAR-AM)

Appendix 4

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2012 to May 31, 2013

Stations Comprising Station Employment Unit:

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Station Personnel Involved in Hiring Decisions

The following station personnel are responsible for hiring decisions made by our Station Employment Unit:

Name	Title	Phone Number	E-mail
Gary Reid	Director of Broadcasting	517-884-4770	reidg@msu.edu
Susan Spaniolo	Dir. of Business Operations	517-355-9585	goodrich@msu.edu
Katie Wolf	Communication Manager	517-353-5981	kwolf@msu.edu
Susanne Elkins	Television Station Manager	517-884-4750	selkins@msu.edu
Peter Whorf	Radio Station Manager	517-884-4740	whorfpet@msu.edu
Cathy Zell	Director of Development	517-884-4730	zellcath@msu.edu

The person responsible for coordinating our Station Employment Unit's EEO efforts is:

Stephanie DeClercq	Administrative Assistant	517-884-4765	declerc4@msu.edu
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