

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, 2014-May 31, 2015

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, 2015

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, 2014 to May 31, 2015

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
Development Officer I	9/22/14	31	6	6,7,8,9,10,11,12,13,28,29,31
Television Producer/Director I	1/19/15	6	3	6,7,8,13,28,31
Producer/Host Radio II	02/01/15	31	7	6,7,8,9,14,16,28,31
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			16	

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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	7	Development Officer I Television Producer/Director I Producer/Host Radio II
2	Word of Mouth/Referral	4	Development Officer I Producer/Host Radio II
3	WKAR.org	2	Development Officer I Television Producer/Director I Producer/Host Radio II
4	indeed.com	1	Television Producer/Director I
5	AllAccess.com	1	Producer/Radio Host II
6	Current.org	1	Producer/Radio Host II

NOTIFICATION LIST
June 1, 2014 to May 31, 2015

Appendix 1a

<u>Recruitment Sources for WKAR-AM/FM/TV 2014-2015</u>						
	<u>Source</u>	<u>Phone</u>	<u>Address</u>	<u>Contact Name</u>	<u>Website</u>	<u>Email</u>
1	Lansing State Journal	517-377-4166	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		afpnet.org	
3	Detroit News		615 W. Lafayette Blvd., Detroit, MI 48226	Jeanette Post		Jmpost@dnps.com
4	Grand Rapids Press	616-222-5888	155 Michigan St. NW, Grand Rapids, MI 49503			
5	CASE Career Central	800-537-5700			www.jobtarget.com	
6	Michigan State University	517-353-3720	1407 S. Harrison, Room 110 Nisbet Bldg., East Lansing, MI 48823		www.jobs.msu.edu	
7	WKAR.org	517-492-9527	404 Wilson Rd., Room 212, East Lansing, MI 48924	Bill Richards	www.wkar.org/inside/employment	billr@kar.org
8	Michigan Association Of Broadcasters		819 N. Washington Ave., Lansing, MI 48906		www.michinab.org	
9	Current	202-463-7005, ext 36	1612 K Street N.W., Ste 704, Washington DC 20006		www.jobs.current.org	classified@current.org
10	Corporation for Public Broadcasting		401 North Street, NW, Washington DC 2004			
11	PBS Connect				https://secure.connect.pbs.org/	
12	Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		jobs@chronicle
13	MI Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
14	All Access				www.allaccess.com	
15	Broadcasting & Cable				www.broadcastingandcable.com	
16	Career Page National Job Bank				www.careerpage.org	
17	Public Media Business Association				www.pmba.org	
18	Non Profit Times				www.nptimes.com	
19	National Association of Broadcasters				http://www.broadcastcareerlink.com/	
20	WorkInSports.com				www.workinsports.com	
21	Radio Television Digital News Association				http://www.rtdna.org/	
22	Sportscasters Talent Agency of America				www.staatalent.com	
23	TV and Radio Jobs.com				www.tvandradijobs.com	
24	Michigan Non-Profit Association	517-492-2400	330 Marshall Street Suite 200, Lansing, MI 48912		www.mnponline.org	
25	Careerbuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	www.careerbuilder.com	
26	Craigslst				www.craigslst.com	
27	LinkedIn				www.linkedin.com	
28	College of Communication Arts & Sciences at MSU		404 Wilson Rd., East Lansing, MI 48824	Stacy Hoxsey	www.cas.msu.edu	hoxsey@msu.edu
29	Association of Fundraising Professionals-Capital Area Chapter			Danielle Lenz	afpansingmi.afpnet.org	afp_cac@afpna.com
30	Indeed.com				www.indeed.com	Aggregate website
31	Word of Mouth/Referral					

APPENDIX 2

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

Covering the Period from June 1, 2014 to May 31, 2015

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, 2014 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 that can refer job seekers to contact WKAR to be included in the mailing of our job openings.

2. Outreach: Job/Career Fair
Date: November 7, 2014
Participating Employee: Gary Reid, Director of Broadcasting
Susi Elkins, TV Station Manager
Drew Henderson – Engineer
Event Sponsor: Michigan Association of Broadcasters
Description of Activity: Career fair held during the Broadcasting Career Builder Conference to allow students and others with an interest in employment in the broadcasting field to speak with representatives from local broadcasters regarding current and potential job openings. This even was attended by 200 students interested in learning about careers in broadcasting. We collected 9 resumes for potential openings.

- Outreach: Job/Career Fair
Date: November 7, 2014
Participating Employee: Gary Reid, Director of Broadcasting

Event Sponsor: Susi Elkins, TV Station Manager
Michigan Association of Broadcasters
Description of Activity: 200 students with an interest in broadcasting took part in a Speed Networking event where they had the opportunity to network with professionals in broadcasting, media, information technology, sales & marketing, public relations, communications, multimedia and entertainment.

Outreach: Job/Career Fair
Date: February 20, 2015
Participating Employee: Brett King, Television Production Manager
Event Sponsor: College of Communication Arts & Sciences
Description of Activity: 70 students were given the opportunity to network with professionals in broadcasting, media, information technology, sales & marketing, public relations, communications, multimedia and entertainment. 50 resumes were collected for potential future employment.

Outreach: Job/Career Fair
Date: March 10-11, 2015
Participating Employee: Gary Reid, Director of Broadcasting
Susi Elkins, TV Station Manager
Peter Whorf, Radio Station Manager
Event Sponsor: Michigan Association of Broadcasters
Description of Activity: Career fair held during the Great Lakes Broadcasting Conference, attended by 150 students and public interested in careers in broadcasting. 15 resumes were collected for potential future employment.

3. Outreach: Tours of station facilities

Date(s): As indicated below

Participating Employees: As indicated below

Description of Activities: Tours were hosted as follows:

June 12, 2014 – Gary Reid, Director of Broadcasting, Al Martin, Host of Current Sports and Carol Karber, Executive Assistant led a tour of 14 students and 2 adults from Great Lakes Bible College, Media Camp through WKAR studios A, B, C and F, Edit Suites, Green Screen, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

June 16, 2014 - Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant led a tour of 4 students and 2 adults from Frankel Jewish Academy in Bloomfield Hills, MI. The tour included WKAR-TV Studios A,B,C and F, Edit Suites, Green Screen, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

June 24, 2014– Gary Reid, Director of Broadcasting, Al Martin, Host of Current Sports and Carol Karber, Executive Assistant led a tour of 16 students and 2 adults from Great Lakes Bible College. The tour included WKAR-TV Studios A,B,C and F, Edit Suites, Green Screen, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

July 10, 2014 - Susi Elkins, TV Station Manager and Carol Karber, Executive Assistant led a tour of 12 students and 3 adults from Great Lakes Bible College. The tour included WKAR-TV Studios A, B and C, Edit Suites, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

July 15, 2014 - Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant, led a tour for 4 Tiger Cubs, 2 siblings and 3 adults from Tiger Cub Scout Pack 777. The tour included WKAR-TV Studios A,B,C and F, Edit Suites, Green Screen, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

December 29, 2014 – Carol Karber, Executive Assistant led a tour of 7 Tiger Cub Scouts from Pack 258 and 5 adults through the

WKAR –TV Studios A, B and C, Edit Suites and Master Control, as well as an overview of employment opportunities in broadcasting.

January 14, 2015 – Carol Karber, Executive Assistant led a tour for 7 Tiger Cubs and 7 adults from Cub Scout Pack 141. The tour consisted of WKAR-TV Studios A, B and C and Master Control, as well as an overview of employment opportunities in broadcasting.

February 4, 2015 – Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant, led a tour for 3 Tiger Cubs and 2 adults from Cub Scout Pack 240. The tour included WKAR-TV Studios A, B, C and F, Uplink area, Edit Suites, Master Control and Control Room, as well as an overview of employment opportunities in broadcasting.

February 25, 2015 – Gary Reid, Director of Broadcasting, and Carol Karber, Executive Assistant led a tour for 25 children and 5 adults from CHESS Home Schoolers. The tour included WKAR-TV Studios A, B, C and F and Master Control, as well as an overview of employment opportunities in broadcasting.

March 25, 2015 – Gary Reid, Director of Broadcasting, Carol Karber, Executive Assistant and Marlene Wilkins, Administrative Assistant led a tour for 40 children and 10 adults from Home Schoolers. The tour included WKAR-TV Studios A, B, C and F and Master Control, as well as an overview of employment opportunities in broadcasting.

April 7, 2015 - Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant led a tour of 7 Tiger Cubs and 5 adults from Cub Scout Pack #736. The tour included WKAR-TV Studios A, B, C and F and Master Control, as well as an overview of employment opportunities in broadcasting.

April 20, 2015 – Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant led a tour of 7 Cub Scouts and 6 adults. The tour included WKAR-TV Studios A, B and C and Master Control, as well as an overview of employment opportunities in broadcasting.

May 14, 2015 – Gary Reid, Director of Broadcasting, Susi Elkins, TV Station Manager, Tim Zeko, Executive Producer, Mike Milhalus, Producer, Jason Vlahos, Editor, Carol Karber, Executive Assistant, Marlene Wilkins, Administrative Assistant and various TV Production students led a tour of 150 6th and 7th grade students, 4 teachers, 3 ParaPros and 4 parents from Williamston Schools. The tour included WKAR-TV Studios A, B, C and F, the opportunity to participate in a production on the Green Screen, QuizBusters and Off the Record. Students were given in depth information on the numerous jobs required to create a television program: Writers for the scripts, Engineers to design/create the sets, Lighting/Audio Engineers to create the mood and Graphic Designers and Videographers to run the green screen along with many other staff members who work behind the scenes.

4. Outreach: Internships
Participating Employees: Susi Elkins, TV Station Manager.
Event Sponsor: WKAR-TV
Description of Activity: WKAR-TV had 2 interns from the Arts Now! class in the Residential College of Arts and Humanities. The focus of the internship was to give these students some insight and experience into what it takes to manage a no-profit arts organization. They each spent 20 hours with WKAR-TV during Spring Semester 2015. They attended staff meetings and helped with Community Cinema, Current Sports and Off the Record production. They also spent time job shadowing Susi Elkins, TV Station Manager and Brett King, TV Production Coordinator, as well as interviewing other staff members to learn about their roles.

Appendix 3

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

Covering the Period from June 1, 2014 to May 31, 2015

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, 2014 to May 31, 2015

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
Scott Gascon	Director of Business Ops.	517-355-9585	smg@msu.edu
Nicole Szymczak	Communication Manager	517-353-5981	nls@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
Teresia Hagelberger	Human Resources Director	517-482-3362	sielofft@msu.edu

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

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