

**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, 2013-May 31, 2014

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, 2014

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, 2013 to May 31, 2014  
 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
Communications Design Coordinator	9/3/13	6	6	1, 6, 8, 17, 29, 32
Development Officer I	10/1/13	11	8	6, 8, 9, 11, 15, 17, 28, 31, 35
Telecommunications Engineer	10/1/13	33	4	6, 8, 9, 10, 11, 15, 17, 18, 19, 23, 27, 33, 34
TV Production Coordinator	2/5/14	35	7	6, 8, 9, 10, 17, 20, 23, 28, 35
<b>TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD</b>			<b>25</b>	

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Recruitment Source Information

	<b>Recruitment Source</b>	<b>Total # of Interviewees This Source Has Provided</b>	<b>Full-Time Positions for Which This Source was Utilized</b>
1	Lansing State Journal	0	Communications Design Coordinator
2	Michigan State University	16	Communications Design Coordinator, Development Officer I, Telecommunications Engineer, TV Production Coordinator
3	WKAR.org	1	Communications Design Coordinator, Development Officer I, Telecommunications Engineer, TV Production Coordinator
4	Current.org	0	Telecommunications Engineer, TV Production Coordinator
5	CPB.org	2	Development Officer I, Telecommunications Engineer
6	PBS Connect	0	Development Officer I, Telecommunications Engineer
7	MiTalent Bank	0	Communications Design Coordinator, Development Officer I, Telecommunications Engineer, TV Production Coordinator
8	AllAccess.com	0	Telecommunications Engineer
9	Broadcasting & Cable	0	Telecommunications Engineer
10	Careerpage	0	TV Production Coordinator
11	National Assoc of Broadcasters	0	TV Production Coordinator
12	TVand RadioJobs.com	0	Telecommunications Engineer
13	Michigan Non-Profit Assoc	0	Development Officer I, TV Production Coordinator
14	Careerbuilder.com	0	Communication Design Coordinator
15	LinkedIn	0	Development Officer I

16	College of Communication Arts & Science website	0	Communications Design Coordinator
17	Society of Broadcasting Engineers	2	Telecommunications Engineer
18	PubTech ListServe	1	Telecommunications Engineer
19	Word of Mouth	3	Development Officer I, TV Production Coordinator

**NOTIFICATION LIST**  
**June 1, 2013 to May 31, 2014**  
**Appendix 1a**

	<b>Source</b>	<b>Phone</b>	<b>Address</b>	<b>Contact Name</b>	<b>Website</b>	<b>Email</b>
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		afpnet.org	
3	Detroit News		615 W. Lafayette Blvd, Detroit, MI 48226	Jeanette Post		JMpost@dnps.com
4	Grand Rapids Press	616-222-5688	155 Michigan St. NW, Grand Rapids, MI 49503		<a href="http://www.jobtarget.com">www.jobtarget.com</a>	
5	CASE Career Central	800-537-5700			<a href="http://www.jobs.msu.edu">www.jobs.msu.edu</a>	
6	Michigan State University	517-353-3720	1407 S. Harrison, Room 110 Nisbet Bldg, East Lansing, MI 48823			<a href="mailto:rowan@anr.msu.edu">rowan@anr.msu.edu</a>
7	MSU Black Faculty & Administrators					
8	WKAR.org	517-432-9527			<a href="http://www.wkar.org/inside/employment">www.wkar.org/inside/employment</a>	
9	Michigan Association Of Broadcasters		819 N. Washington Ave., Lansing, MI 48906		<a href="http://www.michmab.org">www.michmab.org</a>	
10	Current	202-463-7005, ext 36	1612 K Street N.W., Ste 704, Washington DC 20006		<a href="http://www.jobs.current.org">www.jobs.current.org</a>	<a href="mailto:classified@current.org">classified@current.org</a>
11	Corporation for Public Broadcasting		401 North Street, NW, Washington DC 20004			
12	Minority Hiring.com (Global Media Group)	888-980-5800 ext 23	3325 Wshirne Blvd., Ste 1230, Los Angeles, CA	Portia Sims		<a href="mailto:tmgnrow@yahoo.com">tmgnrow@yahoo.com</a>
13	Michigan Chronicle (Global Media Group)	888-980-5800 ext 23	3325 Wshirne Blvd., Ste 1230, Los Angeles, CA	Portia Sims		<a href="mailto:tmgnrow@yahoo.com">tmgnrow@yahoo.com</a>
14	E Ivocero (Global Media Group)	888-980-5800 ext 23	3325 Wshirne Blvd., Ste 1230, Los Angeles, CA	Portia Sims		<a href="mailto:tmgnrow@yahoo.com">tmgnrow@yahoo.com</a>
15	PBS Connect				<a href="https://secure.connect.pbs.org/">https://secure.connect.pbs.org/</a>	
16	Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Lirioff		<a href="mailto:jobs@chronicle">jobs@chronicle</a>
17	Mt Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	<a href="http://www.mtalent.org">www.mtalent.org</a>	
18	All Access				<a href="http://www.allaccess.com">www.allaccess.com</a>	
19	Broadcasting & Cable				<a href="http://www.broadcastingandcable.com">www.broadcastingandcable.com</a>	
20	National Alliance of State Broadcasters Assoc				<a href="http://www.careerpage.org">www.careerpage.org</a>	
21	Public Media Business Association				<a href="http://www.pmba.org">www.pmba.org</a>	
22	Non Profit Times				<a href="http://www.nptimes.com">www.nptimes.com</a>	
23	NABF				<a href="http://www.broadcastarealink.com/">http://www.broadcastarealink.com/</a>	
24	WorkIn Sports.com				<a href="http://www.workinsports.com">www.workinsports.com</a>	
25	Radio Television Digital News Association				<a href="http://www.rtdna.org/">http://www.rtdna.org/</a>	
26	Sportscasters Talent Agency of America				<a href="http://www.staatent.com">www.staatent.com</a>	
27	TV and Radio Jobs.com				<a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	
28	Michigan Non-Profit Association	517-492-2400	330 Marshall Street, Suite 200, Lansing, MI 48912		<a href="http://www.mnaonline.org">www.mnaonline.org</a>	
29	Careerbuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	
30	Craigslst				<a href="http://www.craigslst.com">www.craigslst.com</a>	
31	LinkedIn				<a href="http://www.linkedin.com">www.linkedin.com</a>	
32	College of Communication Arts & Sciences		404 Wilson Rd., Room 283, East Lansing, MI 48824	Stacy Hoxsey	<a href="http://www.cas.msu.edu">www.cas.msu.edu</a>	<a href="mailto:hoxseys@msu.edu">hoxseys@msu.edu</a>
33	Society of Broadcasting Engineers				<a href="http://www.sbe.org/sections/jobs_online.php">http://www.sbe.org/sections/jobs_online.php</a>	
34	PubTech Listserve				Aggregate List Service	
35	Word of Mouth					

## APPENDIX 2

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

Covering the Period from June 1, 2013 to May 31, 2014

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](http://www.wkar.org)  
Date: July 1, 2013 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 encourage 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: Job/Career Fair  
Date: October 25, 2013  
Participating Employee: Susi Elkins, Television Station Manager  
Event Sponsor: Michigan Association of Broadcasters  
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 150 students and resulted in 8 resumes being collected for possible employment or internship opportunities.
  
- Outreach: Job/Career Fair

Date: February 25, 2014  
Participating Employee: Brett King, TV Production Coordinator  
Event Sponsor: College of Communication Arts and Sciences  
Description of Activity: CAS Connect event in which 450 CAS students were given the opportunity to meet one on one with 60 representatives in the Communications field via a speed networking set-up. Brett King attended to represent WKAR and 45 resumes were collected for possible employment or internship opportunities.

Outreach: Job/Career Fair  
Date: March 12, 2014  
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 250 students and others interested in learning more about the field of broadcasting. Staff collected 17 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:  
June 5, 2013 – Carol Karber, Executive Assistant, lead a tour of the WKAR television and radio studios for 1 Tiger Cub Scout from Pack 141 and his parents.  
June 12, 2013 - Carol Karber, Executive Assistant, lead a tour of one child and their Grandparent from the general public through the WKAR television and radio studios.

June 26, 2013 – Susi Elkins, Television Station Manager, lead a tour of 8 MSU students and their instructor, Amol Pavangadkars, through the WKAR television and radio studios.

July 22, 2013 – Gary Reid, Director of Broadcasting, led a tour of 12 students and 2 instructors from the MSU Gifted and Talented Program Summer Camp through the WKAR TV and Radio studios.

August 14, 2014 – Gary Reid, Director of Broadcasting, led a tour for 8 students and 3 instructors from All Nation's Christian Church's Sunday School class through the WKAR Radio and Television stations.

February 12, 2014 – Carol Karber, Executive Assistant and Marlene Wilkins, lead a tour of 4 Cub Scouts from Pack 141 and two parents through the WKAR television and radio studios.

February 27, 2014 – Gary Reid, Director of Broadcasting, lead a tour for 13 youths and 5 adults from Peckham Industries At- Risk Youth through the WKAR television and radio studios.

March 4, 2014 – Carol Karber, Executive Assistant, lead a tour for 5 Cub Scouts and 4 adults from Pack 185 and 187 through the WKAR television and radio studios.

April 17, 2014 – Gary Reid, Director of Broadcasting, lead a tour of 11 Girl Scouts and 1 adult through the WKAR television and radio studios.

May 20, 2014 – Carol Karber, Executive Assistant, lead a tour of 4 Tiger Cub Scouts and 4 adults from Pack 263 through the WKAR television studios.

May 22, 2014 – Gary Reid, Director of Broadcasting, Susi Elkins, Television Station Manager, Al Martin, Host of Current Sports on WKAR-TV and radio, Carol Karber, Executive Assistant, Marelene Wilkins, Administrative Assistant. 154 6<sup>th</sup> and 7<sup>th</sup> grade students from Williamston Schools, along with 5 teachers, 8 parents and 3 Paraprofessionals were taken on a tour of the WKAR-TV studios. The students were separated into groups of 15-18 per group and were taken through an actual production of Current Sports TV, Quizbusters and Off the Record. While going



through the tour, students were taught about the many careers that are a part of this type of television production, such as script writers, engineers to design the sets, lighting and audio engineers who create the mood as well as graphic designers and videographers who run the green screen and many other people who work behind the scenes of a television program.

4. 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 six students who have learned about web and social media communication, research, booking of guests for a live program, interviewing skills, pitching story ideas, as well as photography.

**Ap  
pendix 3**

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

Covering the Period from June 1, 2013 to May 31, 2014

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, 2013 to May 31, 2014

Stations Comprising Station Employment Unit:

**WKAR-TV, WKAR-FM, WKAR-AM**

#### 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	<a href="mailto:reidg@msu.edu">reidg@msu.edu</a>
Susan Spaniolo	Director of Business Ops.	517-355-9585	<a href="mailto:goodrich@msu.edu">goodrich@msu.edu</a>
Katie Wolf	Communication Manager	517-353-5981	<a href="mailto:kwolf@msu.edu">kwolf@msu.edu</a>
Susanne Elkins	Television Station Manager	517-884-4750	<a href="mailto:selkins@msu.edu">selkins@msu.edu</a>
Peter Whorf	Radio Station Manager	517-884-4740	<a href="mailto:whorfpet@msu.edu">whorfpet@msu.edu</a>
Cathy Zell	Director of Development	517-884-4730	<a href="mailto:zellcath@msu.edu">zellcath@msu.edu</a>

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

Stephanie DeClercq, Administrative Assistant      517-884-4765      [declerc4@msu.edu](mailto:declerc4@msu.edu)