



2015 EEO PUBLIC FILE REPORT

This report covers WKHM (AM), WKHM-FM (HD-1/HD-2) and WIBM (AM) for the period June 1, 2014 – May 31, 2015

EEO Coordinator: Bruce Goldsen, President/General Manager
Jackson Radio Works, Inc., 1700 Glenshire Dr., Jackson MI 49201
Phone: 517-787-9546; Email: bgoldsen@k1053.com

A. Full-Time Vacancies Filled During Past Year: 3

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

WKHM AM/FM, WIBM On-Air announcements, Jackson MI
Jackson Radio Works websites (www.k1053.com, www.wkhm.com, www.espnradio1450.com)
Michigan Association of Broadcasters Job Bank, Lansing MI
Michigan State University Dept. of Telecommunications, East Lansing MI
Jackson Citizen-Patriot (www.mlive.com), Jackson MI
Greater Jackson Chamber of Commerce, Jackson, MI
Mediarecruiter.com
Specs Howard School of Media Arts, Southfield MI
Nat'l Alliance of State Broadcast Associations (NASBA) site (www.careerpage.org)
Personal referrals

C. Total Number of Persons Interviewed For All Full-Time Vacancies Filled During The Past Year (this will be a raw number): 11

D. Total Number of Interviewees For All Full-Time Vacancies Filled During The Past Year Per Recruitment/Referral Sources:

WKHM AM/FM, WIBM On-Air announcements: 5
Specs Howard School of Media Arts: 2
Michigan Association of Broadcasters Job Bank: 1
All Access website: 1
Personal referrals: 2

E. Outreach Activities

WKHM/WIBM owner Bruce Goldsen attended the 2015 GLBC MABF Career Fair in March 2015 at the Lansing Center in Lansing, MI. Over 300 students attended this year's event. Jackson Radio Works had the opportunity to speak to these people about current and future job openings and conducted interviews for a summer internship which was later filled by a student attending the event.

WKHM/WIBM Station Manager Jamie McKibbin and owners Bruce & Sue Goldsen participated in the Broadcast Career Builders Conference in October 2014, sponsored by the Michigan Association of Broadcasters Foundation. More than 250 high-school and college students from across Michigan attended seminars and a career fair. We had a booth at the career fair and spoke with more than 250 students about the radio industry, in addition to soliciting resumes for future job openings. They also participated in a "Speed Networking" session with several dozen students.

Hosted annual Junior Achievement "Job Shadow day" in February 2015. Six students were bussed from their middle and high schools in Jackson County to learn how a radio station operates. The students observed the Production, Programming, Promotion, and Sales departments during their time at the station.

One Summer internship with area college student from June-August of 2014. Student worked with Station Manager/Operations Manager Jamie McKibbin, WKHM/WIBM Program Director Marc Daly and other management employees at Jackson Radio Works, Inc. stations. The internship is an ongoing program; the stations are again participating in Summer 2015.

Jackson Radio Works, Inc.
1700 Glenshire Drive
Jackson MI 49201
(517) 787-9546 ♦ FAX (517) 787-7517 ♦ Email: jobs@k1053.com