

# MacDonald Garber BROADCASTING

## **Annual EEO Public File Report Form WKHQ, WLXT, WMBN, WMKT Annual EEO Public File Report**

The purpose of this 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 Station Employment Unit that is comprised of the following stations: WKHQ, WLXT, WMBN, WMKT, of Charlevoix and Petoskey and is required to be placed in the public inspection files of these stations and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning June 1, 2012 to and including May 31, 2013 (the “Applicable Period”).

The FCC’s 2002 EEO Rules 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 (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviews for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3 which 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 Positions for Which This Source Was Utilized” refer to the number of the full-time jobs listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

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## Appendix 1 to Annual EEO Public File Report Covering the Period from June 1, 2012 to and including May 31, 2013

Stations Comprising Station Employment Unit: WKHQ, WLXT, WMBN, WMKT  
Section 1: Vacancy Information

Job Title	Recruitment Source of Hiree	Total Number of Interviews from All Sources for Position
Sales Associate	On air announcements	3
	Unit Employee Reference	1
Sales Associate	Former Intern	1
Sales Associate/s	On air announcements	4
Sales Associate/s	On air announcements	5
	NMC Career Fair-Traverse City	3

## Appendix 2 to Annual EEO Public File Report

### EEO Job Notification Resource List

MacDonald Garber Broadcasting contacts the following organizations whenever it seeks to hire new, full-time employees. In addition it notifies all current employees of any new, full-time job openings that they may want to apply for. Organizations can request to be added to this notification list by contacting Valerie Huffman at (231)347-8713 or by email at [careers@106khq.com](mailto:careers@106khq.com). MacDonald Garber Broadcasting is an Equal Opportunity Employer and encourages women and minorities to apply for positions.

#### **Petoskey News-Review**

P.O. Box 528  
Petoskey, MI 49770  
(231) 347-2544  
General fax line (231) 347-6833  
[classifieds@petoskeynews.com](mailto:classifieds@petoskeynews.com)

#### **Cadillac News**

130 N. Mitchell St.,  
P.O. Box 640,  
Cadillac, Michigan 49601-0640  
Phone: 231-775-6565  
Fax: 231-775-8790  
[classifieds@cadillacnews.com](mailto:classifieds@cadillacnews.com)

#### **Traverse City Record Eagle**

120 West Front Street, TC, Michigan 49684  
P.O. Box 632, Traverse City, Michigan 49685  
Phone: (231) 946-2653  
Toll-free 1-800-968-8273  
Fax: (231) 946-8273  
[classifieds@record-eagle.com](mailto:classifieds@record-eagle.com)

#### **Specs Howard Broadcasting School**

19900 West 9 Mile Road  
Southfield, Michigan 48075  
248-358-9000  
Fax 248-746-9772  
Kristin Burns  
[kburns@specshoward.edu](mailto:kburns@specshoward.edu)

#### **Michiguide.com**

P.O. Box 99392  
Troy, Michigan 48099-9392  
248-433-4530  
[michiguide@hotmail.com](mailto:michiguide@hotmail.com)

#### **All Access Music Group**

28955 Pacific Coast Highway  
Suite 210-5  
Malibu, California 90265  
310-457-6616  
Fax 310-457-8058  
[www.allaccess.com](http://www.allaccess.com)

340 Moore Hall  
Mount Pleasant, MI 48859  
Phone: (989)774-3851  
(989)774-2426  
Broadcast & Cinematic Arts Dept  
[bca@cmich.edu](mailto:bca@cmich.edu)

**Michigan State University**  
409 Communication Arts Building  
East Lansing, MI 48825  
Phone: (517)355-6500  
Fax: (517)355-1292

Karin Hansen  
Career Services

**Michigan Works-Emmet County**  
2225 Summit Park Dr  
Petoskey, MI 49770  
Phone: (231)347-5150  
Fax: (231)348-4454

**Michigan Works-Grand Traverse County**  
1209-C South Garfield Rd.  
Traverse City, MI 49686  
Phone: (800)442-1074  
Fax: (231-922-3737

**North Central Michigan College**  
1515 Howard St.  
Petoskey, MI 49770  
Phone: (231) 348 6601  
Email: [www.ncmich.edu/new\\_crc/postings.php](http://www.ncmich.edu/new_crc/postings.php)

**Northern Michigan University**  
1401 Presque Isle, 1102 University Center  
Marquette, MI 49855  
Phone: (906)227-2800  
Fax: (906)227-2807  
Job Search Center  
[careers@nmu.edu](mailto:careers@nmu.edu)

**Northwestern Michigan College**  
1701 East Front St  
Traverse City, MI 49686  
Phone: (231)922-1091  
WNMC-FM

**University of Michigan**  
105 South State St, 220 Frieze  
Ann Arbor, MI 48109  
Phone: (734)647-9723  
Fax: (734)764-3288  
Department of Communications Studies

**Ferris State University**  
1201 South State St, CSS 101  
Big Rapids, MI 49307-2747  
Phone: (231-591-2683  
Nicki Albright

[nicki\\_albright@ferris.edu](mailto:nicki_albright@ferris.edu)

**Baker College**  
Phone: (231)876-3104  
Fax: (231)775-8505

**National Association  
of Broadcasters Education  
Foundation**

1771 N Street, NW  
Washington, DC 20036  
202 429 5300

[nabef@nab.org](mailto:nabef@nab.org)

**The National Association of Hispanic Journalists**

1000 National Press Building  
529 14th St., NW  
Washington, DC 20045-2001, USA

**E-mail:** [nahj@nahj.org](mailto:nahj@nahj.org)

**Phone:** 202.662.7145 / 1.888.346.NAHJ

**Fax:** 202.662.7144

**California Chicano News Media Association  
USC Annenberg School of Journalism**

300 S. Grand Ave., Suite 3950  
Los Angeles, CA 90071-3175  
Phone: (213) 437-4408 / Fax: (213) 437-4423

E-mail: [ccnmainfo@ccnma.org](mailto:ccnmainfo@ccnma.org)

**Broadcast Employment Service**

P.O. Box 4116  
Oceanside, CA 92052  
Fax: (760) 754-2115  
Email: [jobs@tvjobs.com](mailto:jobs@tvjobs.com)  
[www.amfmjobs.com](http://www.amfmjobs.com)

Other Web sites:

[www.airtalents.com](http://www.airtalents.com)

[www.tvandradijobs.com](http://www.tvandradijobs.com)

## **Appendix 3 to Annual EEO Public File Report Form**

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

Station(s) Comprising Station Employment Unit: WKHQ, WLXT, WMBN, WMKT

### **Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WKHQ, WLXT, WMBN, WMKT**

#### **Description of the Activities:**

##### **Job Fairs:**

On Thursday, March 7<sup>th</sup> 2013, General Manager Kerry Davis participated in the Northern Michigan College Career Fair, held at the College in Traverse City. Davis worked at the stations' booth at the event, answering questions and giving advice on how to pursue a career in Radio and what it takes to be successful in our changing industry. Davis also conducted on the spot interviews, taking resumes and other material for future openings, including for our sister station (WZTC) in Traverse City.

On Tuesday, April 23, 2013, General Manager Kerry Davis participated in local job fair held at the Charlevoix High School from 2-7p. Event was sponsored by Charlevoix Chamber of Commerce. Davis worked at the stations' booth at the event, answering questions and giving advice on how to pursue a career in Radio and what it takes to be successful in our changing industry. Davis also conducted on the spot interviews for sales, board ops and street team, taking resumes, and other material for future openings, including for our sister station (WZTC) in Traverse City.

##### **On-Air Announcements:**

The Unit ran on-air announcements stating that the stations are equal opportunity employers and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the stations, as well as how to do so. All the stations ran these on-air announcements on a regular basis during varied time slots throughout each station's schedule for this reporting period.

##### **Internship Program:**

The Unit offers college and university students the opportunity to learn the day to day process and workings of radio stations for school credit. Those who do not qualify for school credit are paid a stipend for their intern services. The internship typically lasts 10 to 12 weeks depending on a student's availability. Participants must work a minimum of 15 hours per week. The internship program provides an opportunity for the students to learn how to produce commercials, edit and dub recordings, coordinate a promotional event, work the audio board, work with broadcast talent, and various other activities which teach interns the skills necessary for employment in the broadcasting industry.

## **Education Outreach:**

On Monday, April 15, 2013, General Manager, Kerry Davis, attended a Career Day at the Traverse City Preparatory College Academy from 1-3p. Students from grades 10-12 were invited to speak with area businesses during their class period. Several industries were featured, including dentistry, nursing, law enforcement, mortuary science, social service, armed forces and more. MacDonald Garber Broadcasting represented the radio industry. We also had Account Executive on hand to discuss the details of her job. Davis spoke with students about the other job opportunities in the industry...such as sales, production, engineering, trafficking...and the newest opportunity...Digital Media.

On February 20, 2013, The Petoskey Cub Scout Troop Pack 5 visited the station studios and met with General Manager, Kerry Davis. Davis introduced the troop to staff members present...Operations Director Bill Michaels, KHQ Afternoon Host Fish, Nighttime KHQ host Johnny, and Traffic Director Bob Sheen. Each gave a brief description of their job duties and the type of education needed to succeed. Scouts were also invited into the KHQ studio to do a "live" shout out and request a favorite song.

On May 8, 2013, The Petoskey Cub Scout Troop Pack 7 visited the station studios and met with Operations Director, Bill Michaels. Michaels introduced the troop to staff members present... KHQ Afternoon Host Fish, Nighttime KHQ host Johnny, and Traffic Director Bob Sheen. Each gave a brief description of their job duties and the type of education needed to succeed. Scouts were also invited into the KHQ studio to do a "live" shout out and request a favorite song.