

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, 2013 to and including May 31, 2014 (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.

MacDonald Garber BROADCASTING

Appendix 1 to Annual EEO Public File Report

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

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
WKHQ Night Jock	On air announcements all stations	1
	All Access Music Group post	2
Sales Associate	On air announcements all stations	2
	Grand Traverse Mall/MacDonald Garber Broadcasting Career Fair	5
Sales Associate	On air announcements all stations	2
	Unit Employee Reference	1
WKHQ Morning Show Co-host	On air announcements all stations	1
	All Access Music Group post	3
Sales Assistant	On air announcements all stations	2
	PMP Personnel Service post	1
Sales Associate	Unit Employee Reference (indigent circumstances)	1
WKHQ Night Jock	On air announcements all stations	1
	All Access Music Group post	4
Sales Associate	On air announcements all stations	2
	2014 Northern Michigan Business Expo/Job Fair	3
WLXT Morning Show Co-Host	On air announcements all stations	0
	All Access Music Group post	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 jobs@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

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

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

Specs Howard Broadcasting School

19900 West 9 Mile Road
Southfield, Michigan 48075
248-358-9000
Fax 248-746-9772
Kristin Burns
kburns@specshoward.edu

Michiguide.com

P.O. Box 99392
Troy, Michigan 48099-9392
248-433-4530
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

Central Michigan University

340 Moore Hall
Mount Pleasant, MI 48859
Phone: (989)774-3851
(989)774-2426
Broadcast & Cinematic Arts Dept
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: careers@ncmich.edu

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

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

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

The National Association of Hispanic Journalists

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

E-mail: 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

Broadcast Employment Service

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

Other Web sites:

www.airtalents.com

www.tvandradijobs.com

Appendix 3 to Annual EEO Public File Report Form

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

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, June 13, 2013, MacDonald Garber Broadcasting hosted a Career Fair at the Grand Traverse Mall to assist both mall merchants and surrounding community businesses to help fill vacant positions. In addition, MacDonald Garber Broadcasting booth was set up to inform attendees of the opportunities in the radio industry.

Kerry Davis, General Manager, along with staff members, manned the booth for the radio group stations of WKHQ, WLXT, WMBN, WLXV, WATT, WKAD and WZTC. Information provided a view of what type of positions could be sought in the radio industry along with information about current open positions. Applications were accepted, and on-the-spot interviews were conducted where applicable.

On Thursday, April 17, 2014, The 2014 Northern Michigan Business Expo and Job Fair: Connecting Business was held at the Williamsburg Banquet & Conference Center near Traverse City. MacDonald Garber was present with booth to highlight career opportunities in radio industry...along with business opportunities with our stations: WKHQ, WLXT, WMBN, WMKT, WKAD, WLXV, WATT, WZTC. Peter Garber, Market Manager, was present along with staff members.

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. One person participated in the internship program during the reporting period.

Education Outreach:

On Tuesday, May 6, 2014, General Manager, Kerry Davis, visited Ms. Pat Rutt's business class at Traverse City Central High School from 9:50a to 10:50a. Students from grades 10-12 were in attendance. Mission was to speak about the radio industry...what career opportunities are available including Digital...along with how to include/plan radio into a marketing campaign. Presentation with question/answer following.

On February 26, 2014, The Petoskey Cub Scout Troop Pack 5 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.

On April 30, 2014, 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 Scotty, 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 6, 2014, The Elk Rapids Cub Scout Pack 46 visited the station studios and met with Market Manager, Peter Garber. Garber introduced the troop to management/staff members present...Trish Garber, President//CEO, Kerry Davis, General Manager, and sales team members Dean Smith and Kimberlee McCardel. Each gave a brief description of their job duties and the type of education needed to succeed. Scouts were also invited into the WZTC/WMKT studios to do a "recorded" shout out that was aired later.