**EEO Outreach Program**

**June 1, 2021 through May 31, 2022**

**WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM**

Our Equal Employment Opportunity Outreach Program includes several prongs and items to help disseminate information to our broad and vast listening audience as well as potential applicants throughout the state of Michigan and the United States. MacDonald Broadcasting Company is also an employee group with more than 10 full time employees. Below is a list of items that we have completed to fulfill our Equal Employment Opportunity Program obligations.

**1. Participate in a Scholarship Program –**

**2021 was awarded to a CMU Student, 2022 Scholarship will be awarded on May 15th 2022**

MacDonald Broadcasting Company has offered an annual broadcast scholarship since 2008. Current Owner/CEO Ken MacDonald, Jr. designed and established this scholarship program. He remains actively involved and continues to oversee the program named for his father, Company founder Kenneth Hugh MacDonald, Sr. The annual award of $500.00 goes to a high school senior pursuing undergraduate studies in a broadcast related field. Administered by The Saginaw Community Foundation and awarded each spring to at least one local graduating senior in the following counties; Bay, Clinton, Eaton, Genesee, Huron, Ingham, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, or Tuscola County. The scholarship program was fully funded beginning with its first recipient in March 2008. The fund balance has been sustained by MBC and a number of memorial donations.

**2.** **Participate in general outreach efforts by such means as job banks or college programs.**

* **allaccess.com**
* **linkedin.com**
* **joinhandshake.com**
* **michmab.com**
* **Indeed.com**
* **Ziprecruiter.com**

**3. Intern Program.** The MacDonald Broadcasting Company Internship Program

offers an opportunity to obtain skills and knowledge while working hands on in

the field of radio broadcasting. Our internship program allows students with an

interest in communications to explore all aspects of the radio broadcasting

business. This opportunity allows them to begin to develop and diversify the

talents needed to pursue a career in broadcasting.

Interns are engaged in working on significant projects in the areas of on-air

production, promotions, social media and a variety of other broadcast related

elements. Interns become a key component of the daily operation of

MacDonald Broadcasting Company. Interested applicants are required to

submit a resume and cover letter via fax or email, complete an application and

experience a scheduled interview in order to compete for a number of limited

positions.

A qualified applicant participates in an internship lasting the length of one

semester and must receive credit through their college/university in order to be

eligible.

**4. Mentoring program for On-Air personnel Weekly Airchecks**- Our Operations manager conducts evaluations and training with On-air staff. Air talent have an on-air show from the previous week critiqued. Freshmen talent are air checked by senior staff, Senior talent with the Operations manager, Mentors send follow up emails detailing the things to be worked on. During these sessions air talent also cross train for operational duties; including Music placement software, Website management, and social media practices.

**5. WQHH PROGRAM DIRECTOR** **MacDonald Broadcasting Training/Mentoring Initiative:**

Starting February 7th, 2022, we started a mentoring program for Mario Jackson to train towards taking over a leadership position at our Lansing property for WQHH.

Operations Manager Scott Loomis is in charge of the training.

Mario was a current part-time employee holding a 5day/week air shift on WQHH from 6pm-10pm.

**Mario was hired as a full-time employee with the title of ‘Programming Assistant’**

The goal of the mentorship is to help Mario learn the tasks and skills he will need in order to eventually be promoted and take over the role of ‘Program Director’ for WQHH.

The various tasks that Mario will be trained on are:

-Music scheduling: Learning the Music Master software. Understanding of the categories and company philosophy of how we schedule music in order to maintain a competitive advantage. Learning how to handle the generation of daily music logs. Understanding the process of researching weekly music adjustments, EX: why songs move from one category to another and how and why we add news songs to the library or eliminate others. How to access and load new music into the automation system. How to report new songs on a weekly basis to the Mediabase system. WQHH consultant Tony Gray is assisting in this process on a weekly basis.

-Station imaging: Learning the philosophy of how we use various categories and styles of liners and sweepers that run between musical elements on the station. Where they are located, how they are scheduled, and how to update them. Learning the process for how we write and produce audio pieces that provide the sound of the station.

-Staff management: Learning the various things involved in managing a staff of around 10 people. Interviewing and hiring, shift scheduling, coaching and evaluations, personality management, etc.

-Promotions: Learning company philosophy on promotions, how often we run them, why we do certain promotions and not others, how we acquire promotional material, how on-air promotional material is written and produced, etc. Promotions Director Kevin McIntosh and WQHH consultant Tony Gray are assisting in this process.

There is no specific end date for this mentorship. Promotion to a leadership position is dependent on the speed at which Mario is able to gain the appropriate knowledge and confidence to take over the position.

**6. ACCOUNTS RECEIVABLE & TRAFFIC DIRECTOR MacDonald Broadcasting Training/Mentoring Initiative:**

"Exigent circumstance" internal hire, no external outreach was done for this position due to sudden employee resignation.

Starting March 28th, 2022, we started a mentoring program for Erin to train towards taking over Traffic and Accounts Receivable for Macdonald Broadcasting Lansing Offices.

Traffic and AR director Matt Taylor was in charge of the initial training, with ongoing training enhanced and directed by Cindy Tuck President.

Erin was a current part-time employee, then was hired as a full-time employee with the title of “Traffic and AR Director”

The goal of the training is to help Erin learn the tasks and skills she will need in order to take over the role by April 7th. After that she will be supported by Saginaw Traffic Director Jessica & Saginaw Accounts Receivable Mary Lou.

The following will be covered during the training period; Learning the Visual Traffic software and Reception Duties. Handling the generation of daily traffic logs and sales order entry. Understanding of the competitive advertiser separation and company philosophy of how we schedule ads between songs in order to maintain a competitive advantage. Deposits/Cash receipts, Monthly invoices and End of month reporting.

**EEO Public File Report**

**Covering the Period from June 1, 2021 to May 31, 2022**

**Stations Comprising Station Employment Unit:**

**WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM**

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 5/25/20

Date Position Filled: 10/25/21

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Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 10/25/21

Date Position Filled: 1/24/22

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Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 1/24/22

Date Position Filled: 2/28/22

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Job Position: LANSING MARKET MANAGAER

Date Position Opened: 4/15/21

Date Position Filled: 7/19/21

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Job Position: CREATIVE SERVICES DIRECTOR

Date Position Opened: 8/13/21

Date Position Filled: 8/23/21

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Job Position: WQHH PROGRAM DIRECTOR/PROGRAMMING ASSISTANT

Date Position Opened: 12/1/21

Date Position Filled: 1/31/22

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Job Position: TRAFFIC & AR DIRECTOR

Date Position Opened: 3/24/22

Date Position Filled: 3/25/22

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 5/25/20

Date Position Filled: 10/25/21

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: HANDSHAKE

#3 Resource Used: On Air Recruitment Advertising WQHH, WHZZ, WXLA,WILS

Total Number of Applicants for this Position: 4

Total Number of People Interviewed for this Position: 5

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Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 10/25/21

Date Position Filled: 1/24/22

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: On Air Recruitment Advertising WQHH, WHZZ, WXLA,WILS

#3 Resource Used: HANDSHAKE COLLEGE NETWORK

Total Number of Applicants for this Position: 9

Total Number of People Interviewed for this Position: 8

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Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 1/24/22

Date Position Filled: 2/28/22

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: On Air Recruitment Advertising WQHH, WHZZ, WXLA,WILS

#3 Resource Used: HANDSHAKE COLLEGE NETWORK

Total Number of Applicants for this Position: 15

Total Number of People Interviewed for this Position: 11

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Job Position: LANSING MARKET MANAGAER

Date Position Opened: 4/15/21

Date Position Filled: 7/19/21

Recruitment Resources used for this Position.

#1 Resource Used: Inside Radio Ad

#2 Resource Used: MAB

Total Number of Applicants for this Position: 6

Total Number of People Interviewed for this Position: 6

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Job Position: CREATIVE SERVICES DIRECTOR

Date Position Opened: 8/13/21

Date Position Filled: 8/23/21

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: HANDSHAKE

#3 Resource Used: MAB

Total Number of Applicants for this Position: 16

Total Number of People Interviewed for this Position: 5

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Job Position: WQHH PROGRAM DIRECTOR

Date Position Opened: 12/1/21

Date Position Filled: 1/31/22

‘Program Director’ was the original position posted, after hiring the position was titled as ‘Programming Assistant’ due to lack of experience and training needed. A promotion to Program Director will happen at the completion of training.

Recruitment Resources used for this Position.

#1 Resource Used: MAB

#2 Resource Used: ALL ACCESS

#3 Resource Used: INTERNAL POSTING

-INTERNAL HIRE- PART-TIME STAFF FOR HIRED AS PROGRAMMING ASSISTANT FULL TIME

**SEE ATTACHED TRAINING INITIATIVE\*\*\*\***

Total Number of Applicants for this Position: 26

Total Number of People Interviewed for this Position: 8

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Job Position: TRAFFIC & AR DIRECTOR

Date Position Opened: 3/24/22

Date Position Filled: 3/25/22

Recruitment Resources used for this Position.

#1 Resource Used: ONLY INTERNAL POSTING "Exigent circumstance" hire

-INTERNAL HIRE TRAINED PART-TIME STAFF FOR PROMOTION TO FULL TIME DUTIES

**SEE ATTACHED INITIATIVE\*\*\*\***

Total Number of Applicants for this Position: 1

Total Number of People Interviewed for this Position: 1