

EEO Public File Report
Covering the Period from June 1, 2025 to May 31, 2026
Stations Comprising Station Employment Unit: WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM

Full-Time Vacancies Filled During Time Period			
	Job Title	Date Opened	Date Filled
1	Account Executive	11/19/25	12/15/25

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy			
1 Account Executive			Date Filled: 12/15/2025
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)
(7)	On-air Recruitment	1	Y
(11)	External Referral	1	N
Total # of interviews for this position			2
Total # of applicants for this position			6
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)
Total # of interviews for this position			
Total # of applicants for this position			
Resource #	Resource	# of Interviews	Hired from Resource (Yes/No)

Sheet1

11	External Referral	205 N. Michigan Ave. Suite 810 Chicago, IL	312.212.2000
12	External Referral	5436 S. Cedar St. Lansing, MI	517.882.2961
13	Internal Posting / Referral	600 W. Cavanaugh Lansing, MI	517.393.1320
14	Industry Recruitment	600 W. Cavanaugh Lansing, MI	517.393.1320
15	Tvandradiojobs.org		info@BroadcastingSchool.com
16	radiojobs.org	Bosworth Media	boz@bosworthmedia.com
17	Radioinsight.com		news@radioinsight.com
18	Radio Station Job Fair – 3/27/25	600 W. Cavanaugh Lansing, MI	jobs@macdonaldbroadcasting.com

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Outreach Activity

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.) Description of Initiative: Participate in a Scholarship Program

Since 2008, the MacDonald Broadcasting Company has been offering an annual scholarship for broadcasting. The program was established by the current Owner/CEO, Ken MacDonald, Jr., and is named after his father, the Company founder Kenneth Hugh MacDonald, Sr. Ken Jr. is still actively involved in overseeing the scholarship program. The scholarship is worth \$500.00 and is awarded each spring to a student who is pursuing undergraduate studies in a broadcast-related field. The Saginaw Community Foundation administers the program, and it is awarded to at least one local student from the following counties: Bay, Clinton, Eaton, Genesee, Huron, Ingham, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, or Tuscola County. From its inception, the scholarship program has been fully funded, starting with its first recipient. During this reporting period there were two recipients who each were awarded a \$500.00 scholarship.

(2.) Description of Initiative: Participate in general outreach efforts by such means as job banks or internet programs.

MacDonald Broadcasting conducts advertising campaigns promoting vacant job openings within the company throughout the year. In order to be diverse and reach as many candidates as possible, MacDonald Broadcasting has made an effort to use various online platforms (listed within the Master Resource List) to post when a position is open. We also place audio commercials on all 5 of our broadcasting stations. We have found through these efforts we are able to reach a vast number of candidates. We continually look for online resources related to radio broadcasting to ensure we are speaking to a broad enough audience across this industry.

Over the past several years, the company has continued expanding its recruitment outreach efforts by adding additional industry resources such as Radio Insight, RAMP 24/7, and TVandRadioJobs to further broaden visibility for employment opportunities. MacDonald Broadcasting will continue seeking new and appropriate recruitment resources to ensure job postings are distributed as widely and effectively as possible across the broadcasting industry.

(3.) Description of Initiative: Hosting of Job Fair

On March 27, 2025, MacDonald Broadcasting hosted a job fair designed to connect with individuals interested in pursuing a career in the radio industry. The event provided attendees with the opportunity to tour our facilities, learn about open positions, and speak directly with current employees about their roles and day-to-day experiences. We showcased a range of opportunities across departments, including on-air talent, programming, and sales, while also offering insight into the collaborative and fast-paced environment of a local radio station. By opening our doors to the community, we created a welcoming space for job seekers to explore career paths in broadcasting and better understand the culture, values, and professional growth opportunities at MacDonald Broadcasting. The event proved to be a valuable exchange—helping us identify passionate, driven candidates, and giving attendees a first-hand look at what makes working in local radio both rewarding and impactful.

(4.) Description of Initiative: Mentoring Program for On-Air Personnel – Weekly Airchecks

As part of our ongoing commitment to Equal Employment Opportunity, MacDonald Broadcasting has implemented a structured mentoring program for our On-Air personnel. Led by our Operations Manager and Assistant Programming Director, the program includes regular performance evaluations and personalized coaching sessions delivered either one-on-one or through team-wide email communication. During these aircheck sessions, on-air talent receive constructive feedback on their shows, with junior staff being mentored by senior talent, and senior staff reviewed directly by the Operations Manager.

Beyond show critiques, the program also encourages cross-training in key operational areas such as music scheduling software, website management, and social media strategy—broadening each team member’s skill set and increasing versatility within our stations. In response to recent transitions within our on-air staff, the Operations Manager has also found ways to include training tips and best practices to ensure ongoing support and development for both part-time and full-time talent. As a part of this program we also assess our news team and help our junior production assistants grow within the news department.

Through this mentoring initiative, we aim to continuously elevate the quality of our on-air content while fostering a culture rooted in growth, inclusion, and opportunity. By investing in our team, we strengthen not only individual performance but also the collective success of MacDonald Broadcasting.

(5.) Description of Initiative: Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting

MacDonald Broadcasting participates in job shadowing when requested. The program allows students or those interested in the broadcasting industry to come to our facility and “shadow” various staff members to observe their daily activity. Through this program we are able to allow young individuals and groups the experience they are looking to gain within the broadcasting industry.

A number of various staff members have also participated in career fairs at MacDonald Broadcasting, helping to promote radio in its entirety. MacDonald Broadcasting strongly believes that radio offers

sales, programming and support positions as rewarding careers and wants to promote this industry through various local career fairs happening.

(1.) On February 7th, 2025 MacDonal Broadcasting attended a job fair hosted by Michigan State University and College of Communication Arts & Sciences. This is a niche fair for Michigan State's media, broadcast, reporting, production, operations, marketing, sales and AD/PR students who are looking for part-time, internships, and full-time opportunities. Our operations director and general manager represented the company and answered any questions students or graduates had regarding the radio industry. They discussed working within this industry and the opportunities that are available at MacDonal Broadcasting specifically.

(2.) On April 22, 2025, a high school student participated in a job shadowing experience focused on careers in the radio broadcasting industry. The student spent the morning meeting with and observing professionals from various departments within a local radio station. This immersive experience provided valuable insight into the many different roles and responsibilities that keep a station running smoothly. Throughout the morning, the student rotated through several departments, including radio production, music scheduling, sales and advertising, audio engineering, and on-air broadcasting. In the production department, they learned how segments are planned, scripted, and edited for live or recorded shows. During the music scheduling session, they observed how playlists are curated using a combination of audience data, station format, and current music trends.

This job shadowing experience gave the student a well-rounded perspective on the various career paths available in radio broadcasting and sparked a deeper interest in media-related fields.

(3.) As part of its commitment to diversity and inclusion, MMLA hosted a Black History Month Showcase featuring distinguished guest speakers who exemplify leadership, community service, and empowerment on February 25th, 2025. The event included presentations from Lorin Cumberbatch, founder of Skin Studio 211; Pastor Coye Bouyer of Kingdom Life Church; and Bigman Genesis, Power 96.5 radio personality and Promotions Director. Each speaker shared inspiring personal stories that highlighted the importance of representation, perseverance, and giving back to the community. MacDonal Broadcasting was proud to be part of the event, reinforcing its ongoing commitment to supporting local radio talent and promoting diversity. The program also acknowledged community partners and contributors who supported the event's success.

(4.) On December 17, 2025, MacDonal Broadcasting hosted a job shadow experience for a junior from DeWitt High School. During the half-day visit, the student was introduced to multiple aspects of the radio broadcasting industry and gained firsthand exposure to daily station operations.

The student spent time observing a live on-air broadcast for approximately one hour and also accompanied staff to a promotional appearance event to learn more about community engagement and station marketing efforts. In addition, the student completed a questionnaire and participated in discussions with the Operations Director, who led the job shadow experience and provided insight into career opportunities, job responsibilities, and the overall structure of the broadcasting business.

(5.) On February 12, 2026, MacDonal Broadcasting participated in the Michigan State University Advertising, Sales, Public Relations, Marketing, Professional Communication, Writing, Media & Design Spring Career Fair in East Lansing, Michigan. Representatives from the company's Lansing location attended to connect with students interested in media, communications, marketing, and

broadcasting careers, and to share information about internship, part-time, and full-time opportunities within the organization. The event supported ongoing recruitment and outreach efforts to introduce a broad and diverse pool of candidates to careers in radio and media.

(6.) Description of Initiative: Engineering Training Program

At the end of 2024, MacDonald Broadcasting made the strategic decision to upgrade its aging Scott Studios system to the more modern and optimized OpX broadcasting software. This transition is a significant step forward in enhancing the efficiency, flexibility, and overall user experience for our on-air staff and programming teams.

The decision to adopt OpX reflects the company's commitment to staying current with broadcasting technology and maintaining a reliable, streamlined workflow across all departments. OpX offers a range of advanced features that support smoother automation, improved audio quality management, better music scheduling integration, and a more intuitive interface for day-to-day operations.

Installation and configuration of the new system are being led by our senior engineer, whose deep institutional knowledge and technical expertise have been instrumental throughout the process. In alignment with our long-term staffing goals, the senior engineer is actively mentoring and training our junior engineer, ensuring that valuable experience and procedural knowledge are successfully transferred. This hands-on training is particularly important, as the senior engineer has transitioned to part-time status.

By involving both engineers in the rollout and training, we are not only ensuring a smooth transition to OpX but also investing in the future stability and self-sufficiency of our technical operations.

The implementation and transition process required significant planning, testing, customization, and staff training throughout most of 2025 and continued into 2026. As the system evolves and additional features are integrated into daily operations, ongoing staff training, workflow adjustments, and periodic system updates remain necessary to ensure all departments are fully utilizing the capabilities of the new platform and maintaining operational efficiency.

This whole initiative is also a part of a larger engineering training program. The goal of this program is to equip our junior engineer with the comprehensive skills and understanding necessary to succeed in this role. The training covers essential day-to-day responsibilities including station log management, transmitter checks, generator operations, tower inspections, studio functionality, and IT system support and backups.

This structured, one-on-one training between our senior engineer and junior team member is a key part of maintaining operational excellence and preparing for the long-term future of our engineering department.

7.) Description of Initiative: Hosted a MacDonald Broadcasting Job Fair in partnership with a local recruitment company Vital Tech (Fall 2025 & Spring 2026)

In September 2025 and April 2026, MacDonald Broadcasting partnered with Vital Tech to co-host the Mid Michigan Job Fair at Uptown North Main in Frankenmuth, Michigan. The events brought together 20+ participating employers representing a wide range of industries and hiring needs across the Mid Michigan region, including Saginaw, Bay City, Flint, Fenton, Frankenmuth, and surrounding communities. MacDonald Broadcasting represented both its Saginaw and Lansing market operations at

the events, ensuring recruitment outreach across its full regional footprint. The company supported the job fairs through extensive promotion across its on-air and digital platforms and also engaged local advertising clients, many of whom participated as exhibitors. The events provided direct access for job seekers to connect with employers actively hiring for immediate openings, including opportunities for on-the-spot interviews and a broad range of full-time, part-time, and entry-level positions. These co-hosted job fairs reflect MacDonald Broadcasting's ongoing commitment to community outreach and equal employment opportunity recruitment efforts.