

EEO Outreach Program
June 1, 2010 through May 31, 2011
WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM

Our Equal Opportunity Employment Outreach Program included 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 as well as 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 completed for our Equal Employment Opportunity Program.

1. Participation in Career Fairs/Career Days – A number of our staff members have participated in Career Fairs and Career Days, helping to promote radio in its entirety. MacDonald Broadcasting Company strongly believes that radio offers Sales, Programming and Support positions as rewarding careers. Several of our Top Level Management have attended several Career Fairs through the state, predominately Universities, promoting the idea that Radio Advertising Sales and Support Staff can come from all walks of life and that you do not need a major in advertising to have a career in broadcasting. On Tuesday, October 12, 2010 from 8:00 am to 4:00 pm Duane Alverson, President of MacDonald Broadcasting and Lindsey Alverson, Event & Marketing Coordinator at MacDonald Broadcasting Company attended Greater Lansing Journey to Jobs. On Thursday October 7, 2010 from 12:00 noon to 3:00 pm, Duane Alverson, President of MacDonald Broadcasting and Lindsay Alverson, Marketing Coordinator, attended the 2010 Regional Broadcast Media Career & Networking Fair at Central Michigan University in Mt. Pleasant.

2. Host a job fair. MacDonald Broadcasting Lansing held a Spring Open House Career Fair on March 19, 2011 from 10:00 am til 2:00 pm. Present to greet potential applicants were Kenneth H. MacDonald, Owner; Duane Alverson, President; Cindy Tuck, Vice President; Rich Perry, General Sales Manager; Scott Loomis, Operations Manager; and Lee Cohen, WILS/WXLA Sales Manager. Resume's were accepted and applications were filled out. Each person attending who submitted a resume' was given an interview at that time. Those interested were given a tour of MacDonald Broadcasting and questions regarding broadcast operations were answered.

3. Participate in a Scholarship Program – MacDonald Broadcasting Company has established a broadcast scholarship program in the name of company founder, Kenneth Hugh MacDonald, Sr. The annual award of \$500.00 is earned by a deserving high school senior pursuing undergraduate studies in a broadcast related field. The annual scholarship is administered by The Saginaw Community Foundation and awarded each spring to a graduating senior. The Kenneth Hugh MacDonald, Sr. Scholarship Fund was established shortly after the death of the MacDonald Broadcasting founder in 1990. The scholarship fund was fully funded in March 2008 to over \$10,000 to allow for an annual \$500.00 award, which began with its first recipient in the spring of 2008. MacDonald Broadcasting Company continues to fund additional financial contributions to either increase the \$500.00 award, or make additional scholarship awards to deserving students.

4. Intern Program - Pam Gibbs-Smith, On-Air Personality, oversees the MacDonald Broadcasting Lansing intern program. It is MacDonald Broadcasting's goal to understand and exceed the expectations of our customers in the communities we serve while maintaining a high level of integrity and professionalism. We define our customers to be our listeners, clients, staff and communities we serve. The process begins with scheduled interviews where interested parties are required to fill out applications for the intern program and concludes with bringing 3 or 4 qualified applicants into the 12 week program. Our interns get the chance to learn all aspects of our stations: planning and implementing of promotions, interaction with sales on promotions and the sales process, production skills, on-air technique, the flow of the radio station, the entire business process and more. They attend major events of the Greater Lansing Area, radio station remotes, station planned events, and charity events. The interns complete promotional tasks, attend station remotes when assigned and learn production skills under supervision. It is our goal to teach our interns about broadcasting and how it relates to them in their pursuit of a broadcast career. Our interns this period were all students at Michigan State University.

5. Training to Upper-level Management – On December 9, 2010 Cindy Tuck, Vice-President of MacDonald Broadcasting Company, gave an EEO training session to everyone at the Spring Staff Meeting conducted at the University Club at Michigan State University. Present were Kenneth H. MacDonald, Jr., Owner; Duane Alverson, President; full time and part time staff. She discussed the hiring pool and information used to fulfill requirements including wide dissemination, providing notice of full time vacancy to all who request it, and completing outreach initiatives. Ms. Tuck explained the EEO reports that are posted on the websites and in the EEO file. She also explained the four initiatives we had just completed and explained what everyone needed to do to help complete future initiatives. All staff members were encouraged to promote community outreach and take a more active role in encouraging students of all age groups and grade levels to consider broadcast careers by volunteering to speak at schools or clubs.