

EEO Public File Report
Covering the Period from June 1, 2010 to May 31, 2011
Stations Comprising Station Employment Unit:
WHZZ-FM, WILS-AM, WQHH-FM, WXLA-AM

<i>Full-Time Positions Filled by Job Title</i>	<i>Recruitment Sources Used</i>	<i>Individuals Interviewed from Recruitment Source</i>
1 General Sales Manager	mediarecruiter.com Contact: Birschbach Recruitment Network Address: 22102 E. Canyon Place Aurora, CO 80016 Phone: 303-400-5150 Email: mediarecruiter.com website: mediarecruiter.com Notification: website	0
	On air radio ad Contact: Duane Alverson Address: 2000 Whittier Street Saginaw, MI 48601 Phone: 989-752-8161 Fax: 989-752-8102 Email: alve2549@aol.com Notification: Verbal - written	1
	BCS Compliance Contact: Robin Cooper Address: 1700 Rockville Pike, Ste. 400 Rockville, Maryland 20852 Phone: 301-998-6136 Fax: 301-775-3185 Email: robincooper@bcs-ok.com website: www.bcs-ok.com Notification: website	0
	mediastaffing.com Contact: Address: 150 E. Huron #900 Chicago, IL 60611 Phone: 312-944-9194 Notification: website	1
	Michigan Assoc. Broadcasters Address: 819 N. Washington	1

Lansing, MI 48906
Phone: 800-968-7622
Fax: [517-484-5810](tel:517-484-5810)
Email: mab@michmab.com
Website: www.michmab.com
Notification: [website](#)

Internal 1
Contact: Tony Conley
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: Word of Mouth

Friend 1
Contact: Rob Striker
Address:

Phone:
Fax:
Notification: Word of Mouth

Total Interviewees for this position 5

2 Account Executive

BCS Compliance 0
Contact: Robin Cooper
Address: 1700 Rockville Pike, Ste. 400
Rockville, Maryland 20852
Phone: 301-998-6136
Fax: 301-775-3185
Email: robincooper@bcs-ok.com
website: www.bcs-ok.com
Notification: website

Current Employee 0
Contact: Barry Borsenik
Address: 2000 Whittier
Saginaw, MI 48601
Phone: 989-752-8161
Fax: 989-752-8102
Email:
Notification: Verbal

On-air ad 4
Contact: Duane Alverson
Address: 600 W. Cavanaugh

Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: Phone

WHZZ,WILS,WQHH,WXLA ON AIR 1
Contact: K. MacDonald
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: Verbal

Michigan Works 0
Contact:
Address: 4061 N. Euclid
Bay City, MI 48706
Phone: 888-253-6855
Fax: 989-684-7920
Email: smb@michiganworks.com
Notification: email

Journey to Jobs job fair 2
Address: 333 E. Michigan Ave.
Lansing, MI
Phone:
Fax:
Notification: verbal

Total Interviewees for Job Position 7

3 Programming/Production

Internal Posting 2
Contact: Scott Loomis
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: Verbal

Michigan Assoc. of Braodcasters 0
Contact:
Address: 819 N. Washington
Lansing, MI
Phone: 800-968-7622
Fax: 517-484-5810
website: mab@michmab.com
Notification: website

BCS Compliance 1

Contact: Robin Cooper
Address: 1700 Rockville Pike, Ste. 400
Rockville, Maryland 20852
Phone: 301-998-6136
Fax: 301-775-3185
Email: robincooper@bcs-ok.com
website: www.bcs-ok.com
Notification: website

All Access Music Group 2
Contact: Joel Denver
Address: 28955 Pacific East Hwy., Ste. 210
Malibu, CA 90265
Phone: 310-457-6616
Fax: 310-457-8058
website: jdenver@allaccess.com
Notification: website

Word of Moutn 1
Contact:
Address:
Phone:

Total Interviewees for Job Position 6

4 On-air talent full time

All Access Group 2
Contact:
Address: 28955 Pacific Ste 210-5
Malibu, CA 90265
Phone: 310-457-6616
Fax: 310-457-8058
Notification: On-line posting

BCS Compliance 0
Contact: Robin Cooper
Address: 1700 Rockville Pike, Ste. 400
Rockville, Maryland 20852
Phone: 301-998-6136
Fax: 301-775-3185
Email: robincooper@bcs-ok.com
website: www.bcs-ok.com
Notification: website

Michigan Assoc. of Braodcasters 1
Contact:
Address: 819 N. Washington
Lansing, MI
Phone: 800-968-7622

Fax: 517-484-5810
website: mab@michmab.com
Notification: website

Internal Posting 3
Contact: Scott Loomis
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: Verbal

Total Interviewees for Job Position

6

5 Account Executive

BCS Compliance 0
Contact: Robin Cooper
Address: 1700 Rockville Pike, Ste. 400
Rockville, Maryland 20852
Phone: 301-998-6136
Fax: 301-775-3185
Email: robincooper@bcs-ok.com
website: www.bcs-ok.com
Notification: website

WHZZ,WILS,WQHH,WXLA ON AIR 2
Contact: Kenneth MacDonald
Address: 600 W. Cavanaugh
Lansing, MI 48906
Phone: 517-393-1320
Fax: 517-393-0882
Email: macaudio@chartermi.net
Website: www.michmab.com
Notification: Verbal

Station Websites 0
Contact: Kenneth MacDonald
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
website: macaudio@chartermi.net
Notification: verbal

Greater Lansing Job Fair 1
Contact: Lansing Center
Address: 333 E. Michigan Ave.
Lansing, MI

Phone:
Fax:
Notification:

Friend

1

Contact:
Address:
Phone
Fax:

Total Interviewees for Job Position

4

6 Account Executive

Contact: BCS Compliance
Robin Cooper
Address: 1700 Rockville Pike #400
Rockville, Maryland 20852
Phone: 301-998-6136
Fax: 301-775-3185
Email: robincooper@bcs-ok.com
website:
Notification: website

0

Contact: On-air Recruitment
Duane Alverson
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 989-752-8161
Fax: 989-752-8102
Email: alve2549@aol.com
Notification: Verbal

0

Contact: Station Websites
Kenneth MacDonald
Address: 600 W. Cavanaugh
Lansing, MI 48910
Phone: 517-393-1320
Fax: 517-393-0882
Email: macaudio@chartermi.net
Notification: Verbal

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Contact: Internal
J. Hicks
Address: 600 W. Cavanaugh
Lansing, MI
Phone: 517-393-1320
Fax: 517-393-0882
Notification: verbal

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**Total Interviewees for Job Position
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. We plan on attending the the 2011 Broadcasting Career Builder conference on Friday November 4, 2011 sponsored by the MAB foundation and 2012 Spring Career Expo at Northwood University on February 22, 2012.

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 who attended the job, submitted a resume, and decided to fill out an application was given an interview on the spot. Those who were interested were also given a tour of the facility 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. Current Owner/CEO Ken MacDonald, Jr. explored various options before designing and establishing this scholarship program. Mr. MacDonald remains actively involved and continues to oversee the program in his father's name. 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. Ken MacDonald, Jr. continues to fund additional financial contributions to either increase the \$500.00 award, or make additional scholarship awards to deserving students.

4. Intern Program - Interested parties in the intern program are required to fill out an application and complete a scheduled interview. Additionally, to participate in the program they must be enrolled in a college degree program and eligible to earn college credit for participation in the program. Upon completion of the interview process, 3 or 4 qualified applicants are brought into the 4-6 month program. Our interns get the chance to learn many aspects of the radio stations' daily functions: to include planning and implementing of promotions, interaction with sales on promotions and the sales process, production skills, on-air technique, the daily workings of the radio station and assisting with social media sites under supervision. Along with station personnel and managers, interns attend major events in the Lansing/East Lansing Area, radio station planned community events, and station supported charity and promotional events. The interns help with promotional tasks, and attend station remotes when assigned. 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. Pam Gibbs-Smith, On-Air Personality and Promotions Director, oversees the daily assignments and training schedules for the participants in the program. Scott Loomis, Operations Manager and Cindy Tuck, General Manager, oversee the overall planning and implementation of the program.

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.

