

EEO Outreach Program
June 1, 2006 through May 31, 2008
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. Also, with our Career Fairs, we have sent Top Level Management to several Career Fairs through the state, predominately at Universities, to promote that Radio Advertising Sales and Support Staff can come from all walks of life and that you do not have to have a major in advertising to have a career in broadcasting. Examples of the Career Fairs that we have attended are: Duane Alverson, President of MacDonald Broadcasting and Toni Morel, Executive Assistant at MacDonald Broadcasting Company attended a Fall Career Expo at Northwood University in Midland, Michigan on Wednesday, September 27, 2006 from 11:00am to 4:00pm; Duane Alverson and Toni Morel attended a Flint Spring Career Fair at The University of Michigan-Flint in Flint, Michigan on Thursday, March 22, 2007 from 10:00am to 3:00pm; Duane Alverson and Cory Cregg, Event & Marketing Coordinator, attended an Employment Fair at Delta College located in Saginaw, Michigan on Tuesday, March 18, 2008 from 11:00am to 4:00pm; Duane Alverson and Cory Cregg attended the SC4 Career Fair at St. Clair County Community College located in Port Huron, Michigan on Wednesday, April 16, 2008 from 12:00pm to 3:00pm.

2. 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 will be earned by a deserving high school senior from pursuing undergraduate studies in a broadcast related field. The annual scholarship will be 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 will continue to fund additional financial contributions to either increase the \$500.00 award, or make additional scholarship awards to deserving students. Winner of the 2008 Award was Ms. Jasmine A. Brown from Saginaw, MI.

3. Training Program to Enable Station Personnel to Acquire Skills for Higher-Level Positions – Mentorship program with Kenneth H. MacDonald, Jr. and Scott Loomis, WHZZ Program Director. Scott Loomis has expressed an interest in pursuing a position as Operations Manager for MacDonald Broadcasting Company-Lansing. After discussions between Kenneth MacDonald, Jr., Owner/CEO; Duane Alverson, President; and Cindy Tuck, Vice-President of MacDonald Broadcasting, it was decided that Mr. MacDonald would personally direct and train Scott for the position of Operations Manager. Interaction between Mr. MacDonald and Scott occur 2 to 3 times per week. These discussions include, but are not limited to: instruction in station promotions which call for pre-selling, actual contesting and post selling; how to handle special events and live broadcasts for those events; station hiring procedures for air talent and news stringers, coaching and air-checking air talent for station boardwork; direct and aid the WILS newsperson with collection and reporting the most important news stories in the tri-county area and then creating stories from interviews with WILS morning and afternoon broadcast hosts. Scott has also had the opportunity to learn from Mr. MacDonald a wide variety of operational matters pertaining to station branding and imaging along with production elements in both commercial creation and the writing & frequency of change to station positioning liners. Scott will continue to learn additional responsibilities that include public service activities that involve any or all of the four radio stations and serving the many areas of need within the greater Lansing area.

Scott has already assumed some of these responsibilities for WQHH and WILS. Scott has exhibited nothing but leadership qualities and enthusiasm expected by Mr. MacDonald to make a smooth and positive transition to the Operations Manager for MacDonald Broadcasting Company-Lansing.

4. Training to Upper-level Management – David Hall was brought to MacDonald Broadcasting specifically as a consultant. He is retired from the Air Force and was a part-time instructor at Northwood University and at Saginaw Valley University primarily teaching leadership and management classes.

Leadership training for our upper-management personnel included training in Leadership Behaviors, Choosing a leadership style, team development and EEO Requirements. Top management who included, Owner, Kenneth H. MacDonald Jr.; President, Duane Alverson; Vice-President, Cindy Tuck; Saginaw Operations Manager, Mike Skot; Office Manager, Becky French; Chief Engineer, Gary Harding; WKCQ Local Sales Manager, Mary Yearham; WMJO Local Sales Manager, Darin White; WKCQ Assistant Program Director, Kevin Proffitt; WMJO Assistant Program Director, Amie Jackson; Lansing General Manager, Rick Sarata, WHZZ Program Director, Scott Loomis; WQHH Program Director, Brant Johnson; WQHH Local Sales Manager, Brooke Nobach. These leadership meetings were held at The Comstock Inn in Owosso, Michigan from January 2007 through May 2007. Through these leadership sessions the top management of the organization learned why leadership is such an important part of business and how a person's attitude can reflect on the appearance of the company as both individuals and as a whole.

On May 15, 2007, Toni Morel, Executive Assistant to MacDonald Broadcasting Company, attended the Leadership Meeting to instruct the management personnel in FCC EEO Compliance. Toni explained the proper procedures in disseminating information concerning full-time job vacancies including posting, proper interview techniques and closing the file once the position has been filled. Participants also received a copy of the Step-by-Step Procedure for filling the New Job Vacancy, a BCS Job Posting Form, Interview Do's and Don'ts and a New Job Vacancy Form indicating the Interviewees, Date of Interview and Recruitment Source form.