EEO Public File Report

Covering the Period from June 1, 2020 to May 31, 2021

Stations Comprising Station Employment Unit:

WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **FULL-TIME POSITIONS FILLED BY JOB TITLE** | **RECRUITMENT SOURCE**  **OF HIREE** | **TOTAL NUMBER OF INTERVIEWEES FROM**  **ALL SOURCES FOR THIS POSITION** | **DATE OF HIRE** |
| 1 | On Air Talent | On-Air | 5 | 11/9/20 |
| 2 | Account Executive | On-air | 7 | 10/19/20 |
| 3 | General Manager | Industry referral | 3 | 9/28/20 |

|  |  |
| --- | --- |
| Job Posting for | *On Air Talent* |
|  |  |
|  | **BCS Compliance\*** |
|  | Website: |
|  | www.bcs-ok.com |
|  |  |
|  | **All Access** |
|  | Allaccess.com |
|  |  |
| 2 | **Station Websites** |
|  | Contact: Jason Addams |
|  | Address: |
|  | 2000 Whittier |
|  | Saginaw, MI 48601 |
|  | Phone: |
|  | 989-752-8161 |
| 3 | **Facebook.com WKCQ page** |
|  | Contact: Jason Addams  Address: 2000 Whittier st  Saginaw, mi 48601  Phone:989-752-8161 |
| Total interviews | 5 |
|  |  |

|  |  |
| --- | --- |
| Job Posting for | *General Manager* |
| 1 | **INDUSTRY REFERALL** |
|  | Karole L White |
|  | PRESIDENT/CEO, MAB, AND EXECUTIVE DIRECTOR, MAPB |  |
|  |  |  |
|  |  |  |
| 1 | **INDUSTRY REFERALL** |  |
|  | Ed Christian |  |
|  | President & CEO |  |
|  | Saga Communications, Inc |  |
|  |  |
| 1 | **INDUSTRY REFERALL** |  |
|  | Former President of MAB & Macdonald Broadcasting  Duane Alverson for experienced candidates |
|  |  |  |
|  |  |
|  |  |  |
| Total interviewed | 3 |  |

|  |  |
| --- | --- |
| Job Posting for | Account Executive |
|  |  |
|  | **BCS Compliance\*** |
|  | Website: |
|  | www.bcs-ok.com |
|  |  |
| 1 | **LinkedIn Corporation** |
|  | Linkedin.com |
|  |  |
|  | **Websites WKCQ, WMJO, WSAG** |
|  | Contact: |
|  | Cindy Tuck |
|  | Address: |
|  | 2000 Whittier |
|  | Saginaw, MI 48601 |
|  | Phone: |
|  | 989-752-8161 |
|  |  |
| 4 | **On-Air Recruitment** |
|  | Address: |
|  | 2000 Whittier |
|  | Saginaw, MI 48601 |
|  | Phone: |
|  | 989-752-8161 |
|  |  |
| 2 | **INDEED.COM** |
|  |  |
| Total interviewed | 7 |

EEO Outreach Program June 1, 2020 through May 31, 2021

WKCQ-FM, WSAM-AM, WSAG-FM, WMJO-FM

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. 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 and promotes 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. Below is a list of what we have completed so far.

October 29th 2020 Northwood University Virtual job fair was attended by;

General Manager Michael Gahagan

Saginaw Sales Manager Barry Borsnik

Saginaw Operations Manager Jason Addams

Lansing Sales Manager John Bouwhuis

February 18th 2021 Michigan works Virtual job fair was attended by;

General Manager Michael Gahagan

Saginaw Sales Manager Barry Borsnik

Saginaw Operations Manager Jason Addams

Lansing Sales Manager John Bouwhuis

2. Participate in a Scholarship Program

2021 Scholarship was awarded to a Central Michigan University Senior

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.

3. Participate in general outreach efforts by such means as job banks or

Internet programs.

1. allaccess.com
2. linkedin.com
3. collegecentral.com/miccjobs
4. joinhandshake.com
5. michmab.com
6. Indeed.com

4. On Air Job Fair-MacDonald Broadcasting is aggressively trying to help local businesses find and hire people, an initiative designed to offer the local business community a platform to widely publicize employment opportunities to our audiences. Recruitment advertising on the radio allows these employers to reach the passive job seekers and their family members who act as advocates for the open position. The Job Fair on the air is supported by a significant amount of advertising directed at potential employees AND local companies looking for a better way to find candidates. We are running a script for employers and a second script targeted to job seekers. We will run over 1,700- 60 second announcements for this outreach from May 7th , 2021 to July 31, 2021 There is also a digital component to the project which includes a listing of each participating business' opening and a hyperlink back to that company's website/application.

5. Mentoring program for On-Air personnel Weekly Airchecks- Our Operations manager conducts weekly evaluations and training with all full time and part time air staff. All 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, Mentor and staff member fill out an evaluation form then go through it together. During these sessions air talent also cross train for operational duties; including Music placement software, Website management, and social media practices.