

EEO Public File Report
 Covering the Period from June 1, 2025 to May 31, 2026
 Stations Comprising Station Employment Unit:
 WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM

Full-Time Vacancies Filled During Time Period

	Job Title	Date Opened	Date Filled
1	General Manager	4/1/2025	6/2/2025
2	Account Executive	6/2/2022	9/22/2025
3	Account Executive	9/23/2025	2/2/2026

Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1 General Manager			Date Filled: 6/2/2025
Resource	Resource	# of Interviews	Hired from Resource (Yes/No)
-9	Ramp 24/7	1	Yes
-1	Indeed	5	No
Total # of interviews for this position			6
Total # of applicants for this position			47

Account Executive			Date Filled: 9/22/2025
Resource	Resource	# of Interviews	Hired from Resource (Yes/No)
-1	Indeed	10	No
-6	On-air Recruitment	9	Yes
-11	Internal Posting / Ref	2	No
Total # of interviews for this position			21
Total # of applicants for this position			120

3. Account Executive			Date Filled: 2/2/2026
Resource	Resource	# of Interviews	Hired from Resource (Yes/No)
-1	Indeed	2	Yes
-6	On-air Recruitment	1	No

Total # of interviews for this position		3	
Total # of applicants for this position		18	

Total # of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year: 30

Master Recruitment Source List			
Resource	Address	Phone or Email	
1	Indeed	1.800.475.4361	
2	Zip Recruiter	877.252.1062	
3	MAB Job Board 222 N. Chestnut St, Lansing MI	517.484.7444	
4	MI Talent Job Board jobs.mitalent.org	1.888.522.0103	
5	Inside Radio jobs.insideradio.com	800.248.4242 contact@insideradio.com	
6	On-air Recruitment 2000 Whittier St. Saginaw, MI	989.752.8161/ jobs@macdonaldbroadcasting.com	
7	Radio Station Website 2000 Whittier St. Saginaw, MI	989.752.8161 / jobs@macdonaldbroadcasting.com	
8	Handshake College L 225 Bush St. 12th floor San Francisco, CA	415.944.9960	
9	Ramp 24/7	cartermedia@gmail.com	
10	Country Aircheck 914 18th Ave S. Nashville, TN 37212	615.320.1450	
11	Internal Posting / Ref 2000 Whittier St. Saginaw, MI	989.752.8161	
12	Industry Recruitment 2000 Whittier St. Saginaw, MI	989.752.8161	
13	Saginaw Chamber of 515 N. Washington Ave. Saginaw, MI	989.752.7161	
14	External Recruitment Media Staffing Network	847.222.3258	
15	External Referral Media Buying Vendor	rhea.zako@katzmedia.com	
16	External Referral Radio Consultant	Huskman911@aol.com	
17	Radiojobs.org Bosworth Media	boz@bosworthmedia.com	
18	Radio Insight	news@radioinsight.com	
19	TvandRadioJobs	info@BroadcastingSchool.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 were each 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 an effort to reach a broad and diverse pool of candidates, the company utilizes a variety of online recruitment platforms (listed within the Master Resource List) when positions become available, in addition to airing recruitment commercials across all five broadcasting stations. Through these combined efforts, MacDonald Broadcasting has been able to reach a wide range of applicants throughout the broadcasting 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: Mentoring Program for On-Air Personnel – Weekly Airchecks

MacDonald Broadcasting maintains an ongoing mentoring and training program for its on-air staff as part of its commitment to Equal Employment Opportunity. The Operations Manager conducts regular evaluations, air checks, and coaching sessions through both 1:1 meetings and weekly communication with staff. Junior talent are mentored by senior staff, while senior talent are evaluated directly by management. In addition to on-air performance coaching, employees receive cross-training opportunities in areas such as music scheduling software, website management, and social media practices. The program is designed to strengthen employee skills, encourage professional growth, and foster an inclusive workplace where employees have opportunities to grow and succeed.

In 2023, MacDonald Broadcasting expanded its training efforts in response to staffing transitions within the on-air department by implementing weekly training memos for both part-time and full-time staff. These communications provided ongoing coaching, reinforced on-air priorities, and encouraged employees to seek additional 1:1 guidance when needed.

Throughout 2024 and 2025, the company continued investing in employee development through additional hiring initiatives, regular air check sessions, and expanded mentoring opportunities focused on improving broadcasting skills, building confidence, and strengthening day-to-day operational knowledge.

In 2025 and 2026, MacDonald Broadcasting further enhanced its training initiatives by introducing a private section of the company website dedicated to air checks and employee feedback, creating a more interactive and accessible mentoring process for on-air staff.

(4.) 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.

(1). Community Ties South, a group activity program administered by Saginaw Community Mental Health Authority visited with 13 participants and 3 supervisors for a tour of the station in March of 2025. MacDonald Broadcasting explained how our business works and the roles of personnel in

different departments. Participants were shown the broadcast studios and introduced to several employees. The production studio was used to demonstrate the recording and editing process with participants having a chance to hear their own recordings and collaborate on a recording of the Pledge of Allegiance.

(2). On February 7th, 2025 MacDonald 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 MacDonald Broadcasting specifically.

(3). On February 12, 2026, MacDonald 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.

(4.) On April 10th, 2026 Community Ties South returned to MacDonald Broadcasting for an additional tour of the station and continued exposure to the broadcasting industry. Participants were again given the opportunity to tour the studios, interact with staff members, and record audio within the production studio to gain additional hands-on experience within a radio broadcasting environment.

(5). On May 8th, 2026 SVRC Industries visited MacDonald Broadcasting for a tour of the station and an introduction to careers within broadcasting. Participants were shown the different departments within the company and learned about the responsibilities associated with each area of the business. During the visit, participants also had the opportunity to record audio in the production studio, experiment with altering their voices, and participate in interactive discussions and activities related to radio broadcasting and station operations.

(5.) Description of Initiative: Engineer Training Program

As we continue to expand the knowledge base and training within our engineering department, we remain committed to developing the next generation of broadcast engineers. Our senior engineer has been actively mentoring our full-time junior engineer, providing hands-on training in the critical areas of the radio broadcasting industry.

In April 2022, our senior engineer announced plans to retire and officially transitioned into a part-time

role in 2024. Despite retiring, he has remained dedicated to ensuring a smooth knowledge transfer and supporting the growth of our junior engineer through an in-depth training program.

In addition to core engineering responsibilities, the training program has expanded to include significant infrastructure and systems upgrades across our stations. This includes hands-on work with transmitter maintenance and optimization across multiple markets, as well as system-wide improvements to enhance reliability and performance. In our Lansing location, we also completed a full software overhaul, transitioning from our previous automation system to OpX, providing the engineering team with modernized tools for programming, scheduling, and broadcast operations.

The goal of this program is to equip our junior engineer with the comprehensive skills and understanding necessary to succeed in this role. Training continues to cover essential day-to-day responsibilities including station log management, transmitter monitoring and maintenance, generator operations, tower inspections, studio functionality, and IT systems 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.

(6.) 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.