

EEO Public File Report
Covering the Period from June 1, 2021 to May 31, 2022
Stations Comprising Station Employment Unit:
WKCQ-FM, WMJO-FM, WSAG-FM, WSAM-AM

Job Position: ACCOUNT EXECUTIVE
Date Position Opened: 10/20/20
Date Position Filled: 6/21/21

Job Position: CREATIVE SERVICES DIRECTOR
Date Position Opened: 6/14/21
Date Position Filled: 7/12/21

Job Position: ON AIR FULL TIME
Date Position Opened: 11/22/21
Date Position Filled: 1/21/22

Job Position: ACCOUNT EXECUTIVE
Date Position Opened: 6/21/21
Date Position Filled: 4/18/22

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 10/20/20

Date Position Filled: 6/21/21

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: HANDSHAKE

#3 Resource Used: On Air Recruitment Advertising WKCQ WMJO WSAG

#4 Resource Used: Zip Recruiter Paid AD

Total Number of Applicants for this Position: 100+

Total Number of People Interviewed for this Position: 6

Job Position: CREATIVE SERVICES DIRECTOR

Date Position Opened: 6/14/21

Date Position Filled: 7/12/21

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: ALL ACCESS

#3 Resource Used: MAB

Total Number of Applicants for this Position: 22

Total Number of People Interviewed for this Position: 7

Job Position: ON AIR FULL TIME

Date Position Opened: 11/22/21

Date Position Filled: 1/21/22

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: ALL ACCESS

#3 Resource Used: FACEBOOK

Total Number of Applicants for this Position: 19

Total Number of People Interviewed for this Position: 4

Job Position: ACCOUNT EXECUTIVE

Date Position Opened: 6/21/21

Date Position Filled: 4/18/22

Recruitment Resources used for this Position.

#1 Resource Used: INDEED

#2 Resource Used: HANDSHAKE

#3 Resource Used: On Air Recruitment Advertising WKCQ WMJO WSAG

#4 Resource Used: Zip Recruiter Paid AD

#5 Resource Used: FACEBOOK JOB POSTINGS

Total Number of Applicants for this Position: 100+

Total Number of People Interviewed for this Position: 18

EEO Outreach Program June 1, 2021 through May 31, 2022

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. Participate in a Scholarship Program –

2021 was awarded to a CMU Student, 2022 Scholarship will be awarded in May 2022

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.

2. Participate in general outreach efforts by such means as job banks or college programs.

- allaccess.com
- linkedin.com
- joinhandshake.com
- michmab.com
- Indeed.com
- Saginawchamber.org
- Ziprecruiter.com

3. 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 run 49- 60 second announcements per week for this outreach. 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.

4. 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.

5. HOME SCHOOL STUDENT OUTREACH STATION TOUR 2/24/22

Local home school students with chaperones toured the radio station and transmitter. They were shown how we broadcast from the studio. They were allowed to make their own recordings and each student pretended they were on the radio. They were informed of the inner workings and the history of the radio station. Tour was followed by a q & a session about broadcasting and its careers.

6. MBC JOB FAIR AT DOUBLETREE HILTON BAY CITY MI 48708

4/19/21 event hosted by Duane Alverson, Jason Addams, Jim Kramer
MBC in an effort to recruit additional candidates for open positions, offered our own job fair in nearby Bay City, MI at the Doubletree Hilton. The event was supported by on-air ads promoting for two weeks before the event. Several staff members were present at the event to greet potential applicants for the duration of the event.