

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ**EEO PUBLIC FILE REPORT****June 1, 2018 - May 31, 2019****I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
News/Talk Morning Show Co-Host/News Co-Anchor	1-5, 11-15, 19, 29-31, 34-35, 40-42, 44	13
Director of Sales	1, 6, 9-10, 13, 17, 23-25, 27-28, 39, 43-44	6
Sales Representative	2, 5, 9, 12, 14-15, 17, 20-25, 27-30, 32, 34-36, 40-44	15
Sales Representative	2, 8-9, 12-14, 16-17, 19-25, 27, 29-32, 34-36, 40-44	8
Morning Radio Show Co-Host	1-2, 9, 11-12, 17-18, 20-25, 27-31, 34-35, 40-44	1
Country Radio Afternoon Announcer	1-3, 8-9, 12, 14, 17-25, 27-31, 34-35, 40-44	1
Sales Representative-Benton Harbor	2, 5, 9, 12-14, 16-17, 20-25, 27-32, 34-36, 42-44	5
Sales Representative-Benton Harbor	2, 5, 9, 12-14, 16-17, 20-25, 27-32, 34-36, 42-44	13
Sales Representative-Benton Harbor	2, 5, 9, 12-14, 16-17, 20-25, 27-32, 34-36, 42-44	13
Sales Representative-Benton Harbor	2, 5, 9, 12-14, 16-17, 20-25, 27-32, 34-36, 42-44	13
Sales Representative/South Haven, MI	4, 7, 9, 12-13, 16-17, 20-31, 33-38, 42-44	33

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AllAccess 28955 Pacific Coast Highway Malibu, California 90265 www.allaccess.com www.allaccess.com Manual Posting	N	2
2	Ball State University 2000 W. University Ave.-BC 201 Muncie, Indiana 47306 Phone : 765-285-1480 Email : tpollard@bsu.edu Fax : 1-765-285-9278 Tim Pollard	N	0
3	Bethel College 1001 Bethel Circle, Rm 316 Mishawaka, Indiana 46545 Phone : 574-807-7096 Matthew Stecowitz Manual Posting	N	0
4	Central Michigan University-Communications Department 340 Moore Hall Mount Pleasant, Michigan 48859 Phone : 989-774-3851 Email : kalisl1m@cmich.edu Fax : 1-989-774-6573 Michelle Kalisek	N	1
5	Current Employee	N	3
6	Current Employee/Internal Promotion	N	1
7	Did not indicate (Source Unknown)	N	1
8	Facebook post	N	3
9	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfbroadcasting.com Kristy Nix	N	0
10	Former Employee	N	1
11	Former Employee Referral	N	2

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12	Grand Valley State University 206 Student Services Allendale, Michigan 49401 Phone : 616-331-3350 Email : knapplis@gvsu.edu Fax : 1-616-331-2070 Lisa Knapp	N	0
13	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	14
14	Indiana University of South Bend-Career Services P. O. Box 7111 South Bend, Indiana 46634 Phone : 574-520-4425 Career Services Manual Posting	N	0
15	Job Fair	N	2
16	Lake Michigan College 2755 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : 269-927-6284 Krista Elkins Manual Posting	N	0
17	Long Nine-IL P. O. Box 460 Springfield, Illinois 62705 Email : kelly@wnns.com Kelly Standish	N	0
18	Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, Michigan 48906 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0

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19	Michigan State University 535 Chestnut Rd., Room 290 Spartan Stadium East Lansing, Michigan 48824 Phone : 517-884-1300 Kim Kowalski Manual Posting	N	0
20	Michigan Works-Cass/VanBuren 32849 Red Arrow Hwy. Paw Paw, Michigan 49079 Phone : 800-533-5800 Email : arandag@michigan.gov Fax : 1-269-655-1094 Gerry Aranda	N	0
21	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejob@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0
22	Michigan Works-South Haven 128 Veterans Blvd. South Haven, Michigan 49090 Phone : 269-637-1145 Email : alemanj@michigan.gov Fax : 1-269-637-1795 Juan Aleman	N	0
23	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbg.com RJ Brachman	N	0
24	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
25	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0

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26	Moody on the Market/Jobs on the Market 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0
27	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Email : jrawls@mwfmkteting.fm Jennifer Rawls	N	0
28	MWF Website 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	N	0
29	NAACP-Kalamazoo P. O. Box 51473 Kalamazoo, Michigan 49005 Phone : 269-343-4105 Email : info@naacpkalamazoo.org Fax : 1-269-385-9775 Charles Warfield	N	0
30	NAACP-Niles 924 Cherry St. Niles, Michigan 49120 Phone : 269-683-7048 Email : naacp.niles@gmail.com Fax : 1-419-624-8825 Saundria Wilson	N	0
31	NAACP-VanBuren County 72238 E. 34th Ave. Covert, Michigan 49043 Phone : 269-764-3718 Email : jadams@naacpnet.org Fax : 1-269-764-8598 Fozene King	N	0
32	Radio Ads 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Jobs Listing Jobs Listing Jobs Listing Manual Posting	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	Radio Recruitment Ad	N	2
34	Saint Mary's College 31 Spec Unica Hall, Room 112 Notre Dame, Indiana 46556 Phone : 574-284-4775 Email : sjeffirs@saintmarys.edu Fax : 1-574-284-4775 Stacie Jeffirs	N	0
35	Southwestern Michigan College 58900 Cherry Grove Rd. Dowagiac, Michigan 49047 Phone : 269-687-5644 Email : careers@swmich.edu Fax : 1-269-687-5655 Diane Barret-Curtis	N	0
36	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
37	Station Website	N	1
38	TheRadioStations.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0
39	Trade Website	N	1
40	University of Michigan 515 Jefferson St. Ann Arbor, Michigan 48109 Phone : 734-764-7460 Tyler Wang Manual Posting	N	0
41	Valparaiso University-Career Center 1509 Chapel Dr. Valparaiso, Indiana 46383 Phone : 219-464-5005 Tom Cath Manual Posting	N	0

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42	Western Michigan University 1903 W. Michigan Ave. Kalamazoo, Michigan 49008 Phone : 269-387-2745 Email : broncojobs@wmich.edu Fax : 1-269-387-2555 Buffy Nespodzany	N	0
43	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
44	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			36

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2018	Establishment of training programs for station personnel	Paul Layendecker, WCSY Mornings/Director of Programming & Content, conducts one hour training sessions that are held the last Thursday of each month with full and part time staff collectively. Items covered included: training/use on specialized broadcast equipment, individual skill and talent development, compliance with FCC/copyright laws, emergency and growth within the ever changing radio/digital industry. This training is on-going and is part of a wider training program that can lead to advancement and promotion within the programming/digital department.	1	WCSY Mornings/Director of Programming & Content
2	6/1/2018	Establishment of an intern program designed to assist members of the community	Mid-West Family Broadcasting has a year-round internship program offering students a chance to get real media and business experience in a learning environment. There is a special emphasis on the summer months when more students are available for internships. Letters are sent to: Lake Michigan College, Andrews University, Southwestern Michigan College, Ferris State University, Grand Valley State University, Central Michigan University, Western Michigan University and Michigan State University as well as being posted on theradiostations.com website. Interns during the report period included: Robert Tomlinson-Western Michigan University, Taylor Winnell-Central Michigan University, Zachary Smith-Lake Michigan College, Erin Cooper-Grand Valley State University, Devon Schuck-Pensacola Christian College and Gabriel Zeiger-Cornerstone University.	1	Community Affairs Coordinator

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3	6/11/2018	Establishment of training programs for station personnel	Zack East transitioned to Regional Management of Digital and Technical Products in June 2018. Part of Zack's transition involved mentoring and training Kristen Havens as the new Assistant Director of Programming and Content, as Kristen took a portion of Zack's former programming management position. Additionally, Zack worked closely with Jacob Holmes, Digital Media Specialist, to take on more day-to-day order fulfillment and support of the station interactive products and brands.	1	Regional Digital & Technical Manager
4	6/18/2018	Participation in events or programs sponsored by educational institutions	Zack East, Regional Digital & Technical Manager, visited the F.C. Reed Middle School STEM Lab for Video and Audio Production located in Bridgman, Michigan. Zack spoke with approximately 20 students about his job working on the air and behind the scenes in radio, taking time to show students remote broadcast equipment, and a broadcast vehicle from WIRX. Zack also answered questions related to music selection, how transmitters work, and how we can help save lives by informing people during emergencies. The organizing teachers were asked to reach out to staff to schedule a radio station tour as well.	1	Regional Digital & Technical Manager
5	8/30/2018	Establishment of a mentoring program	Zach Smith, one of our 2018 interns, expressed an interest in working at WSJM so he hired as a part time operator. After demonstrating the ability to take on the responsibility of being the on-duty operator and doing it well, watching over several stations automated operations nights and weekends. After executing those initial responsibilities, he was assigned to handle the more complicated duties of Operator for live Sports broadcasts and on-location remote broadcasts, coordinating with various people in the field while keeping the stations smoothly broadcasting.	1	Production Director/Morning Co-Host WSJM News

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6	10/4/2018	Hosting of Job Fair	In an effort to widen the job candidate pool to reach people not unemployed or actively looking for work, Mid-West Family Broadcasting utilized a "Drive Thru Job Fair" in a busy supermarket parking lot from 4-6 p.m. We invited, through extensive prior on air and online promotion, individuals to drive thru at Roger's Foodland located in St. Joseph, Michigan to pick up a packet of Employment Information. Jobs at our radio stations and seven other local businesses were contained in the packet. Radio positions actively recruited-for included AC Morning Host, Sales and Marketing Representatives and Digital Sales Specialist positions.	2	WCXT Mornings/Music Director WIRX Evening Host
7	10/24/2018	Participation in Job Fairs	Brock Havens, WIRX Morning Show Host and Music Director, and Kristen Havens, Assistant Director of Programming, attended the MAB Career Fair at Western Michigan University located in Kalamazoo, Michigan. All 6 radio stations from Benton Harbor, Michigan and South Haven, Michigan were represented. Both students and non-students filled the hallways to speak to broadcasters about a career in radio or television. We spoke to those interested in learning more about our company and what we do, handed out job openings for those interested, and also internship letters for those seeking credit for summer 2019. Resumes were collected for those who had them.	2	WIRX Morning Show Host and Music Director Assistant Director of Programming
8	10/31/2018	Participation in events or programs sponsored by educational institutions	Paul Layendecker, Director of Programming and Operations, attended and presented at a student Business and Community career expo at South Haven High School. The expo was a panel type event where we were given several minutes to explain our industry and job opportunities. It was designed to help students get a better understanding of available career paths and tips for getting jobs.	1	Director of Programming and Operations

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9	2/3/2019	Establishment of a mentoring program	Scott Bradfield, a part time board operator, indicated a particular interest in WSJM Sports (1400AM/106.1FM). Phil McDonald, WSJM Sports Assistant, worked with Scott to develop his on-air skills and "sports personality." When a personnel change occurred in February, Scott joined Phil as the Co-Host of the WSJM Sports Morning Show and is heard daily on the station.	1	WSJM Sports Assistant
10	2/3/2019	Establishment of training programs for station personnel	An annual training event, Sales University, put on by Mid-West Family Broadcasting, provides opportunities to acquire new skills and sharpen current ones. Sales University also provides education and training on professional self improvement thereby providing trainees with skills to advance in their chosen fields.	3	Local Sales Manager Sales Representative Asst. Director of Programming & Content/Event Specialist
11	2/11/2019	Participation in events sponsored by community groups	Jonny Reinhardt and Stephanie O'Sullivan, 98.3 The Coast Morning Show Hosts, had a booth at Lakeshore High School located in Stevensville, Michigan, for their first annual College and Career Night. The "employer open house" portion of the College and Career Night was where Mid-West Family Broadcasting participated. Jonny and Stephanie set up a booth and handed out approximately 100 packets that included: our digital products, radio station information, internship letter and our data summary books. Approximately 300 students and parents attended.	2	WCXT The Coast Morning Show Host WCXT The Coast Morning Show Host

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12	3/6/2019	Participation in events or programs sponsored by educational institutions	Bethany Cabbage, Sales Support Supervisor, attended the Berrien Springs Discover Academy Job Fair for high school aged students held at the Mars Community Center in Berrien Springs, Michigan. All 6 radio stations from Benton Harbor, Michigan and South Haven, Michigan were represented. Bethany handed out approximately 100 packets which included: job and internship opportunities, our digital products, radio station information, remote broadcast pictures and our data summary books. She spoke with students interested in careers in radio, digital media, and business/marketing and encouraged those interested in applying for our summer internship program.	1	Sales Support Supervisor
13	3/19/2019	Participation in events or programs sponsored by educational institutions	Sam Truesdell, Senior Account Executive II, gave a presentation to a group of 5 high school students along with their teacher, Nancy O'Rourke, from Berrien Springs High School's Marketing and Advertising class, located in Berrien Springs, Michigan. The presentation included information on radio listenership and listening patterns, advertising income and trends, formulas for successful advertising and common advertising mistakes as well as details about radio careers such as traits and qualifications and day to day activities. Students were given a tour of the station followed by a PowerPoint presentation and discussion afterwards.	1	Senior Account Executive II

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14	3/22/2019	Participation in events or programs sponsored by educational institutions	Bethany Cabbage, Sales Support Supervisor, and Jacob Holmes, Digital Media Spec/Video News Production, attended the Lakeshore Middle School Job Fair for middle school students located in Stevensville, Michigan. Bethany and Jacob brought a slide show that made covered all 6 radio stations from Benton Harbor, Michigan and South Haven, Michigan as well as our digital products and what our day to day work days are like. They did four 35 minute presentations to 6th, 7th and 8th graders and answered any questions they had about radio. There were a total of 75 middle school students that attended the broadcasting portion of the job fair.	2	Sales Support Supervisor Digital Media Spec/Video News Production
15	4/13/2019	Sponsorship of events in the community designed to increase public awareness	Lainee Boss, South Haven Sales Manager, Debbie Streeter, Sales Representative, and Paul Layendecker, WCSY Mornings/Director of Programming & Content, attended as well as broadcasted live from the South Haven Chamber of Commerce Business Expo. It was held at LC Mohr High School located in South Haven, Michigan. We manned a booth where we featured specifically sales and programming employment opportunities. We spoke to dozens of interested individuals and passed out information and did basic interviews on site.	3	South Haven Sales Manager Sales Representative WCSY Mornings/Director of Programming & Content