

**WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ**

**EEO PUBLIC FILE REPORT**

**June 1, 2020 - May 31, 2021**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Director of Revenue Generation	3-7, 9-15, 17-21, 23-24, 26-27, 30-33	7
Integrated Marketing Sales Strategists	3-7, 10-21, 26, 28-29, 31-33	7
Integratged Marketing Sales Strategist	1, 3-6, 10-22, 24, 26-28, 31-32	22
Traffic Coordinator	3-21, 24, 26, 28, 31-33	9
Integrated Marketing Sales Strategist	2-4, 6, 8, 10-21, 24-26, 28, 31-33	2
Digital Project Management Specialist	3-4, 6, 9-20, 24, 26, 28-29, 31-33	9

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Central Michigan University-Communications Department 340 Moore Hall Mount Pleasant, Michigan 48859 Phone : 989-774-3851 Email : kalis1m@cmich.edu Fax : 1-989-774-6573 Michelle Kalisek	N	0
2	Current Employee	N	1
3	FaceBook 1234 Nowhere St. Job Listings, Wyoming Job Listings Job Listings Manual Posting	N	0
4	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Kristy Nix	N	0
5	FindAnAwesomeJob.com 580 E. Napier Ave. Benton Harbor, Michigan Phone : 2699251111 Job Listings Job Listings Manual Posting	N	0
6	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
7	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	5
8	Lake Michigan College 2755 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : 269-927-6284 Krista Elkins Manual Posting	N	0

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9	LinkedIn LinkedIn LinkedIn, Michigan LinkedIn LinkedIn Manual Posting	N	5
10	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
11	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejug@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0
12	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
13	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbg.com RJ Brachman	N	0
14	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgmwf.com Mike Paterson	N	0
15	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0

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16	MidWestFamilySWMI.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Job Listing Job Listing Manual Posting	N	0
17	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
18	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : kmckay@mwfmarketing.fm Kelly McKay	N	0
19	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
20	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
21	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
22	Non-Employee Referral	N	1

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23	RAMP 25876 The Old Road, #254 Valencia, California Job Listings Job Listings Manual Posting	N	0
24	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
25	South Haven Chamber of Commerce 606 Phillips St. South Haven, Michigan Phone : 2699251111 jobs listing jobs listing Manual Posting	N	0
26	Southwest Michigan Regional Chamber 811 Ship St., Suite 303 St. Joseph, Michigan Email : sspoonholtz@smrchamber.com Sarah Spoonholtz	N	0
27	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
28	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
29	The South Haven Area Chamber of Commerce 606 Phillips St. South Haven, Michigan Mary Wagaman Manual Posting	N	0

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30	TheRadioStations.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	0
31	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
32	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
33	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>12</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Sponsorship of events in the community designed to increase public awareness	Zack East, Vice President of Engagement and Experience, became a Board Member and project leader for the OutCenter of Southwest Michigan on February 6, 2020. The organization serves as a special support and resource entity for the area's LGBTQ+ citizens. Mid-West Family has consistently supported the OutCenter with in-kind advertising and sponsorship support, centered around station WCXT. LGBTQ+ issues have been increasingly prominent in WCXT's community service efforts, with one goal being to increase that community's awareness of WSJM, Inc as a viable and welcoming employment opportunity in Southwest Michigan.	1	Vice President
2	Ongoing Event	Establishment of training programs for station personnel	As part of WSJM Inc. / Mid-West Family's on-going commitment to improve employee skillsets and education that will advance them further in their careers with the organization, several sets of training programs were implemented or continued. These include: DigitalMarketer certification courses for advanced Digital Marketing education, management training and talent management systems with the Center for Sales Strategy, sales person video coaching and education systems with Center for Sales Strategy, weekly peer-based training practices with the Revenue Generation and support teams in Revenue Generation weekly meetings, monthly peer-based training practices with Content teams in Content team monthly meetings, and "Wicked Smart Webinar" programs hosted bi-weekly with Mid-West Family markets inviting businesses and the public attend these digital marketing and traditional marketing seminars.	0	

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3	Ongoing Event	Participation in other activities designed by the station employment unit	<p>As part of WSJM, Inc.'s continued goal to provide more local job information to the community and to increase the number of areas in which we can promote our own local available positions, we have created two websites: Careers on the Market at MoodyontheMarket.com, and FindAnAwesomeJob.com. These two websites are used year-round beginning on 6/1/2020 to allow employers to add and promote available local jobs. Careers on the Market offers local employers a simple online post-and-pay system for job posts; FindAnAwesomeJob.com is focused on larger entities with multiple jobs as part of a recruitment promotion and package typically launched each quarter. In addition, we are the local franchisee of HelpWanted.com (SouthwestMichiganJobs.com). For nearly 20 years, this site has been an important element for job seekers in SW Michigan. All WSJM, Inc. positions are included on Careers on the Market at MoodyontheMarket.com, FindanAwesomeJob.com, and SouthwestMichiganJobs.com. All of these websites have been instrumental in increasing awareness of posted positions at WSJM, Inc.</p>	0	



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4	6/22/2020	Provision of training to management	Michigan Association of Broadcasters held an EEO Seminar on June 22nd, 2020 on-line from 10:00 to 11:00am. The seminar "EEO Rules in the Year of the Pandemic" was attended by WSJM Inc Chairman Gayle Olson. The interactive session provided an overview of the EEO Rules that have been in place along with a few changes that were made to assist rehiring employees that were laid off during the pandemic. Olson shared these changes and reviewed the EEO rules with Department Heads. Broadcast attorney David Oxenford of Wilkinson, Barker, Knauer, LLP was the speaker.	1	Chairman of the Board
5	9/7/2020	Establishment of training programs for station personnel	On September 7, 2020, Matt Longhenry was promoted by Zack East, Vice President of Engagement & Experience and Paul Layendecker, Director of Content to begin work as the Engagement & Experience Manager, tasked with preparing and implementing all promotional-based opportunities for WSJM Inc.'s Michigan division. Longhenry began working as a Morning Show host early in his career and grew into this role as part of Management Training sessions performed by Dave Doetsch, General Manager in 2019. He continues to innovate promotional packaging and concepts that needed exceptional adjustment due to the pandemic.	3	Vice President of Engagement & Experience Director of Content Engagement & Experience Manager
6	Ongoing Event	Participation in other activities designed by the station employment unit	As part of Mid-West Family Companies, WSJM, Inc. in 2020 created Mid-West Family Services, which is recruiting and referring candidates to all eight MWF operating markets. Using state of the art digital techniques, MWFS has identified and referred 17 qualified candidates, including 3 to WSJM Inc, who were subsequently hired, two in Revenue Generation and one in Digital Services.	0	

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7	10/22/2020	Sponsorship of events in the community designed to increase public awareness	On 10/22/20 WSJM Inc. hosted and co-sponsored with South Haven Chamber of Commerce (in person event) Business After Hours. Gathering of business owners and leaders who regularly recruit and hire employees in local area. Group and individual discussion of hiring challenges in a Covid year. Referrals and followup information exchanged. RevGen Director Lorraine Day and Operations/Content Manager Paul Layendecker attended.	2	RevGen Director Operations/Content Manager
8	11/2/2020	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	RevGen Director Lorraine Day developed a presentation focusing on digital recruiting activities and tools, and presented it to a series of SW Michigan non-profits: MI Army National Guard Nov & Dec 2020, United Way of SW Michigan Dec 2020-May 2021, Greater Michiana YMCA Jan -April 2021, Cassopolis Family Clinic March 2021, Berrien Community Foundation Dec 2020	1	RevGen Director
9	11/6/2020	Participation in events sponsored by community groups	Lorraine Day, recruiting specialist, served as the Employee Campaign Chair for United Way of Southwest Michigan. She spoke to employee groups in various businesses, including information on WSJM, Inc. and it's commitment to the Community and diversity. While not highlighting specific jobs, these efforts increased general awareness of WSJM, Inc. as an "option" for employees looking to better their situation or make a change.	1	Recruiting Specialist

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10	Ongoing Event	Participation in scholarship programs	WSJM, Inc. has partnered with the Berrien Community Foundation to promote and grow the David A. Hicks Memorial Scholarship for the Arts program, which awards a \$1000 scholarship annually to a Berrien County High School Senior majoring in an arts-related program. Hicks was the brother of Zack East, WSJM, Inc. Vice President of Customer Success. Zack assists the committee at the foundation in publicizing the scholarship opportunity and finding a suitable scholarship recipient. While the program has only been in existence for four years with the each year beginning on 1/1/2021, recipients each year have shown interest in possible internships with Mid-West Family at the appropriate time in their post-secondary education.	1	Vice President of Engagement and Experience
11	3/10/2021	Participation in Job Fairs	The MAB Foundation Media Career & Networking Event took place on March 9 and 10, 2021 online during the virtual Great Lakes Media Show! Zack East, Vice President of Engagement & Experience Manager and Kristen Havens, Assistant Director of Content and Event Specialist attended the career fair on behalf of WSJM Inc. Our "session" was open to any registered students and professionals who enter our chat for questioning. There were 98 students and professionals registered. We shared information about all the different aspects of working with Mid-West Family, job opportunities we have currently, and encouraged them to submit resumes for those positions as well as general future consideration.	2	Vice President of Engagement & Experience Asst. Dir. of Content & Event Specialist

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12	Ongoing Event	Participation in events sponsored by community groups	Zack East, Vice President of Customer Success, is a member of the United Way of Southwest Michigan Board of Directors, becoming the Vice Chair on March 11, 2021. Zack's time on the board has given him an opportunity to work directly with other local community leaders in business, industry and non-profits. Zack is a member of the High Performing Board Committee, which is tasked with creating a board that is highly engaged in their work as opposed to just advisors; the committee also is tasked with taking directives that have passed from the Diversity & Inclusion Committee to implement inclusive language, recruitment and on-boarding practices in all United Way board activities and committees/cabinets. His involvement with these committees and the board has heightened his awareness of, and commitment to diversity and outreach, as he assumes a growing role supervising the day-to-day operations of WSJM, Inc.'s main Benton Harbor office-studio location.	1	Vice President of Engagement & Experience
13	3/16/2021	Participation in events sponsored by community groups	On March 16, 2021, Vice President of Engagement & Experience Zack East was nominated and confirmed as a board member of the Southwest Michigan Regional Chamber, a local organization connecting the community's employers/businesses with opportunities to reach the community with marketing, advocacy, and support. WSJM Inc. consistently supports the organization on stations WYTZ, WSJM, and WCXT, as well as MoodyontheMarket.com featuring interviews with Chamber staff that often cover topics of business information, expansions/growth, job opportunities, and featured community members. Positions with WSJM Inc. are also cross-posted on the Chamber's public website of "Hot Jobs."	1	Vice President of Engagement & Experience

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14	3/22/2021	Participation in events or programs sponsored by educational institutions	On 3/22/21 RevGen Director Lorraine Day spoke to Lake Michigan College advertising class (via Zoom), covering "Who is WSJM Inc.", what we do, what jobs are available and described "A Day In the Life" of an advertising rep. 13 students attended and were provided information on potential employment.	1	RevGen Director
15	5/24/2021	Establishment of a mentoring program	Zack East, Vice President of Customer Success, also oversees the Engagement & Experience department, where employees Alisa Kirby and Matt Longhenry continue to receive weekly coaching, mentorship, and training in their roles. On May 24, 2021, Alisa Kirby's position will grow to serve as Strategy Lead for the Revenue Generation team as Alisa spent most of the past two and a half years successfully supporting both the internal and external digital projects of the operation. Matt Longhenry continues to work toward advancement in his position with the company to eventually take greater roles in the Content, and Engagement & Experience departments.	3	Vice President of Engagement & Experience Engagement & Experience Manager Strategy Lead