

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

EEO PUBLIC FILE REPORT

June 1, 2019 - May 31, 2020

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
Sales Representative/South Haven, MI	1-3, 5-21, 24-25, 27-33	28
Executive Assistant	5-8, 10-17, 19-21, 27-28, 30-33	7
Executive Assistant	5-8, 10-17, 19-21, 27-28, 30-33	7
Executive Assistant	5-8, 10-17, 19-21, 27-28, 30-33	7
Campaign Design & Engagement Strategist	5-6, 10-17, 19-22, 25, 27-28, 30-33	22
Sales Representative	4-7, 10-15, 17, 19-21, 23, 25-26, 29, 31 -33	7

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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	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
2	Current Employee	N	1
3	Did not indicate (Source Unknown)	N	1
4	Employee Referral	N	1
5	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Kristy Nix	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	12
8	Lake Michigan College 2755 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : 269-927-6284 Krista Elkins Manual Posting	N	0
9	Long Nine-IL P. O. Box 460 Springfield, Illinois 62705 Email : kelly@wnns.com Kelly Standish	N	0

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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
16	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

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17	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : kmckay@mwfmarketing.fm Kelly McKay	N	0
18	MWF Website 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rhiannon@midwestdigitalmarketing.com Rhiannon McCafferty	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
23	None indicated (Source Unknown)	N	1
24	Radio Recruitment Ad	N	1
25	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	1
29	Station Website	N	2
30	TheRadioStations.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : Job Listings Job Listings Job Listings Manual Posting	N	1
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

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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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			23

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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	Ongoing Event	Establishment of an intern program designed to assist members of the community	Intern Ashley __ was hired as a part time board operator during live broadcasts. Her duties include running the board inside the studios while the on -air personalities are out on location doing a live broadcast. This entry level position allows a young potential broadcaster to determine if a career “on the air” is something they wish to pursue.	1	Operations Manager
2	Ongoing Event	Establishment of an intern program designed to assist members of the community	Mid-West Family-WSJM, Inc. has an internship program offered year round giving students a chance to obtain real life media and business experience in a learning environment. There is an emphasis on the summer months since more students are available then for internships. The interns we had during this report period included: Bryce ___ - Hope College, Melayna ___ -Lakeshore High School, Falconetti ___ - Conservatory of Recording Arts & Science, Nathan ___ -Southwestern Michigan College, Andi ___ -Michigan State University, John ___ -Central Michigan University, Jack ___ -Wayne State University, Colin ___ -Wisconsin Lutheran College and Ashley _____ - Lake Michigan College.	3	Operations Manager Technical Director Asst. Dir. of Programming and Content Vice President

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3	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. VP. 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 three years, 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
4	Ongoing Event	Participation in events or programs sponsored by educational institutions	On October 15, 2019 the WIRX-FM Morning Show (on-air personalities Brock Havens and Hunter Wright, assistant Bryan Sorenson) participated in a broadcast live from the Employer Open House at the St. Joseph High School Career and College Night at St. Joseph High School. Their presentation included information on career paths in all departments at WSJM, Inc. (on-air, sales, administration, digital, production and engineering/technical). Approximately 50 SJHS Seniors and their parents attended.	3	WIRX Morning Show Host/Music Dir. WIRX Morning Show Partner-Mid Day Announcer On-Air

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5	Ongoing Event	Participation in events or programs sponsored by educational institutions	On Friday, November 15, 2019, Kristen Havens (Asst. Program and Content Director), Jacob Holmes (Digital Specialist) and Mike Arney (News Anchor/Reporter) participated in the Berrien County 9th Grade Career Pathways Day at Lake Michigan College, Benton Harbor. The full day booth exhibit included a mock up/model of a radio production studio and detailed digital program explaining all of the WSJM, Inc. radio stations and digital products, plus details on our internship programs. Approximately 2,000 students plus teachers from 18 area high schools attended, learning about career paths in all departments at WSJM, Inc.	3	Asst. Program and Content Director Digital Specialist News Anchor/Reporter
6	Ongoing Event	Participation in events or programs sponsored by educational institutions	On Friday, December 6, 2019, Phil McDonald, WSJM Sports Director, attended a career fair at New Buffalo High School/Middle School. In a classroom setting, Phil spoke with students about his career path and education that led to his career. The majority of each session was a question & answer format led by a teacher. Approximately 40-45 students participated in the sessions. Students learned what it takes to get into broadcasting and also how the broadcasting field has evolved over the last several years. The job fair took place at New Buffalo High School from 7:45am to 12:00pm.	1	WSJM Sports Director

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7	Ongoing Event	Participation in job banks, internet programs and other programs designed to promote outreach	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 are able to promote our own local available positions, we have created two websites: Jobs on the Market at MoodyontheMarket.com, and FindAnAwesomeJob.com. These two websites are used year-round to allow employers to add and promote available local jobs. Jobs 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 Southwest MichiganJobs.com. All of these websites have been instrumental in increasing awareness of posted positions at WSJM, Inc.	1	Vice President
8	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

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9	Ongoing Event	Sponsorship of events in the community designed to increase public awareness	Southwest Michigan Regional Chamber of Commerce and Cornerstone Alliance Recognition Breakfast was held on February 13, 2020. The event brings together business and non-profit leaders from across the region for recognition, networking, and empowerment. Zack East (Vice President) and Pat Moody (Director of Business Development) assisted the organizations with promotion of the event via in-kind live broadcasts from the event and interviews of community leaders on WSJM-FM and MoodyontheMarket.com. A display booth at the event encouraged more than 700 attendees to learn more about Mid-West Family/WSJM Inc., and specifically several open positions for the position of Integrated Marketing Specialist.	2	Vice President Director of Business Development
10	3/8/2020	Provision of training to management	Zack East (Vice President of Engagement & Experience), and Dave Doetsch (President & General Manager), attended the Borrell Miami conference March 8-11, 2020. The conference was hosted by consulting firm Borrell Associates, and featured various speakers and experts that engage with the broadcast and advertising communities during this time of rapid change from traditional broadcasting to digital platforms. During this event, East and Doetsch were able to network and share ideas with various other broadcast and digital operators from across the country. Information obtained from this event lead to the development of a new position and job posting nationally, the Director of Revenue Generation for WSJM, Inc in Southwest Michigan. Recruiting for the position continues as of this report date.	2	President/General Manager Vice President

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11	3/9/2020	Participation in other activities designed by the station employment unit	<p>Zack East, Vice President of Engagement and Experience, is a member of the United Way of Southwest Michigan Board of Directors, becoming the Associate Vice Chair in 2020. 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 Diversity and Inclusion committee, tasked with making sure inclusive operations and language are included in all decisions at the United Way. His involvement with these committees and the board as a whole 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.</p> <p>Separately, 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.</p>	2	Vice President Revenue Generator Scout and Onboarding Coach Manager

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12	Ongoing Event	Participation in job banks, internet programs and other programs designed to promote outreach	Through community involvement contacts, it was determined that a significant number of professionals move into the SW Michigan area each year as spouses of new management people at our largest employers, Whirlpool Corporation and Spectrum Lakeland Health System. WSJM, Inc. recruiting specialist Lorraine Day is working directly with a resource person at the area business development organization (Cornerstone Alliance) and the Michigan Jobs agency (Kinexus) to pro-actively contact these job-seeking professionals, versus waiting for them to “discover” WSJM Inc’s multiple opportunities in broadcasting, digital services and event production/management.	1	Revenue Generator Scout and Onboarding Coach Manager
13	5/24/2020	Establishment of a mentoring program	Intern Falconetti _____ was later hired as a part time assistant to our Technical Director, Terry Green. Falconetti also has a skillset in video production that was useful and has taken over the majority of the video production that we do in-house for advertising clients and continues to be employed at WSJM, Inc.	1	Technical Director