

2019-ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report is to comply with Section 73.2080(C) (6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following station, for the purpose of the EEO Rules:

Call Sign
WHMI-FM

Community
Howell, MI

Mailing Address:
P.O. Box 935
Howell, MI 48844

Telephone number:
517-546-0860
Contact Person/Title:
Fran Campbell/Office Manager
Email Address:
fcampbell@whmi.com

The information contained in the Annual EEO Report covers the time period from June 1, 2018 to May 31, 2019 (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report contains the following information:

1. A list of all full time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in the station's public inspection file on 6/1/2019, and posted on the stations' website, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: June 1, 2018 to May 31, 2019

Stations In Employment Unit: WHMI-FM

Full-Time Positions Filled By Job Title And Date Filled	Recruitment Source of Hiree	Total Number of Interviews From all Sources for this Position
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1 General Sales Manager 12-10-2018 and 1 Local Sales Manager 12-17-2018	Specs Howard School of Broadcast Arts Inside Radio	10
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All Recruitment sources listed in Section 2 were used to recruit for each FT vacancy listed in Section 1.

Total Number of People Interviewed for All Job Positions	10
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Section 2: Recruitment Sources

Time Period Covered: 6/1/2018-5/31/2019

Stations in Employment Unit: WHMI-FM

Recruitment Source: Name, Address, Phone Number, Contact Person	Total Number of Interviewees Source Has Provided	Full-Time Positions for Which This Source was Utilized
The Livingston Daily Press & Argus Kathleen Reilly, Account Executive Office: 8-586-977-7668 Fax: 313-496-4992 Email: kareilly@dnp.com	2	General Sales Manager
Krol Communications c/o WHMI-FM Office Bulletin Board	0	General Sales Manager
Krol Communications c/o WHMI-FM Web Site	1	General Sales Manager
Krol Communications c/o WHMI-FM Radio	1	General Sales Manager
*Specs Howard School of Broadcast Arts Dick Kernen, 19900 W. Nine Mile Road Southfield, MI 48076 Fax: 248-746-9770	1	General Sales Manager
*University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 fax: 810-762-3024	0	General Sales Manager
University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109	0	General Sales Manager
Lansing Community College P.O. Box 40010 Lansing, MI 48109	0	General Sales Manager

Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu	1	General Sales Manager
MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824	0	General Sales Manager
*CMU Mt. Pleasant, MI Fax: 517-337-8065	0	General Sales Manager
*Washtenaw Community College Ypsilanti, MI Career Connection	0	General Sales Manager
MAB Website	0	General Sales Manager
Michigan Talent Bank	0	General Sales Manager

*Indicates sources that have requested notification of job openings.

For GSM Position

Lansing State Journal (Added 9-20-18)	0	General Sales Manger
All Access (Added 9-20-18)	0	General Sales Manager
Media Recruiter (Added 9-20-18)	1	General Sales Manager
Inside Radio (Added 9-20-18)	3	General Sales Manager
RAB (Added 9-27-2018)	0	General Sales Manager

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: June 1, 2018 to May 31, 2019

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) Job Fair

On Friday, November 16, 2018, WHMI sponsored and participated in the MAB job fair at Lansing Community College in Lansing, Michigan. From 12-1:30pm, WHMI management was available to discuss career opportunities at WHMI, and answer questions about the necessary skills and requirements of pursuing a career in radio broadcasting. We spoke with approximately 25 attendees.

2) Internship Program

WHMI-FM welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the third quarter 2018, WHMI-FM hosted a student intern from Specs Howard School of Broadcast Arts. The Production intern worked with the Creative Director and Operations Manager.

3) Internship Program

WHMI-FM welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the first quarter 2019, WHMI-FM hosted a student intern from Specs Howard School of Broadcast Arts. The Production intern worked with the Creative Director and Operations Manager.

4) Internship Program

WHMI-FM welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the second quarter 2019, WHMI-FM hosted a student intern from Specs Howard School of Broadcast Arts. The Production intern worked with the Creative Director and Operations Manager.

5) Job Shadow Day

On Friday, 11/30/2018, a student from Brighton High School participated in a Job Shadow day. She was here to meet with Debbie Platt, General Sales Manager, Dion Clark, Production director, Sue Masek Sales assistant, and met with two of the sales executives. She arrived at the station by 9:00 a.m.

Sue Masek took her on a tour of the radio station. She was able to see the different departments of the radio station.

With Debbie Platt, they learned the sales side of radio. She participated in creating sales proposals with two of the sales executives -David McClure and Mike Bonenberger. She learned the multi phases of sales - prospecting, proposal writing, selling, and servicing various businesses.

She facilitated with finalizing our upcoming on-air promotion – “Pick your Present”. She coordinated with the different business sponsors to match the sponsor with the particular prize they are giving away in this promotion. She learned how to use promotional opportunities as a tool to help sell advertising to the different businesses.

She spent some time with Dion Clark. She saw how Dion receives the information he needs to complete a creative copy message. He explained to her the necessary elements needed to write the commercial copy. She spent time in the production studio and was able to see how radio commercials are produced. She saw the process of creating the audio and how it is put in to the computer system so it can be heard on the air.

She was able to see the news department and see how the news is recorded and produced. Julie Wood enabled her to sit in the studio and witness a live radio program.

6) Station Self Assessment:

On 3/21/2019, Rod Krol, President, Kris Krol, Business Manager, Rich Renko, General Sales Manager, Reed Kittredge, Operations Manager and Fran Campbell, Office Manager, met to discuss the stations effectiveness in making sure that the Wide Dissemination being conducted is bringing in a diverse pool of applicants. Since last year's annual assessment we had one opening for General Sales Manager position. We interviewed one candidate from Cleary University that was added to our recruitment list in 2016. We also added paid recruitment sources to this General Sales Manager position that produced results. We added Media Recruiter which resulted in one interview and we added Inside Radio which produced three interviews. We will continue to evaluate our recruitment resources going forward. We will keep the master recruitment list in-tact. In addition we assessed the following:

1. Whether we regularly convey our EEO program to employees and applicants. The station has EEO notices posted on our bulletin board, on job applications, in on air announcements and located on the station web site. In compliance.
2. Our seniority practices, to ensure that they are not discriminatory. In compliance.
3. Our salary and benefits programs, to ensure they provide equal pay for equal work and are not in any discriminatory manner. In compliance.
4. Promotions, to ensure they are not based on any discriminatory practices. In compliance.
5. Whether we have avoided any indication in our recruiting advertisements that there is any preference for persons of particular race, national origin or gender. In compliance.
6. Union agreements, if they exist, to make sure that they provide for equal opportunities for all. Not applicable.
7. Selection techniques, to avoid tests or other hiring evaluation techniques that could be discriminatory in effect. In compliance.

7) Scholarship

WHMI-FM has implemented a \$1,000 academic scholarship program for local high school students. Upper-level station management established the scholarship criteria, assessed the eligible entries and awarded the spring 2019 scholarship to a senior at Hartland High School who will be attending Florida State University in the fall 2019 to study Broadcast Meteorology.

8) Station Tour

On Wednesday, April 3, 2019, 7 children and 1 adult from Den 345 in Brighton arrived at 4:15pm for a station tour. Reed Kittredge, Operations Manager showed them the broadcast facility, they were given demonstrations of technical equipment and were introduced to the staff and management and corresponding responsibilities were described. Dion Clark, Creative Director showed them how commercials are produced and helped them record their own commercial. They spent some time with Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

9) Station Tour

On Wednesday, May 1, 2019, 1 child and 1 adult from Troop 103 in New Hudson arrived at 3:30pm for a station tour. Reed Kittredge, Operations Manager showed them the broadcast facility, they were given demonstrations of technical equipment and were introduced to the staff and management and corresponding responsibilities were described. Dion Clark, Creative Director showed them how commercials are produced and helped them record their own commercial. They spent some time with Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

10) Job Fair

On Thursday, April 12, 2019, WHMI participated as a community sponsor in the Michigan Works job fair at Crystal Gardens. From 3-7pm, WHMI management was available to discuss career opportunities at WHMI, and answer questions about the necessary skills and requirements of pursuing a career in radio broadcasting. We also accepted resumes from those interested in future opportunities.