

2020-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, 2019 to May 31, 2020 (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 6/1/2020, 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, 2019 to May 31, 2020

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
1 Account Executive 10/7/2019	The Livingston Daily Press & Argus	8
2 Program Director 12/9/2019	All Access Media Group	9

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 17

Section 2: Recruitment Sources

Time Period Covered: 6/1/2019 – 5/31/2020

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: 586-977-7668 Fax: 313-496-4992 Email: kareilly@dnps.com	3	Account Executive, Program Director
Krol Communications c/o WHMI-FM Office Bulletin Board	0	Account Executive/Program Director
Krol Communications c/o WHMI-FM Website	3	Account Executive/Program Director
Krol Communications c/o WHMI-FM Radio	3	Account Executive/Program Director
Krol Communications c/o WHMI-FM Job Board	0	Account Executive/Program Director
*Specs Howard School of Broadcast Arts Dick Kernen, 19900 W. Nine Mile Road Southfield, MI 48076 Fax: 248-746-9770	1	Account Executive/Program Director
*University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 Fax: 810-762-3024	0	Account Executive/Program Director
University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109	0	Account Executive/Program Director
Lansing Community College P.O. Box 40010 Lansing, MI 48901	0	Account Executive/Program Director
Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu	0	Account Executive/Program Director

MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824	0	Account Executive/Program Director
*CMU Mt. Pleasant, MI Fax: 517-337-8065	0	Account Executive/Program Director
*Washtenaw Community College Ypsilanti, MI Career Connection	0	Account Executive/Program Director
MAB Website	1	Account Executive/Program Director
Michigan Talent Bank	0	Account Executive/Program Director
<u>Added 10-16-2019</u>		
All Access Media Group 24955 Pacific Coast Highway C303 Malibu, CA 90265 Website: allaccess.com Go to jobs to post a position	4	Program Director
The Lund Consultants P.O. Box 1654 Burlingame, CA 94011 650-692-7777 Email: johnlund@lundradio.com	1	Program Director
<u>Added 10-10-2019</u>		
Inside Radio Insideradio.com	1	Program Director

*Indicates sources that have requested notification of job openings.

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

Time Period Covered: June 1, 2019 to May 31, 2020

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) Station Tour

On Thursday, June 20, 2019, 8 students and 1 adult from the Student Statesmanship Institute at Cleary University in Howell arrived at 2:45pm 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.

On Thursday, August 8, 2019, 11 children and 1 adult from Livingston County DHS in Howell arrived at 1pm 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.

On Tuesday, November 5, 2019, 11 children and 1 adult from Milford Adventures Guides in Milford arrived at 4:00pm 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.

2) Job Fair

On Friday, November 8, 2019, WHMI participated as a community sponsor in the Michigan Association of Broadcasters job fair at Lansing Community College. From noon-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 also accepted resumes from those interested in future opportunities.

3) Intern

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 period covered by this report WHMI-FM had a student from Spec Howard School of Broadcast Arts and the student is interning for the period of 12/12/19 to 3/12/20, and is here each week for five hours. The student will work with Dion Clark, Creative Director.

4) 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 2020 scholarship to a senior at Howell High School who will be attending Ferris State University in the fall 2020 to study Journalistic/Television and Digital Media.

5) Station Self Assessment:

On 3/19/2020, Rod Krol, President, Kris Krol, Business Manager, Rich Renko, General Sales Manager, Lisa Rodman, Program Director 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 an opening for Program Director, Account Executive and News Reporter position. For the Program Director position we added All Access Group, Lund Consultants and Inside Radio which all produced results. 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.