

**MIDWESTERN BROADCASTING COMPANY
WTCM RADIO, INC., WCCW RADIO, INC., WBCM RADIO, INC., AND WKJF RADIO, INC.
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
JUNE 1, 2019**

This is the report required by Section 73.2080(c)(6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. It is to be included in our public file on or before the anniversary of our renewal of license application, which is June 1 of each year. Our "employment unit" consists of WTCM (AM), WTCM-FM, WCCW (AM), WCCW-FM, Traverse City, and WJZQ-FM, Cadillac, and WBCM-FM Boyne City (All in Michigan).

PERIOD COVERED: **June 1, 2018 through May 31, 2019**

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE):

Afternoon Drive Air Personality (WTCM-FM)

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES:

A list of sources to which notices are sent is attached. Midwestern Broadcasting Company publicizes full time openings through Broadcast Compliance Services.

III. RECRUITMENT SOURCE WHICH REFERRED EACH OF THE HIREES FOR THE VACANCIES LISTED ABOVE:

Specs Howard School of Broadcast referral

IV. DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

Intra-Company Job Posting – 1 applicant
Radio Station Website "Job Opening" – 1 applicant

DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT:

➤ *Job Fair(s) –*

MAB Annual Career & Employment Fair at Lansing Community College

November 16, 2018 12:00 pm to 3:00 pm

Midwestern Broadcasting had a booth display and was a booth sponsor at this well attended event. Tammie Altshuler, Human Resources/Payroll greeted and conversed with attendees interested in future employment and also potential internships. Some attendees left resumes and were told the resumes would be kept on file in the event that a position opens up in the future.

“JobFest” – Park Place Convention Ctr. (sponsored by MWB and TV9&10)

April 3, 2019, 11:00 am to 7:00 pm

Midwestern Broadcasting, jointly with TV 9&10 (Cadillac, MI), hosted a job fair at the Park Place Convention Center. Nearly 600 people were in attendance for the event that had concentrations in the Skilled Trades and Tourism industries. Tammie Altshuler, Human Resources/Payroll director, conversed with attendees interested in future employment and also potential internships. Some attendees left resumes and were told the resumes would be kept on file in the event that a position opens up in the future.

➤ *Speaking engagement(s) –*

National Fire Protection Association’s Education Summit – Las Vegas

June 11, 2018

Christal Frost, Midwestern Broadcasting AM 580 radio personality, was invited to speak at this National Association’s event, hosting a session called “When it leads, it bleeds – How to cut through the Noise of Catastrophe with local media outlets that cuts through the chaos of fire and crime with messages of safety and prevention”. This opportunity was sparked from a monthly radio segment Christal does with local Fire Safety professionals. Participants responded with 4-5 stars for the conference’s presentation.

Women in Marketing – “Women in Talk Radio”

November 8, 2018

Christal Frost, Midwestern Broadcasting AM 580 radio personality, participated in a panel discussion with representatives from other local media outlets, talking about working in the Male-Dominated field of Talk Radio, and sharing how the radio landscape has improved for women in talk radio.

Media Careers – Benzie Central High School

May 24, 2019 7:00 am to 11:00 am

Christal Frost was invited to present to students at Benzie Central High School about careers in the media. Christal was one of 10 invited guests from different professions to present to 180 students total over the course of (9) twenty minute sessions. The students were very engaged and many have reached out for more information about starting a career in media and broadcasting.

- ***Participation in scholarship programs*** – Ross Biederman, President of Midwestern Broadcasting Company is a member of the Board of Directors of the Michigan Association of Broadcaster’s (MAB) Foundation. The MAB Foundation is a 501c3 Foundation organization which conducts numerous educational activities, including providing scholarships. Mr. Biederman was also a major financial contributor to the formation of the Foundation. Mr. Biederman started the “Biederman-Leicinger” Scholarship endowment (maintained by the MAB Foundation), designed to award annual scholarships to college students pursuing the field of Broadcast/Journalism.
- ***Midwestern Broadcasting Summer Internship*** – A summer internship program has regularly been conducted at one or more of the Midwestern Broadcasting Company stations. Students are placed in area of interest and in most cases earn education credits for their experience. A number of them have gone on to be hired by various media outlets. One is currently a full time employee at WTCM A/F.
- ***Educational Tours of the radio stations*** – Midwestern Broadcasting conducts regular educational group tours of the radio station facilities and studios. Groups range in age from elementary school through adults.
- ***Training of Management level personnel*** – *May 25, 2012* – John Dew, EEO Coordinator for Midwestern Broadcasting Company issued a complete review of EEO Policies and FCC Regulations to all Department Heads and HR Personnel.
- ***Review of EEO Files and Records*** – In the fall of 2010, an FCC Review was made. It included inspection of the public files and of the EEO program information and records, and a written report to the Commission. The company had no problems or issues.

MAB and Broadcast Compliance Services Job Posting Mailing list is partially listed below (full list is available online at www.bcs-ok.com)

Broadcast & Cinematic Arts
Central Michigan University
340 Moore Hall
Mt. Pleasant, MI 48859

Alpena Community College
Att: Frank McCourt
666 Johnson Street
Alpena, MI 49707

Davenport College
Placement & Career Development
415 E. Fulton
Grand Rapids, MI 49503

Central Michigan University
Career Services
101 Faust Hall
Mt. Pleasant, MI 48859

Northwood Institute
Career Assistance
3225 Cook Road
Midland, MI 48640

Oakland Community College
Att: Alicia Jackson
739 Washington
Royal Oak, MI 48067

Lake Michigan College
WXSB FM
2755 E. Napier Avenue
Benton Harbor, MI 49022-1881

Kalamazoo Valley Community College
Placement Office
6767 West O Avenue
Kalamazoo, MI 49009

University of Detroit – Mercy
Career Development
4001 W. McNichols Road
Detroit, MI 48221

Muskegon Community College
Att: Job Placement enter
221 S. Quarterline Rd
Muskegon, MI 49442

NW Michigan College
1701 E. Front Street
Traverse City, MI 49686

Spring Arbor College
WSAE-WKTG
106 E. Main Street
Spring Arbor, MI 49283

University of Michigan
Career Services
3200 Student Activities Bldg.
Ann Arbor, MI 48109

Specs Howard School of Broadcast
Career Services

Also:

MAB Job Bank
Michigan Works Job Bank
BEDA National Job Bank
Western Michigan Job Bank
Radio Station website
AllAboutCountry.com