

OUTREACH EFFORTS

Since June 1, 2018, Station WGHN(AM) and WGHN-FM, both licensed to Grand Haven, Michigan, and, co-owned Station WMPA-FM, Ferrysburg, Michigan, all in the same employment unit, have had only two full-time openings for which a number of recruitment sources – including the stations’ websites, WGHN-AM/FM promotional advertisements, the Grand Haven Tribune, job banks for Michigan Association of Broadcasters, Grand Valley State University and Muskegon Community College and Grand Haven Chamber of Commerce postings – were used to fill the openings.

In addition, since June 1, 2018, the stations’ staff has participated in a number of outreach efforts to attract a wide variety of interested students and others to enter into broadcasting careers. Specifically, the staff hosted a booth at the 2018 Michigan Association of Broadcasters Broadcast Media Career and Networking Fair at Western Michigan University, which over 50 students and business professionals attended, where the staff spoke about current and future station jobs openings and internships. Moreover, the staff hosted a booth at the 2019 and 2020 WGHN Family, Health and Home Shows where the staff spoke to prospective station interns and provided information on how radio stations operate. The staff also hosted three Grand Valley State University students and two Grand Haven High School students for internship programs where the students helped with writing and recording commercial content and station promos, board operations during high school sports games, on-site help for station events and daily on-air high school news reports. In addition, the staff attended the Grand Haven Chamber of Commerce Boomerang Event showcasing local businesses and career opportunities to high school juniors, hosted school group tours of the stations’ facilities and spoke to a Grand Haven Chamber Members Meeting about broadcast sales. Broadcast career outreach messages have also run two times per week on the stations. To improve the management skills of the stations’ Vice President, Wendy Hart attended several sessions of the Michigan Association of Broadcasters Great Lakes Media Show on sales and management, including EEO requirements applicable to management. Finally, the stations’ assistance to many local charities, businesses, schools and non-

profits during the COVID-19 pandemic highlighted to community members the attraction of working in different types of jobs in broadcasting to help the community.