

Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, MI
WKAR-TV, WKAR-FM, WKAR-AM
For the period of June 1, 2020-May 31, 2021

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Board of Trustees, Michigan State University’s East Lansing, Michigan Employment Unit (“SEU”). This SEU is comprised of the following stations: **WKAR-TV** licensed to EAST LANSING, MICHIGAN; **WKAR-FM** licensed to EAST LANSING, MICHIGAN; **WKAR-AM** licensed to EAST LANSING, MICHIGAN. This report has been placed in the public inspection files of these stations and posted to their websites, prior to June 1, 2021.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment sourced utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Position for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hire actually began working. A person was deemed “interviewed” whether he or she was interviewed in-person, over the telephone or by e-mail.

Appendix 1
Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, Michigan
Covering the Period from June 1, 2020 to May 31, 2021
Stations Comprising Station Employment Unit:
WKAR-TV, WKAR-FM, WKAR-AM

Full Time Position by Job Title	Date of Hire	<u>Vacancy Information</u>		Sources Notified of Opening
		Recruitment Source Used for Hire	Total # Of Interviews from All Sources	
Family Engagement Coordinator (Communications Coordinator)	2/25/21	28	7	12, 14, 24, 26, 28, 42, 50
Morning Edition Producer/Host (Producer/Host Radio II)	4/26/21	51	6	1, 12, 13, 14, 20, 21, 22, 24, 25, 28, 32, 33, 35, 42, 43, 50
Public Media Director of Annual Giving	9/8/20	44	4	12, 14, 18, 24, 25, 50
Television Studio Coordinator (Television Production Technician)	12/14/20	51	8	5, 12, 14, 18, 20, 24, 28, 41, 50
Weekend Host/Bilingual Latinx Stories (Producer/Host Radio II)	8/17/20	51	4	1, 12, 14, 20, 21, 22, 24, 25, 28, 32, 33, 35, 42, 43, 49
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			29	

Annual EEO Public File Report

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2020 to May 31, 2021 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Recruitment Source Information

	Recruitment Source	Total # of Interviews	Full-Time Positions for Which Source was Utilized
1	AllAccess.com	0	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
5	Broadcasting & Cable	0	TV Studio Coordinator
12	Corporation for Public Broadcasting	2	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories
13	Craigslist	0	Morning Edition Producer/Host
14	Current	0	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories
16	Facebook	1	TV Studio Coordinator
18	Greater Public	0	Public Media Director of Annual Giving; TV Studio Coordinator
20	Indeed.com	4	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator
21	JournalismJobs.com	0	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
22	LinkedIn.com	2	Family Engagement Coordinator; Morning Edition Producer/Host; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories

24	MI Talent (Michigan Works)	0	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories
25	Michigan Association of Broadcasters	0	Morning Edition Producer/Host; Public Media Director of Giving; Weekend Host/Bilingual Latinx Stories
26	Michigan Assoc. of Intermediate School Administrators (MAISA)	0	Family Engagement Coordinator
28	Michigan State University HR	9	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories
32	National Association of Black Journalists	1	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
33	National Association of Hispanic Journalists	0	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
35	Native American Journalist Association	0	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
41	ProductionHUB.com	0	TV Studio Coordinator
42	Public Media Business Association	0	Family Engagement Coordinator; Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
43	Public Media Journalist Association	0	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
44	Public Radio Assoc. of Development Officers (PRADO)	1	Public Media Director of Annual Giving
49	West Michigan Hispanic Chamber of Commerce	0	Weekend Host/Bilingual Latinx Stories
50	WKAR.org	0	Family Engagement Coordinator; Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator

51	Word of Mouth/Referral	6	Morning Edition Producer/Host; Public Media Director of Annual Giving; TV Studio Coordinator; Weekend Host/Bilingual Latinx Stories
	Other	3	Morning Edition Producer/Host; Weekend Host/Bilingual Latinx Stories
	Total Interviews from All Sources	29	

NOTIFICATION LIST
June 1, 2020 to May 31, 2021

Recruitment Sources for WKAR-AM/FM/TV 2020-2021

<u>Source</u>	<u>Phone</u>	<u>Address</u>	<u>Contact Name</u>	<u>Website</u>	<u>Email</u>
1 All Access				www.allaccess.com	
2 Asian American Journalist Association	415-346-2051	5 Third St., Suite 1108, San Francisco, CA 94103		www.aaja.org	national@aaja.org
3 Association of Fundraising Professionals	888-491-8833	4300 Wilson Blvd, Arlington, VA 22203		afpnet.org	
4 Association of Fundraising Professionals-Capital Area Chapter			Danielle Lenz	afplansingmi.afpnet.org	afp_cac@yahoo.com
5 Broadcasting & Cable (TV postings only)	917-301-3815	11 W. 42nd Street, New York, NY 10036		broadcastingcable-jobs.careerwebsite.com/	
6 Career Page National Job Bank	800-622-2414			www.careerpage.org	
7 Careerbuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	www.careerbuilder.com	
8 CASE Career Central	800-537-5700			www.jobtarget.com	
9 Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff	http://www.colorcommnetwork.com/	jobs@chronicle
11 ColorComm					
12 Corporation for Public Broadcasting		401 North Street, NW, Washington DC 2004			
13 Craigslist				www.craigslist.com	
14 Current	202-463-7005	1612 K Street N.W., Ste 704, Washington DC 20006		PUBLICMEDIAJOBS.ORG	classified@current.org steven.garcia@diversityworking.com
15 Diversityworking.com	949-388-8220			https://www.diversityworking.com/	com
16 Facebook					
17 Glassdoor					
18 Greater Public	800-454-2314	401 North 3rd Street, Suite 601, Mineapolis, MN 55401		https://www.greaterpublic.org/jobs/	
19 HigherEdjobs.com	814-861-3080	328 Innovations Blvd, Suite 235, State College, PA 16803		www.higheredjobs.com	sales@higheredjobs.com
20 Indeed.com				www.indeed.com	Aggregate website
21 JournalismJobs.com	510-508-7386			www.journalismjobs.com	info@journalismjobs.com
22 LinkedIn				www.linkedin.com	
23 The Job Network.com	844-566-3556			https://www.thejobnetwork.com/	support@pandologic.com
24 Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
25 Michigan Association Of Broadcasters	517-484-7444	820 N. Capitol Ave., Lansing, MI 48906-5114	Dan Kelly	www.michmab.org	dkelley@michmab.com
26 MAISA (MI Assoc. of Intermediate School Administrators)				gomaisa.org	
27 Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnaonline.org	
28 Michigan State University HR				jobs.msu.edu	

29	Monster.com					
30	MyPBS.org				mypbs.org	
31	National Action Council for Minorities in Engineering				https://careers.nacme.org	
32	National Association of Black Journalists	626-792-3846	8800 Lakewood Dr, #117, Windsor, CA 95492		http://nabjcareers.org	info@nabjcareers.org
33	National Association of Hispanic Journalists	626-792-3846	PO Box 117, Windsor, CA 95492		https://www.nahjcareers.org/	info@nahjcareers.org
34	National Association for Multi-Ethnicity in Communications				https://namic.site-ym.com/networking	
35	Native American Journalist Association				https://naia.wildapricot.org/	
36	NETA	803-799-5517	PO Box 50008, Columbia, SC 29250		http://www.netaonline.org	
37	Non Profit Times				www.nptimes.com	
38	Organization of Black Designers				http://obd.org	
39	PledgeChat					pledgechat@yahoogroups.com
40	Producers Guild of America					
41	ProductionHUB				productionhub.com	
42	Public Media Business Association	240-844-3600	1300 Piccard Drive, Suite LL14, Rockville, MD 20850	Jenny Wickline	www.pmbaonline.org	Jwickline@pmbaonline.org
43	Public Radio News Directors/Public Media Journalist Assoc.	605-490-3033	PO Box 838, Sturgis, SD 57785	Christine Paige Diers	prndi.org	christine@prndi.org
44	Public Radio Association of Development Officers (PRADO)					
45	Radio Television Digital News Association		529 14th Street, NW, Suite 1240, Washington D.C., 20045		http://www.rtdna.org/	
46	Simply Hired				https://www.simplyhired.com/	
47	Society of Broadcast Engineers	317-846-9000	9102 North Meridian Street, Suite 150, Indianapolis, IN 46260		https://www.sbe.org/sections/	kjones@sbe.org
48	Twitter				https://www.twitter.com	
49	West Michigan Hispanic Chamber of Commerce			Valentina Garcia	westmihcc.org	valentina@westmihcc.org
50	WKAR.org	517-432-9527	404 Wilson Rd., Room 212, East Lansing, MI 48824	Bill Richards	www.wkar.org/inside/employment	billr@wkar.org
51	Word of Mouth/Referral					
52	Ziprecruiter	877-252-1062			https://www.ziprecruiter.com/	
53	Other					

Appendix 2

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2020 to May 31, 2021 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Reporting Period:

Outreach:	Website Posting, www.wkar.org
Date:	June 1, 2020 - May 31, 2021
Participating Employee(s):	None
Event Sponsor:	Michigan State University
Description of Activity:	WKAR has an announcement posted on its website encouraging organizations that can refer job seekers to contact WKAR to be included in the mailing of our job openings.
Outreach:	Job/Career Fair
Date:	
Participating Employee(s):	
Event Sponsor:	Michigan State University/WKAR
Description of Activity:	Due to COVID-19, we were unable to participate in the MSU Communication Arts and Sciences Freshmen Orientation, typically held at the CommArtSci building, at which incoming freshmen are presented with internship opportunities at WKAR in Radio, TV, Development, Communications and front office.
Outreach:	Job/Career Fair
Date:	March 9, 2021
Participating Employee(s):	Julie Sochay, Sr. Director of Content and Community Engagement; Brant Wells, TV Operations Manager; Jen Preslar, Project/Event Coordinator
Event Sponsor:	Michigan Association of Broadcasters Foundation
Description of Activity:	Career & Networking fair held at Lansing Community College.

Attended by more 98 students and professionals. WKAR staff presented opportunities for internships and future employment, as well as information on careers in broadcasting.

Outreach: Job/Career Fair
Date: March 10, 2021
Participating Employee(s): Julie Sochay, Sr. Director of Content and Community Engagement; Brant Wells, TV Operations Manager
Event Sponsor: Michigan Association of Broadcasters Foundation
Description of Activity: Career & Networking fair held at Lansing Community College.
Attended by 98 students and professionals. WKAR staff presented opportunities for internships and future employment, as well as information on careers in broadcasting.

Outreach: Tours of station facilities
Date(s):
Participating Employee(s):
Description of Activities: Due to COVID-19, WKAR was unable to host station tours of the WKAR-TV studios and Master Control and the WKAR radio studios.

Outreach: Public Media Career Fair (virtual)
Date: March 31, 2021
Participating Employee(s): Teresia Hagelberger, Director of HR; Drew Henderson, Sr. Director of Radio Strategy and Operations; Brant Wells, TV Operations Manager; Melanie McGuire, Sr. Director of Development
Event Sponsor: Knight Foundation presented by Current
Description of Activities: Online career fair focused on recruiting reporters, content creators/directors, development professionals, on-air talent, broadcast operations management, and HR professionals. Fair was conducted virtually in real time using chat or live camera experience.

Outreach: Internships
Participating Employee(s): Brant Wells, TV Operations Manager
Event Sponsor: WKAR-TV
Description of Activity: WKAR-TV had a total of 6 student interns from the College of Communication Arts and Sciences. Interns provided production support, e.g., research and script writing; served as production assistants on set; and helped with editing and graphic work.

Outreach: Internships
Participating Employee(s): Karel Vega, Managing Editor; Al Martin, Host Radio WKAR Radio
Event Sponsor: WKAR Radio
Description of Activity: WKAR Radio had 2 student interns from the College of Communication Arts & Sciences. These students worked directly with the WKAR sports and news staff to gain experience in reporting and audio production including radio board operation, live caller screening, audio gathering/editing, radio hosting, social media engagement, interviewing, video filming of sporting events, video editing, on-camera stand-up prep and on-camera anchoring.

Outreach: Internships
Participating Employee(s): Melanie McGuire, Director of Development; Mara Wolke, Donor Relations
Event Sponsor: WKAR Development
Description of Activity: WKAR Development had 1 student intern. The intern was able to gain hands-on experience in building communications, research, development, and customer service skills as they represented the station through their interaction with donors, underwriters, and the general public.

Outreach: Internships
Participating Employee(s): Bill Richards, Director of Communications; Amanda Pinckney, Communications Coordinator

Event Sponsor: WKAR Communications
Description of Activity: WKAR Communications had 2 student interns. The interns were able to gain hands-on experience in building communications, graphics, social media, and photography and writing skills in a broadcast setting.

Outreach: Internships
Participating Employee(s): Mary Verhanovitz, Executive Assistant to the Director of Broadcasting
Event Sponsor: WKAR Office of the Director of Broadcasting
Description of Activity: WKAR Director of Broadcasting's office had 2 student interns. The interns were able to gain hands-on experience working in the front office of a public broadcasting station. Interns represented the stations through interactions with guests and donors in person and via telephone.

Appendix 4

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2020 to May 31, 2021

Stations Comprising Station Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Station Studios and Office Location Address:

Board of Trustees, Michigan State University operates studio and office facilities at the following East Lansing, Michigan address:

404 Wilson Road, East Lansing, MI 48824. 517-884-4700 (WKAR-TV, WKAR-FM, WKAR-AM)

Appendix 4

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 20120 to May 31, 2021

Stations Comprising Station Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Station Personnel Involved in Hiring Decisions

The following station personnel are responsible for hiring decisions made by our Station Employment Unit:

Susi Elkins, Director of Broadcasting/General Manager 517-884-4770 / selkins@msu.edu

Scott Gascon, Director of Business Ops 517-355-9585 / smg@msu.edu

Julie Sochay, Sr. Director of Content & Community Engagement 517-884-4773 / jsochay@wkar.org

Drew Henderson, Sr. Director of Radio Strategy and Operations 517-884-4748 / drew@wkar.org

Melanie McGuire, Sr. Director of Development 517-884-4730 / melanie@wkar.org

The following person is responsible for our Station Employment Unit's EEO efforts:

Teresia Hagelberger, Director of HR 517-432-3362 / sielofft@msu.edu

The following person is responsible for compiling our Station Employment Unit's EEO efforts:

Pete Havlatka, Finance Analyst 517-884-4763 / havlatk1@msu.edu