

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

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

Scott Gascon, Director of Business Ops      517-355-9585 / [smg@msu.edu](mailto:smg@msu.edu)

Julie Sochay, Sr. Director of Content & Community Engagement      517-884-4773 / [jsochay@wkar.org](mailto:jsochay@wkar.org)

Drew Henderson, Sr. Director of Radio Strategy and Operations      517-884-4748 / [drew@wkar.org](mailto:drew@wkar.org)

Melanie McGuire, Sr. Director of Development      517-884-4730 / [melanie@wkar.org](mailto: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](mailto: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](mailto:havlatk1@msu.edu)