

I. ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report ("Period"): From **June 1, 2010** through **May 31, 2011**

Call sign(s) of station(s) comprising the reporting Station Employment Unit: **WKAR-AM/FM/TV**

- I. Full-time vacancies filled during period: 1
- A. Video Technician Date Filled: June 21, 2010

II. Recruitment/referral Sources Used to Seek Candidates for Each Vacancy:

<u>Source</u>	<u>Name/Phone/Email</u>	<u>Address</u>	<u>Referred Person Hired</u>
A. Lansing State Journal	Kelly Page 517.377.1166	120 E. Lenawee St. Lansing, MI 48933	No
Detroit News	Jeanette M. Post JMpost@dnps.com	615 W. Lafayette Blvd. Detroit, MI 48226	No
Grand Rapids Press	Pat 616.222.5688	155 Michigan St, NW Grand Rapids, MI 49503	No
Career Builder (website)	877.235.8978	http://www.Careerbuilder.com	No
Michigan State University	517.353-3720 http://www.jobs.msu.edu	1407 S. Harrison Rd. Room 110 Room 110 Nisbet Bldg. East Lansing, MI 48823	Yes
WKAR website	517.432.9527	http://wkar.org/inside/employment	No
Michmab.com (website) (JobBank)	MAB@michmab.com	Michigan Assn. of Public Broadcasters 819 N. Washington Avenue Lansing, MI 48906	No
Current	Danielle Mungin 202.463.7005, ext. 36 Classifieds@current.org	1612 K St., N.W., Ste. 704 Washington, D.C. 20006	No
Corporation for Public Broadcasting (CPB)	202.879.9600	http://www.cpb.org/jobline 401 Ninth Street, NW Washington, DC 20004	No
Minority Hiring.com	Portia Sims 213-251-9100	Global Media Group, Inc 3325 Wilshire Blv, Ste 1230 Los Angeles, CA 90010	No
Michigan Chronicle	Portia Sims 213-251-9100	Global Media Group, Inc. 3325 Wilshire Blv., Ste 1230 Los Angeles, CA 90010	No

	El Vocero	Portia Sims 213-251-9100	Global Media Group. Inc. 3325 Wilshire Blv., Ste. 1230 Los Angeles, CA 90010	No
	American Women in Radio And Television	Michelle Spencer	http://www.awrt.org	No
	PBS Connect	Connect Forum for Member stations	https://secure.connect.pbs.org/	No
	TVjobs.com	Mark C. Holloway 760-754-8177	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	No
III.	Total number of persons interviewed for all full-time vacancies filled during period:			4
IV.	Total number of interviewees for full time vacancies filled during period by referral source:			

	<u>Recruitment/ Referral Source</u>		<u>Number of Interviewees Referred</u>	
A.	Michigan State University	517.353-3720 http://www.jobs.msu.edu	1407 S. Harrison Rd. Room 110 Nisbet Bldg. East Lansing, MI 48823	2
	TVjobs.com	Mark C. Holloway 760-754-8177	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	1
	WKAR website	517.432.9527	http://wkar.org/inside/employment	1

V. Outreach Activities (a list and brief description of activities performed during period)

Prong 1: Dissemination of Specific Job Opening Information to Entities Selected by Licensee

1. Some websites that would be used include WKAR.org, Public Broadcasting Service (PBS.org), Corporation for Public Broadcasting Job Bank (CPB.org), National Association of Broadcasters (NAB.org), Lansing State Journal (LSJ.com), American Women in Radio and Television (AWRT.org), and Michigan Association of Broadcasters job bank (MichMAB.com), MinorityHiring.net and others.
2. Printed advertisements would be placed in local and regional papers: The Detroit News, The Grand Rapids Press and The Lansing State Journal. A printed ad is also normally placed in the trade publication "Current" and its website (current.org).
3. The University's Human Resources department publicizes WKAR vacancy opportunities to additional organizations.
4. WKAR announces job openings on-air 70 to 80 times during the month preceding the posting's closing date.

Prong 2: Providing Notice to Each Full-Time Job Vacancy to Recruitment Organizations That Request Such Notice:

WKAR's website posts the station's desire to provide job availability information to any individual or organization that desires notification. When a vacancy becomes available, notification will be made.

Prong 3: Non-Job Specific EEO Outreach Efforts Initiatives Designed by the FCC

1. WKAR staff took advantage of provided opportunities for educational activities and training to enhance skills including MSU's IT Conference, Excellence Training in Competencies for Clerical-Technical's, Excel 2007 software training, Learning Technology through Design, Teaching for Understanding with Technology, MSU's Leading Edge Professional Development Program, Multi-platform in Media, How to Work with Student Interns, How to Write for the Web, Implementing Social Media for A News Organization, and Dealing with Conflict.
2. Provided newsroom, TV production and development internships.
3. WKAR personnel taught a Michigan State University Journalism class about reporting.
4. Provided training to Michigan State University students interested in radio and television careers to gain experience in broadcasting.
5. WKAR offers tours of the stations to area Cub, Girl and Boy Scout Troops, high school students and other interested groups.