

Exhibit 2

I. ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report ("Period"): From **June 1, 2011** through **May 31, 2012**

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. Television Station Manger Date Filled: March 23, 2012
 - B. Business Manger Date Filled: April 10, 2012
 - C. Development Officer III/s Date Filled: April 9, 2012
 - D. Director of Broadcasting Date Filled: March 23, 2012
 - E. Development Officer II/s Date Filled: October 28, 2011

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

- A. Position filled as internal promotion.
- B. Per union rules and University procedures, position was advertised on campus as required but filled by union contract bypass rules.

<u>Source</u>	<u>Name/Phone/Email</u>	<u>Address</u>	<u>Referred Person Hired</u>
C. Lansing State Journal	Kelly Page 517.377.1166	120 E. Lenawee St. Lansing, MI 48933	No
Associate of Fundraising Professionals (AFP)	1-888-491-8833 Ext 1011	4300 Wilson Blvd, Suite 300 Arlington, VA 22203	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
CASE Career Central	1-800-537-5700	http://www.jobtarget.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

Michigan State University Black Faculty & Administrators Association	rowan@anr.msu.edu		No
WKAR website	517.432.9527	http://wkar.org/inside/employment	No
Michmab.com (website) (Job Bank)	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
PBS Connect	Connect Forum for Member stations	https://secure.connect.pbs.org/	No
Chronicle of Philanthropy	jobs@chronicle Alex Litoff	1255 Twenty-Third St NW Washington, DC 20037	No
Michigan State University UA Career Opportunities	robins85@msu.edu		No

D. Position filled as internal promotion. The Board of Trustees of Michigan State University holds the licenses for WDBM-FM, WKAR-AM, FM and TV. In July 2011, the administrative reporting structure for WKAR-AM & FM was transferred to the College of Communication Arts & Sciences. Numerous cost cutting and operating efficiencies were enacted which lead to personnel changes at all levels of the organization. Gary Reid, General Manager of WDBM-FM, was named the Director of Broadcasting and assumed responsibility for WKAR-AM/FM/TV.

E. Lansing State Journal	Kelly Page 517.377.1166	120 E. Lenawee St. Lansing, MI 48933	No
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Associate of Fundraising Professionals (AFP) http://www.afpnet.org	1-888-491-8833 Ext 1011	4300 Wilson Blvd, Suite 300 Arlington, VA 22203	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
CASE Career Central No	1-800-537-5700	http://www.jobtarget.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
Michigan State University Black Faculty & Administrators Association	rowan@anr.msu.edu		No
WKAR website No	517.432.9527	http://wkar.org/inside/employment	
Michmab.com (website) (Job Bank)	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
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PBS Connect	Connect Forum for Member stations	https://secure.connect.pbs.org/	No
Chronicle of Philanthropy	jobs@chronicle Alex Litoff	1255 Twenty-Third St NW Washington, DC 20037	No
UA Career Opportunities	robins85@msu.edu		No
Indeed.com		177 Broad Street, 6 th Floor Stamford, CT 06091	No
HigherEdJobs		328 Innovation Blvd., Ste 300 State College, PA 16803	No

III. Total number of persons interviewed for all full-time vacancies filled during period: 22

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
E.	Michigan State University 517.353-3720 http://www.jobs.msu.edu	1407 S. Harrison Rd. Room 110 Nisbet Bldg. East Lansing, MI 48823	9
	Indeed.com	177 Broad Street, 6 th Floor Stamford, CT 06091	1
	HighEdJobs	328 Innovation Blvd., Ste 300 State College, PA 16803	1
	Grand Rapids Press Pat 616.222.5688	155 Michigan St, NW Grand Rapids, MI 49503	1
	Associate of Fundraising Professionals (AFP) http://www.afpnet.org	4300 Wilson Blvd, Suite 300 Arlington, VA 22203	1
	Unknown		3

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

- A. 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), and Michigan Association of Broadcasters job bank (MichMAB.com), MinorityHiring.net, Alliance for Women in Media (Allwomeninmedia.org) and others.
- B. 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. 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 the Great Lakes Broadcasting Conference, Co-hosted the Society of Professional Journalists Conference, participated in the Broadcast Career Builder Conference, Michigan State University Foundations of Effective Leadership program and supervisor training.
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 interest groups.
6. WKAR has a long standing internship program in television production. Our students gain hands-on experience running camera, operating audio boards, doing multi-channel audio recordings, floor directing, technical directing, and directing. They also learn graphic design and how to operate the Deko (graphic computer used during tapings). Some students gain experience in producing as well, including working with contract clients on real-life projects.

We also have interns working in our radio NewsRoom researching and writing stories, finding and interviewing sources and voice and package their own stories. Other interns work with us on social media, photography and video projects online, and in our membership office, learning about customer service and speaking directly with our members.

All of our internships help students get experience in 12 categories employers seek in college grads including working in a diverse environment, managing time and priorities, acquiring knowledge, thinking critically, communicating effectively, solving problems, contributing to a team, navigating across boundaries, performing with integrity, developing professional skills, balancing work and life, and embracing change.