

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, 2015-May 31, 2016

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, 2016.

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.

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

Covering the Period from June 1, 2015 to May 31, 2016

Stations Comprising Station Employment Unit:

WKAR-TV, WKAR-FM, WKAR-AM

Vacancy Information

Full Time Position by Job Title	Date of Hire	Recruitment Source Used for Hire	Total # Of Interviews from All Sources	Sources Notified of Opening
Producer/Host II Radio	8/31/15	13 –Current.org	3	1,6,10,13,20,21,23,31,32
Events/Promo Coordinator	12/30/15	23 – Michigan State University jobs.msu.edu	6	10,20,21,23,31
Telecom Engineering Technician	1/26/16	31-WKAR.org	3	4,6,10,13,20,21,23,31
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			12	

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Recruitment Source Information

	Recruitment Source	Total # of Interviewees This Source Has Provided	Full-Time Positions for Which This Source was Utilized
1	All Access.com	0	Producer/Host II Radio
4	Broadcast Compliance Service	0	Telecom Engineer Technician
6	CareerPage.org	0	Producer/Host II Radio Telecomm Engineer Technician
10	Communication Arts & Sciences	0	Producer/Host II Radio Project/Event Coordinator Telecom Engineer Technician
13	Current.org	2	Producer/Host II Radio Telecom Engineer Technician
20	Mi Talent Bank	0	Producer/Host II Radio Project/Event Coordinator Telecom Engineer Technician
21	Michigan Assoc of Broadcasters	2	Producer/Host II Radio Project/Event Coordinator Telecom Engineer Technician
23	Michigan State University	4	Producer/Host II Radio Project/Event Coordinator Telecom Engineer Technician
31	WKAR.org	2	Producer/Host II Radio Project/Event Coordinator Telecom Engineer Technician
32	Word of Mouth/Referral	2	Producer/Host II Radio Telecom Engineer Technician

NOTIFICATION LIST

June 1, 2015 to May 31, 2016

Appendix 1a

	<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	Association of Fundraising Professionals	888-491-8833	4300 Wilson Blvd, Arlington, VA 22203		afpnet.org	
3	Association of Fundraising Professionals-Capital Area Chapter			Danielle Lenz	afplansingmi.afpnet.org	afp_cac@yahoo.com
4	Broadcast Compliance Services	301-998-6136		Robin Cooper	bcs-ok.com	RobinCooper@bcs-ok.com
5	Broadcasting & Cable				www.broadcastingandcable.com	
6	Career Page National Job Bank				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.case.org/Career_Central.html	
9	Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		jobs@chronicle
10	College of Communication Arts & Sciences at MSU		404 Wilson Rd., East Lansing, MI 48824	Stacy Hoxsey	www.cas.msu.edu	hoxseys@msu.edu
11	Corporation for Public Broadcasting		401 North Street, NW, Washington DC 2004		www.cpb.org/jobline	
12	Craigslist				www.craigslist.com	
13	Current	202-463-7005, ext 36	1612 K Street N.W., Ste 704, Washington DC 20006		www.jobs.current.org	classified@current.org
14	Detroit News		615 W. Lafayette Blvd., Detroit, MI 48226	Jeanette Post		JMpost@dnps.com
15	Facebook				www.facebook.com	
16	Grand Rapids Press	616-222-5688	155 Michigan St. NW, Grand Rapids, MI 49503			
17	Indeed.com				www.indeed.com	
18	Lansing State Journal	517-377-1166	120 E. Lenawee St., Lansing, MI 48933	Kelly Page	lsj.com	
19	LinkedIn				www.linkedin.com	
20	Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
21	Michigan Association Of Broadcasters		819 N. Washington Ave., Lansing, MI 48906		www.michmab.org	
22	Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnaonline.org	
23	Michigan State University	517-353-3720	1407 S. Harrison, Room 110 Nisbet Bldg., East Lansing, MI 48823		www.jobs.msu.edu	
24	National Association of Broadcasters				http://www.broadcastcareerlink.com/	
25	Non Profit Times				www.nptimes.com	
26	PBS Connect				https://secure.connect.pbs.org/	
27	Public Media Business Association				www.pmbaonline.org	
28	Radio Television Digital News Association	Postings are free for members			http://www.rtdna.org/	
29	Sportscasters Talent Agency of America				www.staatalent.com	
30	TV and Radio Jobs.com				www.tvandradijobs.com	
31	WKAR.org	517-432-9527	404 Wison Rd., Room 212, East Lansing, MI 48824	Bill Richards	www.wkar.org/inside/employment	billr@wkar.org
32	Word of Mouth/ Referral					
33	Work In Sports.com				www.workinsports.com	

APPENDIX 2

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

Covering the Period from June 1, 2015 to May 31, 2016

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:

1. Outreach: Website Posting
www.wkar.org
Date: July 1, 2015 to present
Participating Employees: Gary Reid, Director of Broadcasting
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.

2. Outreach: Job/Career Fair
Date: September 10, 2015
Participating Employee: Brett King, WKAR TV Operations Manager
ShaDonna Crosby – Development Officer
Event Sponsor: Michigan State University-WKAR
Description of Activity: MSU” Earn, Lean and Intern” job and internship fair held at the MSU Football Stadium. Attended by 70 MSU students, WKAR representatives spoke with students regarding employment opportunities with WKAR.

- Outreach: Job/Career Fair
Date: October 30, 2015
Participating Employee: Gary Reid, Director of Broadcasting
Susi Elkins, TV Station Manager
Event Sponsor: Michigan Association of Broadcasters Foundations
Description of Activity: Professionals with careers in broadcast media, information technology, sales & marketing, public relations, communications, multimedia and entertainment met with students and others

interested in careers in broadcasting. WKAR presented employment opportunities and collected 2 resumes.

Outreach: Job/Career Fair
Date: February 19, 2016
Participating Employee: Julie Sochay, Promotions & Events Coordinator
Tim Zeko, WKAR-TV Senior Producer
Event Sponsor: College of Communication Arts & Sciences, Michigan State University
Description of Activity: This event gives students the opportunity to network with industry leaders and employers. More than 60 businesses attended, offering internships and job opportunities to motivated students. WKAR was able to meet with a large number of students and discussed upcoming employment opportunities for students with WKAR for Spring Semester 2016.

Outreach: Job/Career Fair
Date: May 3, 2016
Participating Employee: Gary Reid, Director of Broadcasting
Susi Elkins, TV Station Manager
Peter Whorf, Radio Station Manager
Event Sponsor: Michigan Association of Broadcasters Foundation
Description of Activity: More than 200 students and business-minded professionals attended this event. WKAR representatives were available to discuss employment opportunities with the attendees.

3. Outreach: Tours of station facilities
Date(s): As indicated below
Participating Employees: As indicated below
Description of Activities: Tours were hosted as follows:
June 9, 2015 –Carol Karber, Executive Assistant led a tour of 11 students and 5 adults from Cub Scout Pack #164 through WKAR studios A, B, and C, Edit Suites, and Master Control. Attendees

were given an overview of employment opportunities in broadcasting.

June 11, 2015 - Brett King, Television Operations Manager and Marlene Wilkins, Administrative Assistant led a tour of 16 students from Student Statesmanship Institute. The tour included WKAR-TV Studios A,B, C and F, as well as Master Control. Attendees were given an overview of employment opportunities in broadcasting.

June 23, 2015– Susi Elkins, Television Station Manager and Josephine Nyounai, a student intern led a tour of 12 students and 1 adult from Great Lakes Bible College. The tour included WKAR-TV Studios A, B, and C. Attendees were provided with an overview of employment opportunities in broadcasting.

July 16, 2015 - Brett King, Television Operations Manager and Josephine Nyounia, a student intern led a tour of 14 students and 1 adult from Great Lakes Bible College. The tour included WKAR-TV Studios A, B, C and F. Attendees were provided with an overview of employment opportunities in broadcasting.

January 22, 2016 - Gary Reid, Director of Broadcasting, Carol Karber, Executive Assistant and Marlene Wilkins, Administrative Assistant led a tour for 38 students and 10 adults from a Home Schoolers group. The tour included WKAR-TV Studios A,B,C and F, and Master Control. Attendees were given an overview of employment opportunities in broadcasting.

February 13, 2016 – Gary Reid, Director of Broadcasting, led a tour of 12 Girl Scouts and 5 adults through the WKAR –TV Studios A, B , C and F, and Master Control, as well as provided an overview of employment opportunities in broadcasting.

February 29, 2016 – Gary Reid, Director of Broadcasting, Cath Zell, Sr. Director of Development and Carol Karber, Executive Assistant led a tour for 20 MSU retired faculty and staff. The tour included WKAR-TV studios A, B, C and F as well as Master Control.

March 4, 2016 – Gary Reid, Director of Broadcasting and Carol Karber, Executive Assistant, led a tour for 24 students and 4 adults from Detroit River Rouge High School. The tour included WKAR-TV Studios A, B, C and F, and Master Control, as well as an overview of employment opportunities in broadcasting.

4. Outreach: Internships
Participating Employees: Susi Elkins, TV Station Manager.
Event Sponsor: WKAR-TV
Description of Activity: WKAR-TV had 2 interns from the Arts Now! class in the Residential College of Arts and Humanities. The focus of the internship was to give these students some insight and experience into what it takes to manage a non-profit arts organization. They each spent 20 hours with WKAR-TV during Fall Semester 2015. They attended staff meetings and helped with Community Cinema, Current Sports and Off the Record production. They also spent time job shadowing Susi Elkins, TV Station Manager and Brett King, TV Production Coordinator, as well as interviewing other staff members to learn about their roles.

Appendix 3

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

Covering the Period from June 1, 2015 to May 31, 2016

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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

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Stations Comprising Station Employment Unit:

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Station Personnel Involved in Hiring Decisions

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

Name	Title	Phone Number	E-mail
Gary Reid**	Director of Broadcasting	517-884-4770	reidg@msu.edu
Scott Gascon	Director of Business Ops.	517-355-9585	smg@msu.edu
Nicole Szymczak	Communication Manager	517-353-5981	nls@msu.edu
Susanne Elkins**	Television Station Manager	517-884-4750	selkins@msu.edu
Peter Whorf	Radio Station Manager	517-884-4740	whorfpet@msu.edu
Cathy Zell	Director of Development	517-884-4730	zellcath@msu.edu

**Gary Reid resigned as Director of Broadcasting on May 16, 2016 and Susanne Elkins began as Interim Director of Broadcasting on May 16, 2016 in addition to her duties as Television Station Manager.

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

Stephanie DeClercq, Administrative Assistant 517-884-4765 declerc4@msu.edu