

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, 2016-May 31, 2017

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, 2017.

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, 2016 to May 31, 2017
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 Radio I	8/15/16	25	5	12,14,19,25,27,37
Producer/Host Radio II	6/13/16	38	4	7,12,14,21,24,25,27,37,38
Office Assistant	7/29/16	25	5	4,23,24,25,26,27,37
TV Producer/Director I	9/30/16	38	7	5,7,11,14,23,24,27,30,37,38
TV Production Technician	10/11/16	38	5	5,14,19,24,25,27,38
Operations Manager TV	10/24/16	38	6	5,24,25,27,37,38
TV Production Technician	12/29/16	25	3	5,24,25,27,37,38
Development Officer II/S	11/30/16	14	3	3,4,11,14,19,24,25,27,32,33,37
Program Manager/S	3/31/17	29	5	5,11,12,14,24,25,27,29,34,37
Marketing & Sales Coordinator	5/9/17	38	5	1,2,5,7,11,12,16,17,20,23,24,25,27,28,36,37,38
Producer/Host Radio II	5/29/17	27	4	1,5,14,16,19,24,25,27,29,30,37,38
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			52	

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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	Marketing & Sales Coordinator Producer/Host Radio II
2	Ann Arbor News	0	Marketing & Sales Coordinator
3	Assoc of Fundraising Professionals	0	Development Officer II/S
4	Assoc of Fundraising Professionals - Capital Area Chapter	0	Office Assistant Development Officer I/S TV Producer/Director I TV Production Technician Operations Manager TV TV Production Technician
5	Broadcast Compliance Inc	0	Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II
7	Career Page National Job Bank	0	Producer/Host Radio II TV Producer/Director I Marketing & Sales Coordinator TV Producer/Director I
11	College of Communication Arts & Sciences	0	Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio I
12	Corporation for Public Broadcasting	3	Producer/Host Radio II Program Manager/S Marketing & Sales Coordinator Producer/Host Radio I Producer/Host Radio II TV Producer/Director I
14	Current	3	TV Production Technician Development Officer II/S Program Manager/S Producer/Host Radio II
16	Facebook	1	Marketing & Sales Coordinator Producer/Host Radio II
17	Flint Journal	0	Marketing & Sales Coordinator

19	Indeed.com	6	Producer/Host Radio I TV Production Technician Development Officer II/S Producer/Host Radio II
20	Jackson Citizen Patriot	0	Marketing & Sales Coordinator
21	JournalismJobs.com	0	Producer/Radio Host II Office Assistant
23	LinkedIn	2	TV Producer/Director I Marketing & Sales Coordinator Producer/Host Radio II Office Assistant TV Producer/Director I TV Production Technician
24	MI Talent Bank	0	Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II Producer/Host Radio I Producer/Host Radio II Office Assistant TV Production Technician Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II
25	Michigan Assoc of Broadcasters	0	Office Assistant Producer/Host Radio I Producer/Host Radio II Office Assistant TV Producer/Director I TV Production Technician Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II
26	Michigan Non-Profit Assoc	0	Office Assistant Producer/Host Radio I Producer/Host Radio II Office Assistant TV Producer/Director I TV Production Technician Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II
27	Michigan State University jobs site	19	TV Production Technician Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II
28	Mlive.com	0	Marketing & Sales Coordinator Program Manager/S Produce/Host Radio II TV Producer/Director I Producer/Host Radio II
29	National Assoc of Black Journalists	1	Development Officer II/S
30	National Assoc of Broadcasters	0	Development Officer II/S
32	PledgeChat	1	Program Manager/S
33	Public Media Business Assoc	0	Program Manager/S
34	Radio Television Digital News Assoc	0	Marketing & Sales Coordinator
36	TVandRadioJobs.com	0	Marketing & Sales Coordinator

37	WKAR.org	2	Producer/Host Radio I Producer/Host Radio II Office Assistant TV Producer/Director I Operations Manager TV TV Production Technician Development Officer II/S Program Manager/S Marketing & Sales Coordinator Producer/Host Radio II Producer/Host Radio II TV Producer/Director I
38	Word of Mouth/Referral	9	TV Production Technician Operations Manager TV TV Production Technician Producer/Host Radio II
	No Response	5	

NOTIFICATION LIST
June 1, 2016 to May 31, 2017
Appendix 1a

Recruitment Sources for WKAR-AM/FM/TV 2016-2017						
	Source	Phone	Address	Contact Name	Website	Email
1	All Access				www.allaccess.com	
2	Ann Arbor News	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
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	afplanningmi.afpnet.org	afp_cac@yahoo.com
5	Broadcast Compliance Inc	301-998-3136	1700 Rockville Pike, Suite 400, Rockville, Maryland 20852	Robin Cooper	bcs-ok.com	robincooper@bcs-ok.com
6	Broadcasting & Cable				www.broadcastingandcable.com	
7	Career Page National Job Bank				www.careerpage.org	
8	Careerbuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	www.careerbuilder.com	
9	CASE Career Central	800-537-5700			www.jobtarget.com	
10	Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		jobs@chronicle
11	Colleg of Comm Arts @ MSU		404 Wilson Rd., East Lansing, MI 48824	Stacy Hoxsey	www.cas.msu.edu	hoxseys@msu.edu
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 200006		www.jobs.current.org	classified@current.org
15	Detroit News		615 W. Lafayette Blvd., Detroit, MI 48226	Jeanette Post		JMpost@dnp.com
16	Facebook					
17	Flint Journal	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
18	Grand Rapids Press	616-222-5688	155 Michigan St. NW, Grand Rapids, MI 49503			
19	Indeed.com				www.indeed.com	Aggregate website
20	Jackson Citizen Patriot	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
21	JournalismJobs.com				www.journalismjobs.com	
22	Lansing State Journal	888-262-0272	120 E. Lenawee St., Lansing, MI 48933	David Tudor	lsj.com	dtudor1@gannett.com
23	LinkedIn				www.linkedin.com	
24	Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
25	Michigan Association Of Broadcasters		819 N. Washington Ave., Lansing, MI 48906	Dan Kelly	www.michmab.org	
26	Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnaonline.org	
27	Michigan State University	517-353-3720	1407 S. Harrison, Room 110 Nisbet Bldg., East Lansing, MI 48823		www.jobs.msu.edu	
28	Mlive.com	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
29	National Association of Black Journalists				http://nabicareers.org	
30	National Association of Broadcasters				http://www.broadcastcareerlink.com	
31	Non Profit Times				www.nptimes.com	
32	PledgeChat					pledgechat@yahoo.com
33	Public Media Business Association				www.pmbaonline.org	
34	Radio Television Digital News Association				http://www.rtdna.org/	
35	Specs Howard School of Media Arts	248-358-9000			www.collegecentral.com/specshoward	nshiner@specshoward.edu
36	TVandRadioJobs.com				www.tvandradijobs.com	
37	WKAR.org	517-432-9527	404 Wilson Rd., Room 212, East Lansing, MI 48824	Bill Richards	www.wkar.org/inside/employment	billr@wkar.org
38	Word of Mouth/Referral					

APPENDIX 2

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

Covering the Period from June 1, 2016 to May 31, 2017

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: June 1, 2016-May 31, 2017
Participating Employees: 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.

2. Outreach: Job/Career Fair
Date: September 7, 2016
Participating Employee: Julie Sochay, Promotions/Event Coordinator,
Katie Cook, Producer Radio
Maria Palmo, TV Production Tech
Event Sponsor: Michigan State University-WKAR
Description of Activity: MSU” Earn, Learn 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: February 10, 2017
Participating Employee: Brant Wells, TV Operation Manager
Katie Cook, Producer Radio
Melissa Nay, Development Officer

Event Sponsor: College of Communication Arts & Sciences – Michigan State University

Description of Activity: Career fair held at Communication Arts and Sciences to provide information on careers in broadcasting available at WKAR-TV and Radio, as well as answering questions on broadcast careers in general. The event was attended by 500 students throughout the day. WKAR representatives gathered a number of resumes for potential student employees.

Outreach: Job/Career Fair

Date: March 8, 2017

Participating Employee: Peter Whorf, Radio Manager

Event Sponsor: Michigan Association of Broadcasters

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 2017.

3. Outreach: Tours of station facilities
- Date(s): As indicated below
- Participating Employees: As indicated below
- Description of Activities: Tours were hosted as follows:
- August 28, 2016 – Tim Zeko, Executive Producer WKAR-TV, led a tour of 10 visitors from Africa and 4 interpreters of the WKAR-TV studios and Master Control.
- October 13, 2016 – Julie Sochay, Promotions and Event Coordinator and Tim Zeko, Executive Producer led a tour of WKAR-TV studios for Harold Yates, a Communication Arts and Sciences alumni. An overview of our programs, student opportunities and the history of WKAR were shared.

October 20, 2016 - Julie Sochay, Promotions and Event Coordinator, Tim Zeko, Executive Producer and Carol Karber, Executive Assistant led a group of 60 students and 8 adults from Pattengil Middle School on a tour of the WKAR-TV studios. Students were given a demo of the gameshow QuizBusters, toured the set of Off the Record, saw a demonstration of how green screens work as well as a tour of the Journalism newsroom.

October 26, 2016 - Julie Sochay, Promotions and Event Coordinator, Tim Zeko, Executive Producer lead a tour of the WKAR-TV studios for Char Wenham, a Communication Arts & Sciences alumni. An overview of our programs, student

November 18, 2016 –Julie Sochay, Promotions and Event Coordinator led a tour for Peter Bowers, Radio Manager at Bloomfield High School and two Bloomfield High students on a tour of the WKAR-TV and radio studios. An overview of careers opportunities in television and radio were discussed, as well as internship opportunities at WKAR.

May 25, 2017 – Susi Elkins, Director of Broadcasting, Julie Sochay, Promotions and Event Coordinator and Carol Karber, Executive Assistant led a tour for 160 students from Williamston Middle School. The students were given a tour of the WKAR-TV studios where staff explained how the studios worked, the types of jobs that are available in television production as well as what goes into producing programs such as QuizBusters and Off the Record.

4. Outreach: Internships
Participating Employees: Tim Zeko, Executive Producer TV
Brant Wells, TV Operations Manager
Event Sponsor: WKAR-TV

Description of Activity: WKAR-TV had a total of 27 student interns from the College of Communication Arts and Sciences. The interns were able to gain hands-on experience in areas of television production, multi-camera directing, technical directing, DSLR/Studio camera operations, editing on AVID, audio production, lighting & studio supervision, graphic design, PBS technical standards, floor direction, staging and transcription.

4. Outreach: Internships
- Participating Employees: Peter Whorf, Radio Station Manager
Reginald Hardwick, Digital News Director
Katie Cook, Producer Radio
Al Martin, Host Radio
- Event Sponsor: WKAR Radio
- Description of Activity: WKAR Radio had 6 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.

Appendix 3

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

Covering the Period from June 1, 2016 to May 31, 2017

Stations Comprising Station Employment Unit:

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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

Covering the Period from June 1, 2016 to May 31, 2017

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:

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

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:

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