

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, 2017-May 31, 2018

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, 2018.

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, 2017 to May 31, 2018
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
Project/Event Coordinator	8/28/17	9	8	5, 9, 16, 26, 27, 28, 36, 40
Project Manager	1/15/18	20	12	5, 9, 12, 14, 16, 20, 26, 27, 28, 40, 41
Communication Coordinator	1/29/18	40	6	5, 9, 16, 21, 26, 27, 28, 36, 40, 41
TV Production Technician	2/9/18	41	5	9, 21, 24, 27, 28, 40, 41
Development Assistant	4/19/18	21	5	9, 12, 26, 27, 28, 36, 39, 40
Director of Development	5/29/18	9	1	9, 12, 14, 18, 21, 22, 27, 28, 40
Corporate Support Director	5/31/18	21	3	9, 12, 14, 18, 21, 22, 27, 28, 40
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			40	

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Stations Comprising Station Employment Unit:

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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
5	Broadcast Compliance Inc	0	Project/Event Coordinator Project Manager Communication Coordinator Project/Event Coordinator Project Manager Communications Coordinator TV Production Tech
9	Careers.msu.edu	25	Development Assistant Director of Development & Major Gifts Corporate Support Director
12	Corporation for Public Broadcasting	0	Project Manager Development Assistant Director of Development & Major Gifts Corporate Support Director Project Manager
14	Current	0	Director of Development & Major Gifts Corporate Support Director Project/Event Coordinator Project Manager
16	Facebook	1	Communications Coordinator Director of Development & Major Gifts Corporate Support Director
19	HERC	0	Project Manager Communication Coordinator TV Production Tech Development Assistant Director of Development & Major Gifts Corporate Support Director
20	HigherEdJobs.com	1	Project Manager Communication Coordinator TV Production Tech Development Assistant Director of Development & Major Gifts Corporate Support Director Director of Development & Major Gifts Corporate Support Director
21	Indeed.com	4	Director of Development & Major Gifts Corporate Support Director Director of Development & Major Gifts Corporate Support Director
22	Inside Higher Ed	0	Director of Development & Major Gifts Corporate Support Director

24	Lansing Community College	1	TV Production Tech Project/Event Coordinator Project Manager
26	LinkedIn	1	Communication Coordinator Development Assistant Corporate Support Director Project/Event Coordinator Project Manager Communication Coordinator
28	Michigan Association of Broadcasters	1	TV Production Tech Development Assistant Director of Development & Major Gifts Corporate Support Director Project/Event Coordinator Project Manager Communication Coordinator
27	MiTalent.org	0	TV Production Tech Development Assistant Director of Development & Major Gifts Corporate Support Director Project/Event Coordinator
36	Public Media Business Association	0	Communications Coordinator Development Assistant
39	TVandRadioJobs.com	0	Development Assistant Project/Event Coordinator Project Manager Communication Coordinator
40	WKAR.org	1	TV Production Tech Development Assistant Director of Development & Major Gifts Corporate Support Director Project Manager
41	Word of Mouth	5	Communication Coordinator TV Production Tech
	Total Interviews from all sources	40	

NOTIFICATION LIST

June 1, 2017 to May 31, 2018 Appendix 1a

Recruitment Sources for WKAR-AM/FM/TV 2017-2018						
	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	AFP-Capital Area Chapter			Danielle Lenz	afplansingmi.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	careers.msu.edu	517-353-3720	1407 S. Harrison, Room 110 Nisbet Bldg., East Lansing, MI 48823		www.careers.msu.edu	
10	CASE Career Central	800-537-5700			www.jobtarget.com	
11	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 20006		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	Higher Education Recruitment Consortium				www.hercjobs.org	Sourced by MSU HR
20	HigherEdJobs.com				www.higheredjobs.com	
21	Indeed.com				www.indeed.com	Aggregate website
22	Inside Higher Ed				https://careers.insidehighered.com	Sourced by MSU HR
22	Jackson Citizen Patriot	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
23	JournalismJobs.com				www.journalismjobs.com	
24	Lansing Community College					cesjoblink@cc.edu
25	Lansing State Journal	888-262-0272	120 E. Lenawee St., Lansing, MI 48933	David Tudor	lsj.com	dtudor1@gannett.com
26	LinkedIn				www.linkedin.com	
27	Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
28	Michigan Association Of Broadcasters		819 N. Washington Ave., Lansing, MI 48906	Dan Kelly	www.michmab.org	
29	Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnaonline.org	
30	Mlive.com	800-544-0005	2710 North Avenue, Suite 200, Bridgeport, CT 06604	Jef McClure		jmclure@graystoneadv.com
31	National Association of Black Journalists				http://nabjcareers.org	
32	National Association of Broadcasters				http://www.broadcastcareerlink.com	
33	National Association of Hispanic Broadcasters					
34	Non Profit Times				www.nptimes.com	
35	PledgeChat					pledgechat@yahoo.com
36	Public Media Business Association				www.pmbaonline.org	
37	Radio Television Digital News Association				http://www.rtdna.org/	
38	Specs Howard School of Media Arts	248-358-9000			www.collegecentral.com/specshowa	nshiner@specshoward.edu
39	TVandRadioJobs.com				www.tvandradijobs.com	
40	WKAR.org	517-432-9527	404 Wilson Rd., Room 212, East Lansing, MI 48824	Bill Richards	www.wkar.org/inside/employment	billr@wkar.org
41	Word of Mouth/Referral					

APPENDIX 2

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

Covering the Period from June 1, 2017 to May 31, 2018

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, 2017-May 31, 2018
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 6, 2017
Participating Employee: Brant Wells, TV Operations Manager
Reginald Hardwick, Digital News Director
Katie Cook, Producer Radio
Melissa Nay, Director of Corporate Support
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: November 10, 2017
Participating Employee: ShaDonna Crosby, Assistant Director of Development
Reginald Hardwick, Digital News Director

Event Sponsor: Michigan Association of Broadcasters Foundation
Description of Activity: MABF Broadcast Media Career & Networking Fair was held at Lansing Community College west campus. Over 150 students and professionals attended the event. Ms. Crosby participated in a speed-networking event with students and Mr. Hardwick spoke with ten (10) students and a media professional in the early stages of their career about opportunities with WKAR.

Outreach: Job/Career Fair
Date: February 9, 2018
Participating Employee: Brant Wells, TV Operations Manager
Reginald Hardwick, Digital News Director
Melissa Nay, Director of Corporate Support

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

Description of Activity: Career fair held by College of Communication Arts & Sciences attended by 400-600 students. Staff were able to speak directly to students and others interested in broadcasting careers about possible internship and employment opportunities at WKAR.

Outreach: Job/Career Fair
Date: March 7, 2018
Participating Employee: Julie Sochay, Director of Content and Community Engagement
Reginald Hardwick, Digital News Director

Event Sponsor: Michigan Association of Broadcasters Foundation

Description of Activity: This event gives students the opportunity to network with industry leaders and employers. More than 400 students and professionals attended the career fair. WKAR was able to meet with a large number of people to discuss upcoming employment opportunities with WKAR.

exhibits on green screen and visual effects and news/political productions. Careers in broadcast were discussed.

April 14, 2018 – Gary Blievernicht, WKAR Chief Engineer led a tour for a number of children attending MSU Science Fair through the WKAR-TV studios to see the technology used in production of television and to discuss careers in broadcasting.

April 17, 2018 – Robin Pizzo, Director of Education led a tour of girls from ITEC who are attending a summer science camp on a tour of the WKAR-TV studios to see the technology used and to discuss careers in broadcasting.

4. Outreach: Internships
Participating Employees: Brant Wells, TV Operations Manager
Event Sponsor: WKAR-TV
Description of Activity: WKAR-TV had a total of 31 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, post production utilizing an Adobe workflow, 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 11 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.

4. Outreach: Internships
Participating Employees: Melissa Nay, Director of Corporate Support
Cathy Zell, Sr. Director of Development
Event Sponsor: WKAR Development
Description of Activity: WKAR Development had 4 student interns. The interns were 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.
4. Outreach: Internships
Participating Employees: Julie Sochay, Director of Content and Community Engagement
Bill Richards, Digital Media Manager
Amanda Pinckney, Communications Coordinator
Event Sponsor: WKAR Communications
Description of Activity: WKAR Communications had 3 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.
4. Outreach: Internships
Participating Employees: Carol Karber, Executive Assistant to 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
5. Outreach: Program Sponsored by Educational Institution
Date: October 3, 2017
Participating Employee: Al Martin, Current Sports host
Event Sponsor: Michigan State University School of Journalism chapter of the National Association of Black Journalists

Description of Activity: Mr. Martin was part of a panel discussion comprised of four professional journalists who have graduated from MSU or who work in the greater Lansing area. The discussion highlighted how to get started in the journalism field as well as the type of experience needed to be competitive after graduation, the current state of journalism and the need for a diverse skillset in modern reporting.

Outreach: Program Sponsored by Educational Institution
Date: January 31, 2018
Participating Employee: Drew Henderson, Radio Engineer
Event Sponsor: Department of Media and Information, Michigan State University
Description of Activity: Mr. Henderson presented an overview of the technology used at a radio group to the Introduction to Media and Technology class.

Appendix 3

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

Covering the Period from June 1, 2017 to May 31, 2018

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, 2017 to May 31, 2018

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
Julie Sochay	Director of Content & Community Engagement	517-884-4773	jsochay@wkar.org
Peter Whorf	Radio Station Manager	517-884-4740	whorfpet@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