

**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, 2018-May 31, 2019

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, 2019.

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, 2018 to May 31, 2019  
Stations Comprising Station Employment Unit:  
**WKAR-TV, WKAR-FM, WKAR-AM**

Full Time Position by Job Title	Date of Hire	<u>Vacancy Information</u>		
		Recruitment Source Used for Hire	Total # Of Interviews from All Sources	Sources Notified of Opening
Producer/Host Radio II #494546	7/23/18	34	7	2,10,13,16,18,20,21,23,24,25,31,33,34,35
Executive Secretary II	9/10/18	23	4	13,16,18,20,21,23,33,34
Development Office II/S	9/17/18	34	1	10,13,14,16,18,20,21,23,33,34
Producer/Host Radio II #523034	11/12/18	10	4	10,12,19,20,21,23,24,31,33,34
Marketing & Sales Assistant	5/6/19	34	7	18,20,21,23,33,34
<b>TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD</b>			<b>23</b>	

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Stations Comprising Station Employment Unit:

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Recruitment Source Information

	<b>Recruitment Source</b>	<b>Total # of Interviewees This Source Has Provided</b>	<b>Full-Time Positions for Which This Source was Utilized</b>
2	Asian American Journalist Assoc.	0	Producer/Host Radio II #494546
10	Corporation for Public Broadcasting	3	Producer/Host Radio II #494546, Development Officer II/S, Producer Host/Radio II #523034
12	Current	0	Producer/Host Radio II #523034
13	Facebook	0	Producer Host II Morning Edition #494546, Executive Secretary, Development Officer II/S
14	Greater Public	0	Development Officer II/S
16	Indeed.com	0	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S
18	LinkedIn	0	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S, Marketing & Sales Assistant
19	JobNetwork.com	0	Producer/Host Radio II #523034
20	MiTalent.com	0	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S, Producer/Host Radio II #523034, Marketing & Sales Assistant
21	Michigan Association of Broadcasters	1	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S, Producer/Host Radio II #523034, Marketing & Sales Assistant
23	Michigan State University HR website	10	Producer/Host Radio II #494546, Executive Secretary, Development

Officer II/S, Producer/Host Radio II  
#523034, Marketing & Sales  
Assistant

24	National Assoc. of Black Journalists	0	Producer/Host Radio II #494546
25	National Assoc. of Hispanic Journalists	0	Producer/Host Radio II #494546
31	Radio Television Digital News Assoc.	0	Producer/Host Radio II #494546, Producer/Host Radio II #523034
33	WKAR.org	2	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S, Producer/Host Radio II #523034, Marketing & Sales Assistant
34	Word of Mouth/Referral	6	Producer/Host Radio II #494546, Executive Secretary, Development Officer II/S, Producer/Host Radio II #523034, Marketing & Sales Assistant
35	Other	1	Producer/Host Radio II #494546
	Total Interviews from all sources	23	

**NOTIFICATION LIST**  
**June 1, 2018 to May 31, 2019**  
**Appendix 1a**

A	B	C	D	E	F	G
	<b>Source</b>	<b>Phone</b>	<b>Address</b>	<b>Contact Name</b>	<b>Website</b>	<b>Email</b>
1			<b>Recruitment Sources for WKAR-AM/FM/TV 2018-2019</b>			
2						
3	<b>1</b> All Access				<a href="http://www.allaccess.com">www.allaccess.com</a>	
4	<b>2</b> Asian Amercian Journalist Association	415-346-2051	5 Third St., Suite 1108, San Francisco, CA 94103		<a href="http://www.aaja.org">www.aaja.org</a>	<a href="mailto:national@aaja.org">national@aaja.org</a>
5	<b>3</b> Association of Fundraising Professionals	888-491-8833	4300 Wilson Blvd, Arlington, VA 22203		afpnet.org	
6	<b>4</b> Association of Fundraising Professionals-Capital Area Chapter			Danielle Lenz	afplansingmi.afpnet.org	<a href="mailto:afp_cac@yahoo.com">afp_cac@yahoo.com</a>
7	<b>5</b> Broadcasting & Cable (TV postings only)	917-301-3815	11 W. 42nd Street, New York, NY 10036		<a href="https://broadcastingcable-jobs.careerwebsite.com/">https://broadcastingcable-jobs.careerwebsite.com/</a>	
8	<b>6</b> Career Page National Job Bank	800-622-2414			<a href="http://www.careerpage.org">www.careerpage.org</a>	
9	<b>7</b> Careerbuilder.com		120 E. Lenawee St., Lansing, MI 48933	Kelly Page	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	
10	<b>8</b> CASE Career Central	800-537-5700			<a href="http://www.jobtarget.com">www.jobtarget.com</a>	
11	<b>9</b> Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		<a href="mailto:jobs@chronicle">jobs@chronicle</a>
13	<b>10</b> Corportation for Public Broadcasting		401 North Street, NW, Washington DC 2004			
14	<b>11.6</b> Craigslist				<a href="http://www.craigslist.com">www.craigslist.com</a>	
15	<b>12.6</b> Current	202-463-7005	1612 K Street N.W., Ste 704, Washington DC 20006		<a href="http://www.jobs.current.org">www.jobs.current.org</a>	<a href="mailto:classified@current.org">classified@current.org</a>
16	<b>13.5</b> Facebook					
17	<b>14.5</b> Greater Public	800-454-2314	401 North 3rd Street, Suite 601, Mineapolis, MN 55401		<a href="https://www.greaterpublic.org/jobs/">https://www.greaterpublic.org/jobs/</a>	
18	<b>15.5</b> HigherEdjobs.com	814-861-3080	328 Innovations Blvd, Suite 235, State College, PA 16803		<a href="http://www.higheredjobs.com">www.higheredjobs.com</a>	<a href="mailto:sales@higheredjobs.com">sales@higheredjobs.com</a>
19	<b>16.4</b> Indeed.com				<a href="http://www.indeed.com">www.indeed.com</a>	<a href="#">Aggregate website</a>
20	<b>17.4</b> JournalismJobs.com	510-508-7386			<a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	<a href="mailto:info@journalismjobs.com">info@journalismjobs.com</a>
21	<b>18.3</b> LinkedIn				<a href="http://www.linkedin.com">www.linkedin.com</a>	
22	<b>19.3</b> The Job Network.com	844-566-3556			<a href="https://www.thejobnetwork.com/">https://www.thejobnetwork.com/</a>	<a href="mailto:support@pandologic.com">support@pandologic.com</a>
23	<b>20.2</b> Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	<a href="http://www.mitalent.org">www.mitalent.org</a>	
24	<b>21.2</b> Michigan Association Of Broadcasters	517-484-7444	820 N. Capitol Ave., Lansing, MI 48906-5114	Dan Kelly	<a href="http://www.michmab.org">www.michmab.org</a>	<a href="mailto:dkelley@michmab.com">dkelley@michmab.com</a>
25	<b>22.1</b> Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		<a href="http://www.mnaonline.org">www.mnaonline.org</a>	
26	<b>23.1</b> Michigan State University HR				<a href="http://careers.msu.edu">careers.msu.edu</a>	
27	<b>24</b> National Association of Black Journalists	626-792-3846	8800 Lakewood Dr, #117, Windsor, CA 95492		<a href="http://nabjcareers.org">http://nabjcareers.org</a>	<a href="mailto:info@nabjcareers.org">info@nabjcareers.org</a>
28	<b>25</b> National Association of Hispanic Broadcasters	626-792-3846	PO Box 117, Windsor, CA 95492		<a href="https://www.nahjcareers.org/">https://www.nahjcareers.org/</a>	<a href="mailto:info@nahjcareers.org">info@nahjcareers.org</a>
29	<b>26</b> NETA	803-799-5517	PO Box 50008, Columbia, SC 29250		<a href="http://www.netaonline.org/Professional-Development/Public-TV-Careers">http://www.netaonline.org/Professional-Development/Public-TV-Careers</a>	
30	<b>26.9</b> Non Profit Times				<a href="http://www.nptimes.com">www.nptimes.com</a>	
31	<b>27.9</b> PledgeChat					<a href="mailto:pledgechat@yahooogroups.com">pledgechat@yahooogroups.com</a>
32	<b>28.8</b> Public Media Business Association	240-844-3600	1300 Piccard Drive, Suite LL14, Rockville, MD 20850	Jenny Wickline	<a href="http://www.pmbaonline.org">www.pmbaonline.org</a>	<a href="mailto:jwickline@pmbaonline.org">jwickline@pmbaonline.org</a>
33	<b>29.8</b> Public Radio News Directors	605-490-3033	PO Box 838, Sturgis, SD 57785	Christine Paige Diers	<a href="http://prndi.org">prndi.org</a>	<a href="mailto:christine@prndi.org">christine@prndi.org</a>
34	<b>30.7</b> Radio Television Digital News Association		529 14th Street, NW, Suite 1240, Washington D.C., 20045		<a href="http://www.rtdna.org/">http://www.rtdna.org/</a>	
35	<b>31.7</b> Society of Broadcast Engineers	248-358-9000			<a href="http://www.collegecentral.com/specshoward">www.collegecentral.com/specshoward</a>	<a href="mailto:nshiner@specshoward.edu">nshiner@specshoward.edu</a>
36	<b>32.6</b> WKAR.org	517-432-9527	404 Wison Rd., Room 212, East Lansing, MI 48824	Bill Richards	<a href="http://www.wkar.org/inside/employment">www.wkar.org/inside/employment</a>	<a href="mailto:billr@wkar.org">billr@wkar.org</a>
37	<b>33.6</b> Word of Mouth/Referral					
38	<b>34.5</b> Other					

## APPENDIX 2

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

Covering the Period from June 1, 2018 to May 31, 2019

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](http://www.wkar.org)  
Date: June 1, 2018-May 31, 2019  
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: August 28, 2018  
Participating Employee: Brant Wells, TV Operations Manager  
Julie Sochay, Director of Content and Community Engagement  
Event Sponsor: Michigan State University-WKAR  
Description of Activity: MSU Communication Arts and Sciences Freshmen Orientation was held at the CommArtSci building. Incoming freshmen were presented with internship opportunities at WKAR in Radio, TV, Development, Communications and front office.
  
- Outreach: Job/Career Fair  
Date: September 5, 2018  
Participating Employee: Brant Wells, TV Operations Manager  
Reginald Hardwick, Digital News Director  
Amanda Pinckney, Communications/Social Media  
Event Sponsor: Michigan State University and Jackson National Life  
Description of Activity: WKAR staff met with students to present part-time and internship opportunities within WKAR-TV, Radio and Communications

departments. Main focus was on how the internships could aid in career development.

Outreach: Job/Career Fair  
Date: November 16, 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: Career & Networking fair held at Lansing Community College. Attended by more than 150 students. WKAR staff presented opportunities for internships and future employment, as well as information on careers in broadcasting..

Outreach: Job/Career Fair  
Date: February 1, 2019  
Participating Employee: Brant Wells, TV Operations Manager  
Reginald Hardwick, Digital News Director  
Event Sponsor: College of Communication Arts & Sciences, MSU  
Description of Activity: Answered questions on employment with WKAR, possible internship opportunities as well as accepting numerous resumes.

Outreach: Job/Career Fair  
Date: March 6, 2019  
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: WKAR staff spoke with 45 high school and college students, as well as professionals seeking careers in broadcasting. Offered information on MSU programs as well as advice on joining the broadcast industry.

3. Outreach: Tours of station facilities  
Date(s): November 18, 2018  
Participating Employees: Brant Wells, TV Operations Manager  
Description of Activities: Led a tour of 10 students from Shrine Catholic Academy of the WKAR-TV studios and Master Control and the WKAR radio studios. Information on careers in broadcasting and internship opportunities were discussed with the group.
4. Outreach: Internships  
Participating Employees: Brant Wells, TV Operations Manager  
Event Sponsor: WKAR-TV  
Description of Activity: WKAR-TV had a total of 35 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. Interns also were able to act as associate producers on WKAR productions.
4. Outreach: Internships  
Participating Employees: Peter Whorf, Radio Station Manager  
Reginald Hardwick, Digital News Director  
Al Martin, Host Radio  
Event Sponsor: WKAR Radio  
Description of Activity: WKAR Radio had 18 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: Melanie McGuire, Director of Development



Mara Wolke, Donor Relations

Event Sponsor:

WKAR Development

Description of Activity:

WKAR Development had 7 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 6 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 13 student interns. The interns were able to gain hands-on experience working in the front office of a public broadcasting station. Interns represented the stations through interactions with guests and donors in person and via telephone,

5. Outreach:

Program Sponsored by Educational Institution

Date:

October 1, 2018

Participating Employee:

Reginald Hardwick, Digital News Director

Event Sponsor:

Michigan State University School of Journalism chapter of the National Association of Black Journalists

Description of Activity:

Mr. Hardwick participated in this event where he interviewed journalism students and reviewed video clips. Mr. Hardwick

presented feedback to the student journalists as well as providing information that could be used in their job search following graduation.

Outreach: Program Sponsored by Educational Institution  
Date: March 12, 2019  
Participating Employee: Reginald Hardwick, Digital News Director  
Event Sponsor: MSU Museum, College of Social Science, Communication Arts and Sciences and MSU Detroit Center  
Description of Activity: Mr. Hardwick joined a panel of journalists from Michigan Radio, Detroit News, Lansing State Journal, Veracity and MSU School of Journalism to discuss the different methods used to cover the Larry Nasser abuse scandal, abuse victims and MSU's response. Discussed the ethical dilemma, best practices for sensitive material and other topics to help educate journalism students and the public at large.

### **Appendix 3**

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

Covering the Period from June 1, 2018 to May 31, 2019

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, 2018 to May 31, 2019

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/ General Manager	517-884-4770	<a href="mailto:selkins@msu.edu">selkins@msu.edu</a>
Scott Gascon	Director of Business Ops.	517-355-9585	<a href="mailto:smg@msu.edu">smg@msu.edu</a>
Julie Sochay	Director of Content & Community Engagement	517-884-4773	<a href="mailto:jsochay@wkar.org">jsochay@wkar.org</a>
Peter Whorf	Radio Station Manager	517-884-4740	<a href="mailto:whorfpet@msu.edu">whorfpet@msu.edu</a>
Drew Henderson	Sr. Director of Radio Strategy and Operations	517-884-4748	<a href="mailto:drew@wkar.org">drew@wkar.org</a>
Melanie McGuire	Sr. Director of Development	517-884-4730	<a href="mailto:melanie@wkar.org">melanie@wkar.org</a>

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

Teresia Hagelberger, Director of HR	517-432-3362	<a href="mailto:sielofft@msu.edu">sielofft@msu.edu</a>
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The following person is responsible for compiling our Station Employment Unit's EEO efforts:

Stephanie DeClercq, Administrative Assistant	517-884-4765	<a href="mailto:declerc4@msu.edu">declerc4@msu.edu</a>
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