

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, 2019-May 31, 2020

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, 2020.

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, 2019 to May 31, 2020
Stations Comprising Station Employment Unit:
WKAR-TV, WKAR-FM, WKAR-AM

Full Time Position by Job Title	Date of Hire	<u>Vacancy Information</u>		Sources Notified of Opening
		Recruitment Source Used for Hire	Total # Of Interviews from All Sources	
Producer/Host Radio Morning Edition	6/10/19	16	10	12, 14, 16, 20, 22, 24, 25, 27, 31, 41, 43, 46, 47, 48, 50
Telecom Engineer Tech	6/13/19	48	3	12, 24, 25, 27, 29, 35, 45, 47, 48
Corporate Support Director	7/17/19	27	5	12, 14, 20, 22, 24, 25, 27, 40, 47, 48
Senior Producer/Director TV	10/1/19	27	6	12, 14, 16, 22, 27, 25, 27, 39, 47
Administrative Business Analyst	12/2/19	27	9	12, 20, 22, 24, 25, 26, 27, 40, 44, 47
Office Assistant III	12/16/19	27	8	12, 20, 22, 24, 25, 26, 27, 40, 44, 47, 50
Corporate Support Associate	12/30/19	48	5	12, 16, 20, 22, 24, 25, 27, 40, 44, 47, 48
Producer/Host Radio All Things Considered	4/30/20	12	8	12, 14, 16, 21, 22, 24, 25, 27, 31, 32, 34, 41, 47, 48
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			54	

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

Covering the Period from June 1, 2019 to May 31, 2020

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
12	Corporation for Public Broadcasting	5	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered
14	Current	2	Radio Producer/Host Morning Edition, Corporate Support Director, Senior Producer/Director, Radio Producer/Host All Things Considered
16	Facebook	1	Radio Producer/Host Morning Edition, Senior Producer/Director, Corporate Support Associate, Radio Producer/Host All Things Considered
20	Indeed.com	4	Radio Producer/Host Morning Edition, Corporate Support Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate
21	Journalismjobs.com	0	Radio Producer/Host All Things Considered
22	LinkedIn	5	Radio Producer/Host Morning Edition, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered

24	MiTalent.com	0	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered
25	Michigan Association of Broadcasters	2	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered
26	Michigan Nonprofit Assoc.	0	Administrative Business Analyst, Office Assistant III
27	Michigan State University HR website	22	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered
29	MyPBS.org	0	Telecom Engineer Tech
31	National Assoc. of Black Journalists	0	Radio Producer/Host Morning Edition, Radio Producer/Host All Things Considered
32	National Assoc. of Hispanic Journalists	0	Radio Producer/Host All Things Considered
34	Native American Journalist Assoc	0	Radio Producer/Host All Things Considered
35	National Educational Television Assoc.	0	Telecom Engineer Tech
39	Producers Guild of America	0	Senior Producer/Director
40	Public Media Business Assoc.	0	Corporate Support Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate

41	Public Radio News Directors/Public Media Journalist Assoc	1	Radio Producer/Host Morning Edition, Radio Producer/Host All Things Considered
43	Radio Television Digital News Assoc.	0	Radio Producer/Host Morning Edition
44	Simply Hired	0	Administrative Business Analyst, Office Assistant III, Corporate Support Associate
45	Society of Broadcast Engineers	0	Telecom Engineer Tech
46	Twitter	1	Radio Producer/Host Morning Edition
47	WKAR.org	0	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Senior Producer/Director, Administrative Business Analyst, Office Assistant III, Corporate Support Associate, Radio Producer/Host All Things Considered
48	Word of Mouth/Referral	8	Radio Producer/Host Morning Edition, Telecom Engineer Tech, Corporate Support Director, Corporate Support Associate, Radio Producer/Host All Things Considered
50	Other	3	Radio Producer/Host Morning Edition, Office Assistant III,
	Total Interviews from all sources	54	

NOTIFICATION LIST
June 1, 2019 to May 31, 2020

Recruitment Sources for WKAR-AM/FM/TV 2019-2020

	<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	Asian American Journalist Association	415-346-2051	5 Third St., Suite 1108, San Francisco, CA 94103		www.aaja.org	national@aaja.org
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	afplansingmi.afpnet.org	afp_cac@yahoo.com
5	Broadcasting & Cable (TV postings only)	917-301-3815	11 W. 42nd Street, New York, NY 10036		https://broadcastingcable-jobs.careerwebsite.com/	
6	Career Page National Job Bank	800-622-2414			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.jobtarget.com	
9	Chronicle of Philanthropy		1255 Twenty-Third St. NW, Washington, DC 20037	Alex Litoff		jobs@chronicle
11	ColorComm				http://www.colorcommnetwork.com/colorcomm-network-jobs-board/	
12	Corporation for Public Broadcasting		401 North Street, NW, Washington DC 2004		https://cpb.org	
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	Diversityworking.com	949-388-8220			https://www.diversityworking.com/employerZone/postjobs.php	steven.garcia@diversityworking.com
16	Facebook				https://www.facebook.com	

17	Glassdoor				https://www.glassdoor.com	
18	Greater Public	800-454-2314	401 North 3rd Street, Suite 601, Mineapolis, MN 55401		https://www.greaterpublic.org/jobs/	
19	HigherEdjobs.com	814-861-3080	328 Innovations Blvd, Suite 235, State College, PA 16803		www.higheredjobs.com	sales@higheredjobs.com
20	Indeed.com				www.indeed.com	Aggregate website
21	JournalismJobs.com	510-508-7386			www.journalismjobs.com	info@journalismjobs.com
22	LinkedIn				www.linkedin.com	
23	The Job Network.com	844-566-3556			https://www.thejobnetwork.com/	support@pandologic.com
24	Mi Talent (Michigan Works)		1850 W. Mt. Hope, Lansing, MI	Terry Bruning	www.mitalent.org	
25	Michigan Association of Broadcasters	517-484-7444	820 N. Capitol Ave., Lansing, MI 48906- 5114	Dan Kelly	www.michmab.org	dkelley@michmab.com
26	Michigan Non-Profit Association	517.492.2400	330 Marshall Street, Suite 200, Lansing, MI 48912		www.mnaonline.org	
27	Michigan State University HR				Careers.msu.edu	
28	Monster.com					
29	MyPBS.org				Mypbs.org	
30	National Action Council for Minorities in Engineering				https://careers.nacme.org	
31	National Association of Black Journalists	626-792-3846	8800 Lakewood Dr, #117, Windsor, CA 95492		http://nabjcareers.org	info@nabjcareers.org
32	National Association of Hispanic Broadcasters	626-792-3846	PO Box 117, Windsor, CA 95492		https://www.nahjcareers.org/	info@nahjcareers.org
33	National Association for Multi-Ethnicity in Communications				https://namic.site-ym.com/networking	
34	Native American Journalist Association				https://naja.wildapricot.org/NAJA-store	
35	NETA	803-799-5517	PO Box 50008, Columbia, SC 29250		http://www.netaonline.org/Professional-Development/Public-TV-Careers	

36	Non-Profit Times				www.nptimes.com	
37	Organization of Black Designers				http://obd.org	
38	PledgeChat					pledgechat@yahoo.com
39	Producers Guild of America				https://www.producersguild.org/	
40	Public Media Business Association	240-844-3600	1300 Piccard Drive, Suite LL14, Rockville, MD 20850	Jenny Wickline	www.pmbaonline.org	jwickline@pmbaonline.org
41	Public Radio News Directors/aka Public Media Journalist Assoc.	605-490-3033	PO Box 838, Sturgis, SD 57785	Christine Paige Diers	prndi.org	christine@prndi.org
42	Public Rado Association of Development Officers (PRADO)					
43	Radio Television Digital News Association		529 14th Street, NW, Suite 1240, Washington D.C., 20045		http://www.rtdna.org/	
44	Simply Hired				https://www.simplyhired.com/post-jobs-free	
45	Society of Broadcast Engineers	317-846-9000	9102 North Meridian Street, Suite 150, Indianapolis, IN 46260		https://www.sbe.org/sections/jobs_online.php	kjones@sbe.org
46	Twitter				https://www.twitter.com	
47	WKAR.org	517-432-9527	404 Wison Rd., Room 212, East Lansing, MI 48824	Bill Richards	www.wkar.org/inside/employment	billr@wkar.org
48	Word of Mouth/Referral					
49	Ziprecruiter	877-252-1062			https://www.ziprecruiter.com/post-a-job	
50	Other					

APPENDIX 2

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

Covering the Period from June 1, 2019 to May 31, 2020

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, 2019-May 31, 2020
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 27, 2019
Participating Employee: Reginald Hardwick, Digital News Director
Jen Preslar, Event Coordinator for WKAR Public Media
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 4, 2019
Participating Employee: Reginald Hardwick, Digital News Director
Jen Preslar, Event Coordinator for WKAR Public Media
Event Sponsor: Michigan State University and Jackson National Life
Description of Activity: Table-style career fair display, collecting of resumes from students for possible internships. Attended by students interested in Communications, Journalism, and Broadcasting.

Outreach: Job/Career Fair
Date: November 8, 2019
Participating Employee: Julie Sochay, Sr. Director of Content and Community Engagement
Brant Wells, TV Operations Manager
Event Sponsor: Michigan Association of Broadcasters Foundation
Description of Activity: Career & Networking fair held at Lansing Community College. Attended by more than 250 students and professionals. WKAR staff presented opportunities for internships and future employment, as well as information on careers in broadcasting.

Outreach: Job/Career Fair
Date: March 4, 2020
Participating Employee: Julie Sochay, Sr. Director of Content and Community Engagement
Drew Henderson, WKAR Radio Manager
Event Sponsor: Michigan Association of Broadcasters Foundation
Description of Activity: Career and networking fair held during the Great Lakes Media Show at the Lansing Center. Attended by 300 students and professionals. WKAR staff presented opportunities for internships, employment opportunities and provided information on careers in the broadcast industry.

3. Outreach: Tours of station facilities
Date(s): July 10, 2019
Participating Employees: Jen Preslar, Event Coordinator
Drew Henderson Sr. Director of Radio Strategy and Operations
Description of Activities: Led a tour of 15 children from the Refugee Center of the WKAR-TV studios and Master Control and the WKAR radio studios. Information on careers in broadcasting 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 24 student interns from the College of Communication Arts and Sciences. The interns were able to gain hands-on experience in areas of studio camera operation, studio lighting, studio/control room wiring, technical directing, teleprompter operation, audio board operation, set design/building, production assisting/producing, transcription and closed captioning, field/remote production, graphic operation/recall and general show production, including live-to-tape.
4. Outreach: Internships
Participating Employees: Karel Vega, Managing Editor
Al Martin, Host Radio
Event Sponsor: WKAR Radio
Description of Activity: WKAR Radio had 9 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 including radio board operation, live caller screening, audio gathering/editing, radio hosting, social media engagement, interviewing, video filming of sporting events, video editing, on-camera stand-up prep and on-camera anchoring.
4. Outreach: Internships
Participating Employees: Melanie McGuire, Director of Development
Mara Wolke, Donor Relations
Event Sponsor: WKAR Development
Description of Activity: WKAR Development had 3 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: Bill Richards, Digital Media Manager and Communications
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: Mary Verhanovitz, 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 7 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,
4. Outreach: Internships
Participating Employees: Gary Blievernicht, Chief Engineer
Event Sponsor: National Association of Broadcasters and WKAR
Description of Activity: WKAR Engineering had 1 student intern working in the Engineering department as part of a grant from the National Association of Broadcasters. This student was able to gain experience in basics of radio frequency transmission for AM, FM and TV, broadcast station operations, interconnections (cabling) and computer networks.

Appendix 3

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

Covering the Period from June 1, 2019 to May 31, 2020

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, 2019 to May 31, 2020

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:

Susi Elkins, Director of Broadcasting/General Manager 517-884-4770 / selkins@msu.edu

Scott Gascon, Director of Business Ops 517-355-9585 / smg@msu.edu

Julie Sochay, Sr. Director of Content & Community Engagement 517-884-4773 / jsochay@wkar.org

Drew Henderson, Sr. Director of Radio Strategy and Operations 517-884-4748 / drew@wkar.org

Melanie McGuire, Sr. Director of Development 517-884-4730 / melanie@wkar.org

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, Fiscal Officer 517-884-4765 / declerc4@msu.edu