

2016-ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report is to comply with Section 73.2080(C) (6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following station, for the purpose of the EEO Rules:

Call Sign WHMI-FM	Community Howell, MI
Mailing Address: P.O. Box 935 Howell, MI 48844	Telephone number: 517-546-0860 Contact Person/Title: Fran Campbell/Office Manager Email Address: fcampbell@whmi.com

The information contained in the Annual EEO Report covers the time period from December 1, 2015 to May 31, 2016 (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report contains the following information:

1. A list of all full time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in the station's public inspection file on 6/1/2016, and posted on the stations' website, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: December 1, 2015 to May 31, 2016

Stations In Employment Unit: WHMI-FM

Full-Time Positions Filled By Job Title And Date Filled	Recruitment Source of Hiree	Total Number of Interviews From all Sources for this Position
1 Account Executive 2/8/2016	WHMI-FM Radio	10
2 Account Executive 5/2/2016	WHMI-FM Radio	10

All Recruitment sources listed in Section 2 were used to recruit for each FT vacancy listed in Section 1.

Total Number of People Interviewed for All Job Positions 20

Section 2: Recruitment Sources

Time Period Covered: 12/1/2015-5/31/2016

Stations in Employment Unit: WHMI-FM

Recruitment Source: Name, Address, Phone Number, Contact Person	Total Number of Interviewees Source Has Provided	Full-Time Positions for Which This Source was Utilized
The Livingston Daily Press & Argus Kathleen Reilly, Account Executive Office: 8-586-977-7668 Fax: 313-496-4992 Email: kareilly@dnp.com	14	Account Executive
Krol Communications c/o WHMI-FM Office Bulletin Board	0	Account Executive
Krol Communications c/o WHMI-FM Web Site	0	Account Executive
Krol Communications c/o WHMI-FM Radio	5	Account Executive
*Specs Howard School of Broadcast Arts Dick Kernen, 19900 W. Nine Mile Road Southfield, MI 48076 Fax: 248-746-9770	1	Account Executive
*U of M Flint, Career Development Center Flint, MI fax: 810-762-3024	0	Account Executive
*CMU Mt. Pleasant, MI Fax: 517-337-8065	0	Account Executive
*Washtenaw Community College Ypsilanti, MI Career Connection	0	Account Executive
MAB Website	0	Account Executive
Michigan Talent Bank	0	Account Executive

*Indicates sources that have requested notification of job openings.

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: December 1, 2015 to May 31, 2016

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) Internship Program

WHMI-FM welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the first quarter 2016, WHMI-FM hosted a student intern from Spec Howard School of Broadcast Arts. The Sports Reporter intern worked with the Operations Manager, News Director, and Sports Director.

2) Station Self Assessment

On 3/17/2016, Rod Krol, President, Kris Krol, Business Manager, Debbie Platt, General Sales Manager, Reed Kittredge, Operations Manager and Fran Campbell, Office Manager, met to discuss the stations effectiveness in making sure that that full time vacancy employment recruitment results in Wide Dissemination throughout the community. It was determined that we will add the University of Michigan–Ann Arbor, Lansing Community College, Cleary University and Michigan State University for our next recruitment sources. This will be effective June 1, 2016. In addition we assessed the following:

1. Whether we regularly convey our EEO program to employees and applicants. The station has EEO notices posted on our bulletin board, on job applications, in on air announcements and located on the station web site.
2. Our seniority practices, to ensure that they are not discriminatory.
3. Our salary and benefits programs, to ensure they provide equal pay for equal work and are not in any discriminatory manner.
4. Promotions, to ensure they are not based on any discriminatory practices.
5. Whether we have avoided any indication in our recruiting advertisements that there is any preference for persons of particular race, national origin or gender.
6. Union agreements, if they exist, to make sure that they provide for equal opportunities for all.
7. Selection techniques, to avoid tests or other hiring evaluation techniques that could be discriminatory in effect.

3) Scholarship

WHMI-FM has implemented a \$1,000 academic scholarship program for local high school students. Upper-level Station management established the scholarship criteria, assessed the eligible entries and awarded the Spring 2016 scholarship to a senior at Fowlerville High School who will be attending Central Michigan University in the fall 2016 to study Journalism.

4) Job Fair

On Thursday, April 14, 2016, WHMI participated as a community sponsor in the Michigan Works job fair at Crystal Gardens. Reed Kittredge, Operations Manager was available to discuss career opportunities at Krol Communications, and answer questions about necessary skills and requirements of pursuing a career in radio broadcasting. We also accepted resumes from those interested in being considered for a current opening for Account Executive.

5) Internship Program

WHMI-FM welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the second quarter 2016,

WHMI-FM hosted a student from Michigan State University. The News Reporter intern is working with the station News Director and Reporters.

6) Station Tour

On Monday, May 9, 2016, Girl Scout Troop 40636 from Hartland received a station tour to learn about broadcast job skills. There were 5 Girl Scouts and 1 adult. Reed Kittredge, Operations Manager showed the scouts the broadcast facility, they were given demonstrations of technical equipment and were introduced to the staff and management and corresponding responsibilities were described. Dion Clark, Creative Director showed the scouts how commercials are produced and helped the scouts record their own commercial. They spent some time with Jon King, News Director learning how the news is gathered and produced.

7) Class Presentation

On 5/16/2016, Debbie Platt, General Sales Manager did a class presentation at Kensington Woods High School to a group of junior and senior high school students. The purpose of the presentation was to show them how sales skills and techniques can play a part within their interviewing for jobs. The presentation ended with a Q&A period.

8) Job Shadow

On Wednesday, 5/18/2016, the school Principal and two students from Flex Tech High School met with station staff for a Job Shadow to learn about radio station operations and broadcast employment possibilities along with what skills and education are important to that employment. Students met with our General Sales Manager, Operations/Program Director, Production Director, and sales department representatives

They participated in a weekly sales meeting. They learned the different paths of finding, developing and working with different types of advertising clients.. They learned how on-air promotions are one of the tools needed in a sales presentation. .

They learned about commercial copy writing, from tailoring the copy to the client's needs and goals to technical aspect of putting audio package together for broadcast.

The students were told about the equipment and functions including the main studio, newsroom, the Master Control tech room including audio processing, STL, web and office networks, Audio vault storage, UPS and generator system, and outside auxiliary tower and satellite dish. Basic music programming and staff skills and requirement were also discussed and they were provided the opportunity to sit in on part of a live radio program.