

2021-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:

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| 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 June 1, 2020 to May 31, 2021 (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 6/1/2021, 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: June 1, 2020 to May 31, 2021

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 10/12/2020 | Radio Competitor | 9 |
| 1 Program Director 3/15/2021 | All Access Media Group | 10 |
| 1 Account Executive 3/15/2021 | Employee Referral | 9 |

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 28

Section 2: Recruitment Sources

Time Period Covered: 6/1/2020 – 5/31/2021

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: 586-977-7668 Fax: 313-496-4992 Email: kareilly@dnps.com | 7 | Account Executive/Program Director |
| Krol Communications c/o WHMI-FM Office Bulletin Board | 0 | Account Executive/Program Director |
| Krol Communications c/o WHMI-FM Website | 0 | Account Executive/Program Director |
| Krol Communications c/o WHMI-FM Radio | 5 | Account Executive/Program Director |
| Krol Communications c/o WHMI-FM Job Board | 0 | Account Executive/Program Director |
| *Specs Howard School of Broadcast Arts Dick Kernen, 19900 W. Nine Mile Road Southfield, MI 48076 Fax: 248-746-9770 | 1 | Program Director/Program Director |
| *University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 Fax: 810-762-3024 | 0 | Account Executive/Program Director |
| University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109 | 0 | Account Executive/Program Director |
| Lansing Community College P.O. Box 40010 Lansing, MI 48901 | 0 | Account Executive/Program Director |
| Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu | 0 | Account Executive/Program Director |

| | | |
|--|---|------------------------------------|
| MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824 | 0 | Account Executive/Program Director |
| *CMU Mt. Pleasant, MI Fax: 517-337-8065 | 0 | Account Executive/Program Director |
| *Washtenaw Community College Ypsilanti, MI Career Connection | 0 | Account Executive/Program Director |
| MAB Website | 1 | Account Executive/Program Director |
| Michigan Talent Bank | 2 | Account Executive/Program Director |
| Employee Referral | 2 | Account Executive/Program Director |
| Radio Competitor | 3 | Account Executive/Program Director |
| ENCO-Vendor | 1 | Program Director |

Added 10-16-2019

| | | |
|--|---|------------------------------------|
| All Access Media Group 24955 Pacific Coast Highway C303 Malibu, CA 90265 Website: allaccess.com Go to jobs to post a position | 6 | Account Executive/Program Director |
| The Lund Consultants P.O. Box 1654 Burlingame, CA 94011 650-692-7777 Email: johnlund@lundradio.com | 0 | Account Executive/Program Director |
| Inside Radio Insideradio.com | 0 | Account Executive/Program Director |

*Indicates sources that have requested notification of job openings.

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

Time Period Covered: June 1, 2020 to May 31, 2021

Stations in Employment Unit: WHMI-FM

Description of Activity:

1 Intern

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 period covered by this report WHMI-FM had a student from Spec Howard School of Broadcast Arts and the student is interning for the period of 9/30/20 to 12/30/20, and is here each week for five hours. The student will work with Dion Clark, Creative Director.

2 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 2021 scholarship to a senior at Charyl Stockwell Academy who will be attending Madonna University in the fall 2021 to study in their Broadcast and Cinema Arts Program.

3) Station Self Assessment:

On 4/8/2021, Rod Krol, President, Kris Krol, Business Manager, Rich Renko, General Sales Manager, Craig Russell, Program Director and Fran Campbell, Office Manager, met to discuss the stations effectiveness in making sure that the Wide Dissemination being conducted is bringing in a diverse pool of applicants. Since last year's annual assessment we had an opening for Program Director and two Account Executive positions. For the Program Director position we added All Access Group last year and it produced six candidates. For the Account Executive positions The Livingston County Press and Argus produced 7 candidates. We will continue to evaluate our recruitment resources going forward. We will keep the master recruitment list in-tact. 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. In compliance.
2. Our seniority practices, to ensure that they are not discriminatory. In compliance.
3. Our salary and benefits programs, to ensure they provide equal pay for equal work and are not in any discriminatory manner. In compliance.
4. Promotions, to ensure they are not based on any discriminatory practices. In compliance.
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. In compliance.
6. Union agreements, if they exist, to make sure that they provide for equal opportunities for all. Not applicable.
7. Selection techniques, to avoid tests or other hiring evaluation techniques that could be discriminatory in effect. In compliance.

4) Job Shadow Day

On Thursday, 4/22/2021, a student from Howell High School participated in a Virtual Job Shadow from 2:45 to 5pm. Craig Russell, Program Director and Dion Clark, Creative Director will host the virtual job shadow.

Initial portion will highlight each department and what their responsibilities are at WHMI.

- Virtual tour of the radio station and departments (including On-Air and News Studio).
- Virtual sit-in during midday or PM Drive radio show.
- Virtual sit-in during newscast with Jon King, News Director.
- Virtual sit-in during production session with Dion Clark, Creative Director.
- Virtual meeting with Rich Renko, General Sales Manager
- Virtual meeting with Craig Russell, Program Director