

2023-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, 2022 to May 31, 2023 (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 6/1/2023, 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, 2022 to May 31, 2023

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 Program Director 11/21/2022 | WHMI-FM Website | 11 |
| 1 Account Executive 3/13/2023 | WHMI-FM Radio | 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 20

Section 2: Recruitment Sources

Time Period Covered: 6/1/2022 – 5/31/2023

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 | 2 4 | Program Director Account Executive |
| Krol Communications c/o WHMI-FM Office Bulletin Board | 0 0 | Program Director Account Executive |
| Krol Communications c/o WHMI-FM Website | 1 1 | Program Director Account Executive |
| Krol Communications c/o WHMI-FM Radio | 1 3 | Program Director Account Executive |
| Krol Communications c/o WHMI-FM Job Board | 0 0 | Program Director Account Executive |
| Krol Communications c/o WHMI Facebook | 1 0 | Program Director Account Executive |
| Lawrence Technological University https://ltu.handshake.com | 0 0 | Program Director Account Executive |
| *University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 Fax: 810-762-3024 | 0 0 | Program Director Account Executive |
| University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109 | 0 0 | Program Director Account Executive |
| Lansing Community College P.O. Box 40010 Lansing, MI 48901 | 0 0 | Program Director Account Executive |

| | | |
|--|--------|---------------------------------------|
| Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu | 0 0 | Program Director Account Executive |
| MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824 | 0 0 | Program Director Account Executive |
| *CMU Mt. Pleasant, MI Fax: 517-337-8065 | 0 0 | Program Director Account Executive |
| *Washtenaw Community College Ypsilanti, MI Career Connection | 0 0 | Program Director Account Executive |
| Michigan Talent Bank | 0 1 | Program Director Account Executive |
| MAB Website | 1 0 | Program Director Account Executive |
| Employee Referral | 1 0 | Program Director Account Executive |
| <u>Added 10-16-2019</u> | | |
| All Access Media Group 24955 Pacific Coast Highway C303 Malibu, CA 90265 Website: allaccess.com Go to jobs to post a position | 4 0 | Program Director Account Executive |
| The Lund Consultants P.O. Box 1654 Burlingame, CA 94011 650-692-7777 Email: johnlund@lundradio.com | 0 0 | Program Director Account Executive |
| Inside Radio Insideradio.com | 0 0 | Program Director Account Executive |
| <u>Added 1/27/2022</u> | | |
| RTDNA | 0 0 | Program Director Account Executive |

*Indicates sources that have requested notification of job openings.

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

Time Period Covered: June 1, 2022 to May 31, 2023

Stations in Employment Unit: WHMI-FM

Description of Activity:

1 Intern

WHMI-FM welcomes students from area schools who are seeking experience in Broadcasting and Business environments. During the period covered by this report WHMI-FM has a student from Lansing Community College as a High School football intern from August 25, 2022-November 26, 2022. Additionally, this internship will extend into High School Basketball coverage beginning 12/10/22-3/30/23. The student's hours per week will be 6-8 hours depending on length of game and game prep needed.... Responsibilities will include...

- Statistician for Executive Producer and Lead Play by Play Broadcaster.
- Spotter for Broadcast Team
- Communicate from Press Box to Main Studio with game Stats, upcoming Features.
- Help Troubleshoot any technical issues
- Work with Broadcast Team on team match-up information, history, rosters prior to Broadcast
- Attend Pre-Game Remotes
- Interact with fans attending the games
- Promote WHMI's coverage of HS Football

The student works with Richard Renko, General Sales Manager/Executive Producer, Dan Leach, Lead Play by Play Announcer, Lawton Lunce, Color Analyst and Ryan Wooley, Sports Anchor, Pre-game, Half-time and Post Game Host.

2) Station Tour

On Friday, September 23rd, 4 adults and 8 students from the Mitten Homeschool Club toured WHMI. Craig Russell, Program Director, showed them 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 them how commercials are produced and helped them record their own commercial. They spent some time with Ellen Morgan, On Air talent, to see the on air operations of the radio station, including automation equipment and broadcasting. They were here at the station for about an hour.

3) Job Shadow

On Wednesday, 3/15/2023, a student from Fowlerville Community Schools participated in a Job Shadow from 8:30am to noon. Emily Marone, Senior Account Executive and Dion Clark, Creative Director hosted the job shadow.

- Initial portion will highlight each department and what their responsibilities are at WHMI.
- Tour of the radio station and departments (including On-Air and News Studio).
- Sit-in during midday radio show.
- Sit-in during production session with Dion Clark, Creative Director.
- Meet with Mike Scott, Program Director
- Meet with and Emily Marone, Senior Account Executive

4) Station Self Assessment:

On 3/23/2023, Rod Krol, President, Kris Krol, Business Manager, Rich Renko, General Manager, Mike Scott, 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 Account Executive. For the Program Director position we had eleven interviews and the referral source was WHMI-FM Website. For the Account Executive position we had nine interviews and the referral source was WHMI-FM Radio. Between the two open positions, The Livingston Daily Press and Argus produced six referrals and All Access Media Group produced four referrals along with four referrals from WHMI-FM Radio. 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.