

2024-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: Connie Bailey/Office Manager Email Address: cbailey@whmi.com

The information contained in the Annual EEO Report covers the time period from June 1, 2023 to May 31, 2024 (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 Hire 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 6/1/2024, 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, 2023 to May 31, 2024

Stations In Employment Unit: WHMI-FM

Full-Time Positions Filled by Job Title And Date Filled	Recruitment Source of Hire	Total Number of Interviews From all Sources for this Position
1 Account Executive 11/06/2023	WHMI-FM Website	10
2 News Director 11/27/2023	Employee Referral	10
3 Traffic/Office Manager 3/1/24	Livingston Daily Press & Argus	8

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

Total Number of People Interviewed for All Job Positions 28

Section 2: Recruitment Sources

Time Period Covered: 6/1/2023 – 5/31/2024

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	6 2 2	Account Executive News Director Traffic/Office Mgr
Krol Communications c/o WHMI-FM Office Bulletin Board	0 0 0	Account Executive News Director Traffic/Office Mgr
Krol Communications c/o WHMI-FM Website	2 0 1	Account Executive News Director Traffic/Office Mgr
Krol Communications c/o WHMI-FM Radio	1 1 4	Account Executive News Director Traffic/Office Mgr
Krol Communications c/o WHMI-FM Job Board	0 0 0	Account Executive News Director Traffic/Office Mgr
Krol Communications c/o WHMI Facebook	0 2 0	Account Executive News Director Traffic/Office Mgr
Lawrence Technological University https://ltu.handshake.com	0 0 0	Account Executive News Director Traffic/Office Mgr
*University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 Fax: 810-762-3024	0 0 0	Account Executive News Director

	0	Traffic/Office Mgr
University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109	0 0 0	Account Executive News Director Traffic/Office Mgr
Lansing Community College P.O. Box 40010 Lansing, MI 48901	0 0 0	Account Executive News Director Traffic/Office Mgr
Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu	0 0 0	Account Executive News Director Traffic/Office Mgr
MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824	0 0 0	Account Executive News Director Traffic/Office Mgr
*CMU Mt. Pleasant, MI Fax: 517-337-8065	0 0 0	Account Executive News Director Traffic/Office Mgr
*Washtenaw Community College Ypsilanti, MI Career Connection	0 0 0	Account Executive News Director Traffic/Office Mgr
Michigan Talent Bank	1 0 1	Account Executive News Director Traffic/Office Mgr
MAB Website	0 0 0	Account Executive News Director Traffic/Office Mgr
Employee Referral	0 2	Account Executive News Director

0

Traffic/Office Mgr

Added 10-16-2019

All Access Media Group
24955 Pacific Coast Highway C303
Malibu, CA 90265

Website: allaccess.com 0
Go to jobs to post a position 3
0

Account Executive
News Director
Traffic/Office Mgr

The Lund Consultants
P.O. Box 1654
Burlingame, CA 94011

650-692-7777 0
Email: johnlund@lundradio.com 0
0

Account Executive
News Director
Traffic/Office Mgr

Inside Radio 0
Insideradio.com 0

Added 1/27/2022 0

Account Executive
News Director
Traffic/Office Mgr

RTDNA 0
0
0

Account Executive
News Director
Traffic/Office Mgr

*Indicates sources that have requested notification of job openings.

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

Time Period Covered: June 1, 2023 to May 31, 2024

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) Job Shadow

On Friday, 8/04/2023, a student from Howell Public Schools participated in a Job Shadow from 9:00am 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 production session with Dion Clark, Creative Director.
- Meet with Mike Scott, Program Director
- Meet with Emily Marone, Senior Account Executive

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 2023 scholarship to a senior at Howell High School who will be attending Washtenaw Community College in the fall 2023 to study in their Journalism Program.

3) Job Shadow

On Thursday, January 25th, 2024, a student from Pinckney High School participated in a Job Shadow from 9am to 12 noon. Emily Marone, Senior Account Executive, Dion Clark, Creative Director and Mike Scott, Program 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, Production and News Studios)
- Sit-in during production session with Dion Clark, Creative Director
- Meet with Mike Scott, Program Director
- Meet with Emily Marone, Senior Account Executive

4) Station Self-Assessment:

On 04/11/2024, Rod Krol, President, Kris Krol, Business Manager, Richard Renko, General Manager, Mike Scott, Program Director and Connie Bailey, 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 Account Executive, News Director and Traffic/Office Manager. For the Account Executive position, we had ten interviews and the referral source was the WHMI-FM Website. For the News Director position, we had 10 interviews and the referral source was an Employee Referral. The Traffic / Office Manager position we had 8 interviews with the referral source The Livingston Daily Press & Argus. Between the three open positions, The Livingston Daily Press and Argus produced ten referrals, All Access Media Group produced three referrals along with six referrals from WHMI-FM Radio, three referrals from WHMI-FM website, two referrals from the Michigan Talent Bank, two referrals from Facebook and two referrals from employees. 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.

5) Station Tour

On Friday, April 12, 2024 Cub Scout Pack #3384 of the Hartland Consolidated Schools took a Station Tour. The Tour was conducted by Account Executive, Emily Marone. The Tour took place between 5pm-7pm and included 15x Cub Scout Eagles and several parents. The tour included all departments of WHMI Radio with a visit to the on-air studio where a live interview was conducted with Joe Leugers by Mike Scott.