

2017-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 June 1, 2016 to May 31, 2017 (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 6/1/2017, 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, 2016 to May 31, 2017

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 1/23/2017	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 10

Section 2: Recruitment Sources

Time Period Covered: 6/1/2016-5/31/2017

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	3	Account Executive
Krol Communications c/o WHMI-FM Office Bulletin Board	0	Account Executive
Krol Communications c/o WHMI-FM Web Site	2	Account Executive
Krol Communications c/o WHMI-FM Radio	3	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
*University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 fax: 810-762-3024	0	Account Executive
University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street Ann Arbor, MI 48109	0	Account Executive
Lansing Community College P.O. Box 40010 Lansing, MI 48109	0	Account Executive

Cleary University Career Services 3750 Cleary Howell, MI 48843 careerservices@cleary.edu	1	Account Executive
MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113 E. Lansing, MI 48824	0	Account Executive
*CMU Mt. Pleasant, MI Fax: 517-337-8065	0	Account Executive
*Washtenaw Community College Ypsilatanti, 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: June 1, 2016 to May 31, 2017

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) Job Fair

On Tuesday, October 11, 2016, WHMI participated in the MAB job fair at Central Michigan University. 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.

2) Station Tour

On Friday, July 15, 2016, Mimi's Daycare from Howell received a station tour to learn about broadcast job skills. There were 6 children and 2 adults. Reed Kittredge, Operations Manager showed 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.

On Tuesday, August 9, 2016, Kids Sake Early Learning Center from Pinckney received a station tour to learn about broadcast job skills. There were 4 children and 1 adult. Reed Kittredge, Operations Manager showed 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.

On Monday, August 15, 2016, a Boy Scout and his mother from troop 395 from Kensington Woods received a station tour to learn about broadcast job skills. Reed Kittredge, Operations Manager showed 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.

On Tuesday, August 16, 2016, Brookdale Senior Living from Brighton received a station tour to learn about broadcast job skills. There were 7 adults. Reed Kittredge, Operations Manager showed 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.

On Friday, February 3, 2017, 4 children and 2 adults from Cub Scout Pack 270, State Road Elementary in Fenton arrived at 4:15pm for a station tour. Reed Kittredge, Operations Manager 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 Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

On Thursday, February 23, 2017, 3 students from Eastern Michigan University in Ypsilanti arrived at 3:00pm for a station tour. Reed Kittredge, Operations Manager 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 Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

On Friday, May 5, 2017, seven people from Creekside Cub Scouts in Hartland arrived at 4pm for a station tour. Reed Kittredge, Operations Manager 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 Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

On Monday, May 8, 2017, nine people from Cub Scouts Den 4 Pack 362 in Howell arrived at 4pm for a station tour. Reed Kittredge, Operations Manager 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 Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

On Wednesday, May 17, 2017, five people from Girl Scout Troop 40233 in Howell arrived at 4pm for a station tour. Reed Kittredge, Operations Manager 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 Jon King, News Director learning how the news is gathered and produced. They were here at the station for about an hour.

3) Class Presentation

On 6/7/2016, 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 to market and sell the crafts they are making for a school fundraiser. The presentation ended with a Q&A period.

4) Job Shadow

On Wednesday, 12/7/16, Jamie Dietrich-Executive Marketing Consultant 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. She met with our General Sales Manager, Operations/Program Director, Production Director, and sales department representatives.

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

She 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.

She was 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 she was provided the opportunity to sit in on part of a live radio program.

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 first quarter 2017, WHMI-FM hosted a student intern from Spec Howard School of Broadcast Arts. The Production intern worked with the Creative Director and Operations Manager.

6) Station Self Assessment

On 3/23/2017, 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 the Wide Dissemination being conducted is bringing in a diverse pool of applicants. Effective June 1, 2016 we added the University of Michigan–Ann Arbor, Lansing Community College, Cleary University and Michigan State University for our next recruitment sources. We determined that one of the four resources had produced a lead for the one full-time job opening we had. 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.

7) 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 2017 scholarship to a senior at Fowlerville High School who will be attending Adrian College in the fall 2017 to study Communication Arts & Sciences.

8) Job Fair

On Thursday, April 20, 2017, WHMI participated as a community sponsor in the Michigan Works job fair at Crystal Gardens. From 3:00-7:00, WHMI management 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 future opportunities.