

EEO Outreach Program
June 1, 2004 through May 31, 2006
WKCQ-FM, WSAM-AM, WSAG-FM, WMJO-FM

Our Equal Opportunity Employment Outreach Program included several prongs and items to help disseminate information to our broad and vast listening audience as well as potential applicants throughout the state of Michigan as well as the United States. MacDonald Broadcasting Company is also an employee group with more than 10 full time employees. Below is a list of items that we completed for our Equal Employment Opportunity Program.

1. **Participation in Career Fairs/Career Days** – A number of our staff have participated in Career Fairs and Career Days, helping to promote radio in its entirety. MacDonald Broadcasting Company strongly believes that radio offers Sales, Programming and Support positions as rewarding careers. Also, with our Career Fairs, we have sent Top Level Management to several Career Fairs throughout the state, predominately at Universities, to promote that Radio Advertising Sales and Support Staff can come from all walks of life and that you do not have to have a major in advertising to have a career in broadcasting. Examples of the Career Fairs that we have attended are; Duane Alverson, President of MacDonald Broadcasting and Ken MacDonald Jr., owner/CEO of MacDonald Broadcasting Company attended a Michigan Association of Broadcasting (MAB) Career Fair in Flint, Michigan on Wednesday, September 29, 2004 held at the Holiday Inn Gateway Centre from 4 p.m. to 7 p.m. Duane Alverson and Toni Reinert, Executive Assistant at MacDonald Broadcasting Company attended a job fair at Delta College located in Saginaw, Michigan on Tuesday, February 22, 2005 in the Pioneer Gymnasium from 1 p.m. to 4 p.m. Toni Reinert also attended a Career Fair at Davenport University in Saginaw, Michigan on Friday, March 18, 2005 from 9 a.m. to 12:30 p.m. Vice President of Business Development, Wayne Myers and Toni Reinert attended a Wide Employment and Networking Fair at Saginaw Valley State University located in Saginaw, Michigan on Friday, April 7, 2006 from 12:30 p.m. to 4:30 p.m.

2. **Activities Designed to Further Knowledge of Broadcasting and Broadcast Employment-** Rick Walker judged the Michigan Association of Broadcasters Foundation 2005 High School and College Broadcast Awards. As part of his participation he had to use his objective opinion in placing them into First, Second and Honorable Mention. He reviewed 15 entries for the College Radio Air Check category and made the final decision on this particular category for the 2005 High School and College Broadcast Award.

In the fall of 2005 Creative Director Gary Looper and Operations Manager, Rick Walker were chosen to perform judging duties for the Kansas Association of Broadcasters. Mr. Walker and Mr. Looper had to use an objective opinion in choosing who was to receive first, second and honorable mention in each category. They had to judge three categories including News Program, Small Market Air Personality and Commercial Production.

Mac Kelly, WMJO Afternoon Air Personality brought a student, Kendra LaLonde, into the studio from Bay City High School. She needed to know information for a report in her communications class. He discussed with her the many different opportunities in

radio. After a couple hours of talking with Mac Kelly and other MacDonald Broadcasting staff she had learned how the radio business works, the different areas of employment within a radio station and the many aspects of the air personalities Job.

Terry Lenz, *The Bay* Morning Show Host also contributed to information students about broadcasting. On May 17th, 2006 he spoke with a small business class at Hoyt Public Library about employment opportunities in Broadcasting and the details behind Radio Advertisement. This included information about how radio is structured, how it can help a business, and the rate structure of radio.

3. **Training to Upper-level Management-** David Hall was brought to MacDonald Broadcasting specifically as a consultant. He is a retired from the Air Force and was a part-time instructor at Northwood University and at Saginaw Valley University primarily teaching leadership and management classes.

Leadership training for our upper-management personnel included training in attitude, teamwork, empowerment and cultural change. Top management whom included, Owner, Kenneth MacDonald Jr.; President, Duane Alverson; Vice-President, Cindy Tuck; Operations Manager, Rick Walker, Office Manager, Becky French, Chief Engineer, Gary Harding; WKCQ Local Sales Manager, Mary Yearham; WMJO Local Sales Manager, Darin White; The Bay (WSAG-FM/WSAM-AM) Local Sales Manager, Rae Hall and Lansing General Manager, Rick Sarata attended these leadership meetings from February 2005 through March 2005. Through these leadership sessions the top management of MacDonald Broadcasting created a new vision and mission for the company as well as solid and important goals for the company as a whole to reach. The upper management learned why leadership is such an important part of business and how a person's attitude can reflect on the appearance of the company as both individuals and as a whole.

4. **Training Program to Enable Station Personnel to Acquire Skills for Higher-Level Positions-** Kevin Profit, our WKCQ midday air talent created a program to teach part-time air personalities techniques they may otherwise not be exposed to. Over the last two years they have held three different in-house seminar sessions the first of which was in the spring of 2005, the next one was held in September of 2005 and the most recent was held in April of 2006.

In these three different sessions some of the information which was covered included keeping breaks short-using power words, how to handle winter weather no matter which station you're on and techniques used in effective teasing and promoting of entertainment content. These seminars taught the part-time staff things they need to know in order to further their position within the company.