

EEO Outreach Program
June 1, 2016 through May 31, 2018
WKCQ-FM, WSAM-AM, WSAG-FM, WMJO-FM

Our Equal Employment Opportunity Outreach Program includes 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 and 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 have completed for our Equal Employment Opportunity Program.

- 1. Participation in Career Fairs/Career Days** – A number of our staff members 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, and promotes the idea that Radio Advertising Sales and Support Staff can come from all walks of life and that you do not need a major in advertising to have a career in broadcasting.
 - a. On October 20, 2016 MacDonald Broadcasting Company participated in the 2016 MABF Broadcast Media Career and Networking Fair at Specs Howard School of Media Arts in Farmington Hills. Scott Loomis, MBC Operations Manager, and Kevin McIntosh, Lansing Promotions Director, met with many students to discuss their interest in a career in broadcasting and specific opportunities at MacDonald Broadcasting Company.
 - b. On Tuesday, March 8, 2017, MacDonald Broadcasting Company participated in the 2017 MABF Broadcast Media Career and Networking Fair at the Lansing Center. Scott Loomis, MBC Operations Manager and Kevin McIntosh, Lansing Promotions Director, were on hand to meet with many students and speak with them about their interest in a broadcasting career, and specific openings currently available at MacDonald Broadcasting Company. The students were encouraged to continue the process if interested in a specific available position.
 - c. On Thursday, February 1, 2018, MacDonald Broadcasting Company participated in the 2018 MABF Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts in Southfield. Kevin McIntosh, Lansing Promotions Director, and Scott Loomis, Lansing Operations Manager, attended and spoke with roughly 75-100 students interested in the broadcast industry. The open positions they specifically talked to candidates about were: Full-time sales positions in Saginaw and

Lansing, Part-time on-air positions for WKCQ in Saginaw, Part-time on-air positions for WQHH in Lansing, Part-time newscaster positions for WILS in Lansing. It was a good pool of candidates and we are optimistic about getting qualified people to apply.

d. On Wednesday, March 7, 2018, MacDonald Broadcasting Company participated in the 2018 MABF Broadcast & Networking Fair at the Great Lakes Media Show in Lansing. Representing the company were Lansing Operations Manager Scott Loomis, Lansing Promotions and Intern Director Kevin McIntosh, and Lansing General Sales Manager Theresa Agrusa. The event was well attended and they spoke with numerous interested candidates. Candidates expressed interest in multiple areas of the company, to include: Part-time on-air for WKCQ in Saginaw, Lansing WILS news, Lansing WILS board operator, Lansing WQHH part-time on-air, and for traffic, sales and internships positions.

2. Participation in Educational Institution Sponsored Events Relating to Career Opportunities in Broadcasting – Several of our staff members have participated in Educational institution sponsored events relating to career opportunities in broadcasting. We have done the following:

a. On Tuesday, November 10, 2016, Barry Borsenik, WKCQ Account Executive, conducted a station tour and production studio demonstration for 17 guests from Community Resources South, a program of Saginaw County Mental Health. Barry explained how radio works, answered questions from our guests, and talked about broadcasting as a career opportunity.

b. On Thursday, May 25, 2017, Jim Kramer, WKCQ Morning Show personality, spoke to the Vassar High School Digital Media Classes and fielded questions about his experiences in radio and day to day job requirements.

c. On Wednesday, January 17, 2018, Jim Kramer, WKCQ on-air Morning Show personality, visited Vassar High School and detailed careers in broadcasting to the Digital Multi Media students. The group was about to interview the superintendent for a presentation, so they did an exercise on the proper techniques to use when conducting an interview.

d. On Friday, February 2, 2018, Barb Sheltraw, WKCQ on-air Morning Show personality, visited North Charter Academy for their Career Day for Students in Grades 1 through 8. Students dressed as the career they wanted and asked questions of exhibitors. Barb interacted with approx. 500 students and shared what skills and college classes were needed to have a career in media, what colleges have good programs in this field, and details about her day to day job with the radio station.

3. Participate in a Scholarship Program – MacDonald Broadcasting Company has established a broadcast scholarship program in the name of company founder Kenneth Hugh MacDonald, Sr. Current Owner/CEO Ken MacDonald, Jr. designed and established this scholarship program. Mr. MacDonald remains actively involved and continues to oversee the program in his father's name. The annual award of \$500.00 is earned by a deserving high school senior pursuing undergraduate studies in a broadcast related field. The annual scholarship is administered by The Saginaw Community Foundation and awarded each spring to a graduating senior from Bay, Clinton, Eaton, Genesee, Huron, Ingham, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, or Tuscola County. The Kenneth Hugh MacDonald, Sr. Scholarship Fund was established shortly after the death of the MacDonald Broadcasting founder in 1990. The scholarship was fully funded in March 2008 to over \$10,000 to allow for an annual \$500.00 award, which began with its first recipient in the Spring of 2008. Ken MacDonald, Jr. continues to fund additional financial contributions to either increase the \$500.00 award, or make additional scholarship awards to deserving students. Three students were each awarded a \$500 scholarship in May of 2018.

4. Participate in general outreach efforts by such means as job banks or Internet programs. In order to be diverse and reach as many candidates as possible, MacDonald Broadcasting Company has made an effort to use as many internet options as possible. We have found this to be a helpful tool in reaching a vast number of candidates. Between 5-31-16 and 6-1-17, besides our own station websites, we have advertised job openings on the following wide variety of internet sources:

- a. allaccess.com
- b. linkedin.com
- c. puremitalentconnect

- d. mediarecruiter.com
- e. careerbuilder.com
- f. craigslist.com
- g. bcs-ok.com
- h. greatlakesbayregionadvertising.com
- i. regionalhelpwanted.com
- j. northernmichigancareers.com
- k. michmab.com
- l. glassdoor.com
- m. ziprecruiter.com (posts to 100+ of the most visited job boards, websites, and social networks on the internet)

5. Engineering Mentorship Caleb Gordon was brought on as a full time employee during the Summer of 2016 to work with the engineering department of MacDonald Broadcasting. In addition to his existing news duties, Caleb also worked side-by-side with MBC's chief engineer in an apprentice-like manner. The chief engineer first introduced Caleb to the stations' transmitter sites and taught him how to perform routine maintenance to these facilities. It was then Caleb's responsibility to make weekly rounds to the transmitter sites to familiarize himself with the equipment and check on things. This was also supplemented with a few classroom sessions with the Chief Engineer to learn safety and RF basics. Caleb was then taught how to maintain audio consoles in the studio. One of his first tasks was replacing potentiometers and cleaning the boards in each studio. He also performed a decent amount of building and automobile maintenance. At the studios, he replaced exterior and interior light bulbs, repaired microphones and microphone mounts, and provided an urgent temporary fix to the station's main satellite. He also provided routine care to the company's vehicles, replacing wiper blades, taking them to oil changes, and recharging refrigerant. Caleb also was the point of contact for many companies doing business with MBC, with him actively dealing with propane dealers, roofing contractors, and electrical contractors.

The largest task of the Summer was doing an exploratory study for WILS-AM to participate in the FM translator modification window. Caleb contacted owners of eligible translators to see if they would be willing to sell their license, and if so, how much it would cost. Caleb sought out vacant channels on the FM band in Lansing and determined which ones would be potential locations for an FM translator. After selecting a channel, he worked with a contract engineer to produce a contour map of the proposed channel. Using line-loss and antenna gain calculators, he calculated the transmitter power output necessary to produce the maximum 250watt ERP. Caleb sought out quotes from antenna and transmitter manufacturers, and consulted the chief engineer for his opinion. He then presented all the information and costs to the owner of MBC, along with his recommendation for how it should be implemented.

Caleb also worked with another contract engineer when MBC's chief engineer was on vacation. Caleb and the contract engineer were called to a situation one morning where a lightning storm knocked one of our transmitters off the air. He worked with the engineer to troubleshoot the situation and learned valuable lessons about how to bring a station back on the air. Caleb and the chief engineer then later replaced damaged equipment at the site to bring it back to full operation. Caleb's crash course in engineering proved to be a successful learning experience for him.

**MENTORSHIP CURRICULUM
CALEB GORDON MENTORED BY GARY HARDING, CHIEF ENGINEER
MACDONALD BROADCASTING**

SEMESTER 1 2016 DISCUSSION TOPICS

1. Electrical safety in and around studios and transmitter sites
2. Tower design and construction: an overview of MacDonald Broadcasting towers
3. Antenna design and construction: an overview of MacDonald Broadcasting antennas
4. Transmission lines installation and pressure considerations
5. Tower lighting implementations: standard red lighting and strobes, LED new technology
6. On site generator basics: including load factors and maintenance
7. Quarterly tower lighting inspections and general guy anchor observations

8. STL transmission basics: transmitter and studio sites
9. Remote control basics: transmitter and studio sites
10. Transmitter site air handling: HVAC filter change, ventilation
11. Lightning issues and grounding at transmitter sites
12. Review of FCC rules Part 73 & 74 pertaining to frequency allocations and bandwidth of AM, FM, and STL

SEMESTER 2 2016 DISCUSSION TOPICS

1. EAS topology and configuration Saginaw and Lansing
2. Reviewing logs and measurements Saginaw and Lansing
3. Ethernet computer wiring and topology: Cat6, Cat5 wiring
4. Broadcast consoles and inputs and outputs
5. AM & FM Processors (Audio)
6. Scott Studios audio configuration
7. Satellite receivers and audio programming
8. Satellite antenna positioning and maintenance

WEEKLY SCHEDULE

DAY 1 (8 hr day)

Visit all Lansing transmitter sites and observe condition of the plant
Take reading on equipment and record
Forward power of main transmitter
Reverse power of main transmitter
STL forward and reverse power
AM directional readings (phase and current)
Check filters of all equipment, replace as needed
Check tower lighting as needed
Record building temperature
Check HVAC
Clean all sites if needed

DAY 2 (4 hr day)

Attend Harding lecture on discussion topic with on site visit to demonstrate

Check logs and file

DAY 3 (4 hr day)

Practice on mechanical skills, i.e: soldering connections

6. Mentoring On-Air Sabrina Diegel was brand new to radio when she was hired. She was hired to run the “Country Countdown USA pre-recorded show from 7pm-10pm and then do a live on-air show from 10p to 12midnight. She required a lot of ground-up training to develop new skills to succeed. And, she has succeeded!

TRAINING SCHEDULE

August 19, 2016 1:00pm-3:00PM – Sit in-studio with Kevin Profitt. Kevin explains studio operations and equipment, company programming policies and procedures

August 20, 2016 6:00pm-12:00am – Sit in-studio with Greg Cole. Greg explains WKCQ Saturday 7:00pm-12:00am operations including monitoring WMJO and WSAM/WSAG operations and recording those station’s weather forecasts. Sabrina begins to train her voice for a radio vocal delivery with Greg.

August 27, 2016 6:00pm-12:00am – Sit in-studio with Greg Cole. Greg explains more on WKCQ operations, formatics, music, audio production and on-air announcer vocal delivery. Sabrina continues to work on her vocal delivery in a station production room.

August 29, 2016 5:00pm-7:00pm – Sit in-studio with Greg Cole. Greg explains more on WKCQ operations, formatics, music and on-air announcer vocal delivery.

September 1, 2016 4:00pm-6:30pm – Sit in-studio with Greg Cole. Greg continues to explain WKCQ operations, formatics, music, audio production and on-air announcer vocal delivery. Sabrina continues to work on her vocal delivery in a production room.

September 2, 2016 7:00pm-12:00am – Sit in-studio with Brian Bailey. Sabrina sits in with announcer Brian Bailey to observe and ask questions.

September 3, 2016 6:30pm-12:00am – Sit in-studio with Greg Cole. Greg continues to explain WKCQ operations, formatics, music, audio production and continues to work with Sabrina on her on-air delivery. Sabrina practices in a production room.

September 10, 2016 6:30pm-12:00am – Sit in-studio with Greg Cole. Sabrina works on her voice skills and developing her on-air vocal delivery with Greg. Prepares recorded weather forecasts for WMJO and WSAM/WSAG.

September 12, 2016 1:30pm-3:30pm – Sit in-studio with Laura Frost. Sabrina does her first on-air show. Laura supervises her on-air performance.

September 17, 2016 7:00pm-12:00am – Sit in-studio with Greg Cole. Sabrina continues to work on her voice skills and on-air vocal delivery with Greg. Prepares recorded weather forecasts for WMJO and WSAM/WSAG.

September 21, 2016 1:00am-3:00am – Sit in-studio with Laura Frost. Sabrina does her second on-air show. Laura supervises her on-air performance.

September 24, 2016 7:00pm-12:00am – In-studio with Greg Cole. Sabrina continues to work on her voice skills and on-air delivery with Greg. Prepares recorded weather forecasts for WMJO and WSAM/WSAG.

September 28, 2016 12:00am-3:00am – Sit in-studio with Laura Frost. Sabrina does her third on-air show. Laura supervises her on-air performance.

October 1, 2016 7:00pm-12:00am – In-studio with Greg Cole. Sabrina works on her voice skills and on-air delivery with Greg. Prepares recorded weather forecasts for WMJO and WSAM/WSAG.

October 5, 2016 12:00am-3:00am – In-studio with Laura Frost. Sabrina does her fourth on-air show. Laura supervises her on-air performance.

October 8, 2016 7:00pm-12:00am – In-studio with Greg Cole. Sabrina does her first solo Saturday 10:00pm-12:00am on-air show. Greg supervises her on-air performance from 10pm to 12midnight.