

Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, MI
WKAR-TV, WKAR-FM, WKAR-AM
For the period of June 1, 2022-May 31, 2023

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Board of Trustees, Michigan State University’s East Lansing, Michigan Employment Unit (“SEU”). This SEU is comprised of the following stations: **WKAR-TV** licensed to EAST LANSING, MICHIGAN; **WKAR-FM** licensed to EAST LANSING, MICHIGAN; **WKAR-AM** licensed to EAST LANSING, MICHIGAN. This report has been placed in the public inspection files of these stations and posted to their websites, prior to June 1, 2023.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for 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 initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Position for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hire began working. A person was deemed “interviewed” whether he or she was interviewed in- person, over the telephone or by e-mail.

Appendix 1
Annual EEO Public File Report
Board of Trustees, Michigan State University – East Lansing, Michigan
Covering the Period from June 1, 2022 to May 31, 2023
Stations Comprising Station Employment Unit:
WKAR-TV, WKAR-FM, WKAR-AM

Vacancy Information

Full Time Position by Job Title	Date of Hire	Recruitment Source Used for Hire	Total # Of Interviews from All Sources	Sources Notified of Opening
Lead Master Control Operator	6/14/22	Word of mouth /Referral	4	5, 8, 11, 17, 18, 19, 21, 24, 25, 39, 45, 46, 47
Broadcast Traffic Coordinator	7/29/22	CPB	2	8, 17, 18, 19, 21, 46
Television Producer-Director I	10/3/22	Facebook	7	2, 5, 8, 9, 11, 12, 13, 14, 15, 17, 18, 19, 21, 45, 46, 47
Classical Music Producer-Host	12/12/22	Indeed	2	8, 9, 11, 12, 14, 17, 18, 19, 21, 22, 26, 27, 29, 35, 45, 46
Government & Politics Reporter	9/22/22	Twitter	2	1, 8, 9, 11, 14, 15, 18, 19, 21, 26, 27, 29, 35, 45, 46
Director of Broadcasting-General Manager	12/1/22	Internal	2	6, 7, 8, 11, 12, 13, 14, 15, 17, 18, 19, 21, 25, 26, 27, 28, 30, 34, 35, 45, 46
Office Assistant III	11/1/22	MSUHR	3	8, 11, 14, 17, 18, 21, 45, 46
Communications Manager I	1/5/23	Word of mouth /Referral	8	1, 2, 6, 8, 9, 11, 12, 14, 17, 18, 21, 25, 26, 27, 29, 42, 45, 46, 47
Director of Digital Engagement – Communications Manager II	2/28/23	MSUHR	9	8, 10, 11, 12, 14, 17, 18, 20, 21, 38, 42, 45, 46, 47
Event Coordinator	3/6/23	Indeed	6	8, 9, 10, 11, 12, 13, 14, 17, 18, 19, 21, 28, 45, 46, 47
TOTAL NUMBER OF PERSONS INTERVIEWED DURING CURRENT PERIOD			45	

Annual EEO Public File Report

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2022 to May 31, 2023 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Recruitment Source Information

Notification List #	Recruitment Source	Total # of Interviews	Full-Time Positions for Which Source was Utilized
1	All Access		Government & Politics Reporter, Communications Manager I
2	Asian American Journalist Assoc.		Television Producer/Director I, Communications Manager I
3	Association of Fundraising Professionals		
4	Association of Fundraising Professionals – Capital Area Chapter		
5	Broadcasting and Cable		Lead Master Control Operator, Television Producer/Director I
6	CASE Career Central		Director of Broadcasting/General Manager, Communications Manager I
7	Chronicle of Philanthropy		Director of Broadcasting/General Manager

8	Corporation for Public Broadcasters	2	Lead Master Control Operator, Broadcast Traffic Coordinator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
9	Current		Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
10	Diversityworking.com		Director of Digital Engagement/Communications Manager II, Event Coordinator
11	Facebook – WKAR	4	Lead Master Control Operator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
12	Greater Public		Television Producer/Director I, Classical Music Producer/Host, Director of Broadcasting/General Manager, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
13	HigherEdJobs.com	2	Television Producer/Director I, Director of Broadcasting/General Manager, Event Coordinator
14	Indeed.com	5	Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator

15	JournalismJobs.com		Television Producer/Director I, Government & Politics Reporter, Director of Broadcasting/General Manager
16	Latino Public Broadcasting FB Group		
17	LinkedIn – WKAR	5	Lead Master Control Operator, Broadcast Traffic Coordinator, Television Producer/Director I, Classical Music Producer/Host, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
18	MI Talent (formerly Michigan Works)		Lead Master Control Operator, Broadcast Traffic Coordinator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator
19	Michigan Association of Broadcasters		Lead Master Control Operator, Broadcast Traffic Coordinator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Event Coordinator
20	Michigan Non-Profit Association		Director of Digital Engagement/Communications Manager II
21	Michigan State University HR	15	Lead Master Control Operator, Broadcast Traffic Coordinator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator

		1	Classical Music Producer/Host
22	Musical America		
23	National Academy of Television Arts & Sciences		
24	National Action Council for Minorities in Engineering		Lead Master Control Operator
25	National Association for Multi-Ethnicity in Communications		Lead Master Control Operator, Director of Broadcasting/General Manager, Communications Manager I
26	National Association of Black Journalists		Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Communications Manager I
27	National Association of Hispanic Journalists		Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Communications Manager I
28	National Educational Telecommunications Association (NETA)	1	Director of Broadcasting/General Manager, Communications Manager I, Event Coordinator
29	Native American Journalist Association		Classical Music Producer/Host, Government & Politics Reporter, Communications Manager I
30	Non-Profit Times		Director of Broadcasting/General Manager
31	Organization of Black Designers		
32	Pledge Chat		
33	Producers Guild of America		

34	Public Media Business Association	Director of Broadcasting/General Manager
35	Public Media Journalists Association	Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager
36	Public Radio News Directors	
37	Public Radio Association of Development Officers (PRADO)	Director of Broadcasting/General Manager
38	Radio Television Digital News Association	Director of Digital Engagement/Communications Manager II
39	Society of Broadcast Engineers	Lead Master Control Operator
40	Sphinx Organization	
41	Staff Me Up	
42	The Association of LGBTQ Journalists (NLGJA)	Communications Manager I, Director of Digital Engagement/Communications Manager II
43	The Job Network.com	
44	The State News	
45	Twitter – WKAR	Lead Master Control Operator, Television Producer/Director I, Classical Music Producer/Host, Government & Politics Reporter, Director of Broadcasting/General Manager, Office Assistant III, Communications Manager I, Director of Digital Engagement/Communications Manager II, Event Coordinator

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WKAR.org

Lead Master Control Operator, Broadcast Traffic Coordinator,
Television Producer/Director I, Classical Music Producer/Host,
Government & Politics Reporter, Director of
Broadcasting/General Manager, Office Assistant III,
Communications Manager I, Director of Digital
Engagement/Communications Manager II, Event Coordinator

47

Word of
Mouth/Referral

9

Lead Master Control Operator, Television Producer/Director I,
Communication Manager I, Director of Digital
Engagement/Communication Manager II, Event Coordinator

48

Other –
Handshake.com

NOTIFICATION LIST
June 1, 2022 to May 31, 2023

Recruitment Sources for WKAR-AM/FM/TV 2022-2023

	<u>Source</u>	<u>Website</u>	<u>Email Address</u>
1	All Access	www.allaccess.com	
2	Asian American Journalist Assoc.	www.aaaja.org	natinal@aaaja.org
3	Association of Fundraising Professionals	https://afpglobal.org	
4	Association of Fundraising Professionals – Capital Area Chapter	https://community.afpglobal.org/afpmicapitalreachapter/home	Afp_cac@yahoo.com
5	Broadcasting and Cable	https://broadcasting-cable-jobs.careerwebsite.com	
6	CASE Career Central	www.jobtarget.com	
7	Chronicle of Philanthropy	https://hire.philanthropy.com	
8	Corporation for Public Broadcasters	https://www.cpb.org	
9	Current	https://jobs.current.org	classified@current.org

10	Diversityworking.com	https://diversityworking.com/employerZone/postjobs.php	Steven.garcia@diversityworking.com
11	Facebook – WKAR	https://www.facebook.com/WKARPUBLICMEDIA	
12	Greater Public	https://greaterpublic.org/jobs	
13	HigherEdjobs.com	www.higheredjobs.com	sales@higheredjobs.com
14	Indeed.com	www.indeed.com	
15	JournalismJobs.com	www.journalismjobs.com	info@journalismjobs.com
16	Latino Public Broadcasting FB Group	https://lpbp.org	Info@lpbp.org
17	LinkedIn – WKRA	www.linkedin.com	
18	MI Talent (formerly Michigan Works)	www.mitalent.org	
19	Michigan Association of Broadcasters	www.michmab.com	dkelley@michmab.com
20	Michigan Non-Profit Association	www.mnaonline.org	
21	Michigan State University HR	Jobs.msu.edu	

22	Musical America	https://jobs.musicalamerica.com/jobs/	
23	National Academy of Television Arts & Sciences	https://jobbank.emmyonline.org	
24	National Action Council for Minorities in Engineering	https://careers.nacem.org	
25	National Association for Multi-Ethnicity in Communications	https://namic.site-ym.com/networking	
26	National Association of Black Journalists	Http://nabjcareers.org	Info@nabjcareers.org
27	National Association of Hispanic Journalists	https://www.nahjcareers.org/	info@nahjcareers.org
28	National Educational Telecommunications Association (NETA)	http://www.netaonline.org/ProfessionalDevelopment/Public-TV-Careers	
29	Native American Journalist Association	https://naja.wildapricot.org/NAJA-store	
30	Non-Profit Times	www.nptimes.com	
31	Organization of Black Designers	http://obd.org	
32	Pledge Chat		Pledgechat@yahoogroups.com
33	Producers Guild of America	https://producersguild.org/	

34	Public Media Business Association	www.pmbaonline.org	Jwickline@pmba.org
35	Public Media Journalists Association	https://pmja.org	
36	Public Radio News Directors	Prndl.org	
37	Public Radio Association of Development Officers (PRADO)	https://pradoweb.org/	
38	Radio Television Digital News Association	http://www.rtdna.org	
39	Society of Broadcast Engineers	https://www.sbe.org/sections/jobs	kjones@sbe.org
40	Sphinx Organization	https://www.shinxmusic.org/job-postings	
41	Staff Me Up	https://staffmeup.com/	
42	The Association of LGBTQ Journalists	https://nlgja.org	dillon@nlgja.org
43	The Job Network.com	https://thejobnetwork.com	support@pandologic.com
44	The State News	https://statenews.com	
45	Twitter – WKAR	https://twitter.com	

46	WKAR.org	www.wkar.org/inside/employment	
47	Word of Mouth/Referral		
48	Other – Handshake.com	https://app.joinhandshake.com/login	

Appendix 2

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2022 to May 31, 2023 Stations Comprising Station

Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Reporting Period:

Outreach: **Website Posting** www.wkar.org June 1,
Date: 2022 – May 31, 2023
Participating Employee(s): None
Event Sponsor: Michigan State University
Description of Activity: WKAR has an announcement posted on its website encouraging organizations that can refer job seekers to contact WKAR to be included in the mailing of our job openings.

Outreach: **Job/Career Fair**
Date: December 7, 2022
Participating Employee(s): Drew Henderson, Sr Director of Broadcast Operations
Brant Wells, Sr. Director of TV Production & Operations
Event Sponsor: Michigan Association of Broadcasters Foundation and Michigan High School Athletics Association
Description of Activity: Networking and recruitment career fair for students considering a career in broadcasting. WKAR was able to speak with a large number of students about careers in broadcasting. The event was attended by over 600 students and career-minded professionals.

Outreach: **Job/Career Fair**

Date: February 10, 2023

Participating Employee(s): Brant Wells, Sr. Director of TV Production & Operations

Event Sponsor: College of Communication Arts and Sciences, Michigan State University

Description of Activity: Career fair for current and graduating students, with approximately 300 students in attendance. WKAR staff spoke about various internship roles within the station, from production, communications, engineering to front office support. Additionally, they answered career related questions regarding broadcasting and public media. We collected 30 resumes from interested students.

Outreach: **Job/Career Fair**

Date: March 15, 2023

Participating Employee(s): Brant Wells, Sr. Director of TV Production & Operations; Julie Sochay, Sr. Director of Content and Communications

Event Sponsor: Michigan Association of Broadcasters

Description of Activity: Broadcast Career Fair – Great Lakes Media Show

WKAR met with more than 250 high school and college students interested in careers in media. Conversations regarding careers in broadcasting were had as well as how to apply for possible internships with WKAR.

Outreach:	<div>OBJ</div>	Tour of facilities
Date(s):	December 20, 2022 <div>OBJ</div>	
Participating Employee(s):	Brant Wells, Sr. Director of TV Productions & Operations	
Description of Activities:	WKAR provided a tour of our facilities to approximately 20 newly elected government officials from the Michigan House and Senate. Discussion of WKAR’s connection to Michigan State University and the College of Communication Arts & Sciences including educational opportunities for students, general community events, emergency alerting, ATSC 3.0 research.	
Outreach:	<div>OBJ</div>	Tour of facilities
Date(s):	January 31, 2023	
Participating Employee(s):	Brant Wells, Sr. Director of TV Productions & Operations	
Description of Activities:	WKAR provided a tour of our facilities to approximately 40 MSU students and their professor from an MSU Events Planning Class. Discussion included the range of services provided to our local community as well as production support for television/radio needs provided by WKAR. In addition, WKAR’s connection to Michigan State University and the College of Communication Arts and Sciences, educational opportunities for students, general community events and how to coordinate station events were talked about.	
Outreach:	<div>OBJ</div>	Tour of facilities
Date(s):	March 15, 2023	
Participating Employee(s):	Brant Wells, Sr. Director of TV Productions & Operations	
Description of Activities:	Tour of WKAR’s facilities was given to the Phire Group, a PR Marketing Firm, to discuss the wide-ranging services WKAR provides to our local community and production support for television/radio needs. Discussion about WKAR’s connection to Michigan State University and the College of Communication Arts and Sciences including educational opportunities for students, general community events, emergency alerting and ATSC 3.0 research were also held.	

Outreach: [OBJ]

Tour of facilities

Date(s): April 6, 2023

Participating Employee(s): Brant Wells, Sr. Director of TV Productions & Operations

Description of Activities: Tour of WKAR's facilities was given to the 8 individuals attending the Women and Philanthropy event hosted by MSU University Advancement, to discuss the wide-ranging services WKAR provides to our local community and production support for television/radio needs. Discussion about WKAR's connection to Michigan State University and the College of Communication Arts and Sciences including educational opportunities for students, general community events, emergency alerting and ATSC 3.0 research were also held.

Outreach:

Internships

Participating Employee(s): Brant Wells, Sr. Director of TV Production & Operations

Event Sponsor: WKAR-TV

Description of Activity: WKAR-TV had a total of 24 student interns from the College of Communication Arts and Sciences. Interns provide production support, e.g., research and script writing; serving as production assistants on set; serve in various production roles including but not limited to camera operator, graphics, teleprompter operator, floor director, audio assistant, and assistant producer; and helped with postproduction as assistant editors and graphic animation.

Outreach:	Internships
Participating Employee(s):	Karel Vega, Radio Managing Editor; Brad Walker, Radio Operations, Michelle Jokisch-Polo, Radio Host
Event Sponsor:	WKAR Radio
Description of Activity:	WKAR Radio had 7 student interns from the College of Communication Arts & Sciences. These students worked directly with WKAR's operations and news departments to gain experience as audio editors, reporters, hosts, and language translators. News interns then worked under the guidance of our full-time journalists to reformat and package their content for both on-air and digital audiences. Operations interns ensured daily programming was properly loaded into radio's broadcast automation system and made ready for broadcast.
Outreach:	Internships
Participating Employee(s):	Melanie McGuire, Director of Development; Mara Wolke, Donor Relations
Event Sponsor:	WKAR Development
Description of Activity:	WKAR Development had 8 student interns. Membership interns were able to gain hands-on experience in building communications, research, development, and customer service skills as they represented the station through their interaction with donors, underwriters, and the public. Corporate Support interns were able to gain hands-on experience strengthening their administrative skills with various software applications and databases, interdepartmental communications, developed FCC compliant marketing copy, analyzed reports and prepared presentations for clients, while building client relationships through stewardship.
Outreach:	Internships
Participating Employee(s):	Bill Richards, Director of Communications; Amanda Pinckney, Communications Coordinator
Event Sponsor:	WKAR Communications
Description of Activity:	WKAR Communications had 3 student interns. The interns were able to gain hands-on experience in building communications, graphics, social media, and photography and writing skills in a broadcast setting.

Outreach:

Internships

Participating Employee(s): Beth Young, Executive Assistant to the Director of Broadcasting

Event Sponsor: WKAR Office of the Director of Broadcasting

Description of Activity: WKAR Director of Broadcasting's office had 6 student interns. The interns were able to gain hands-on experience working in the front office of a public broadcasting station. Interns represented the stations through interactions with guests and donors in person and via telephone.

Appendix 4

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2022 to May 31, 2023

Stations Comprising Station Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Station Studios and Office Location Address:

Board of Trustees, Michigan State University operates studio and office facilities at the following East Lansing, Michigan address:

404 Wilson Road, East Lansing, MI 48824. 517-884-4700 (WKAR-TV, WKAR-FM, WKAR-AM)

Appendix 4

Board of Trustees, Michigan State University – East Lansing, Michigan

Covering the Period from June 1, 2022 to May 31, 2023

Stations Comprising Station Employment Unit: **WKAR-TV, WKAR-FM, WKAR-AM**

Station Personnel Involved in Hiring Decisions

The following station personnel are responsible for hiring decisions made by our Station Employment Unit:

Shawn Turner, Director of Broadcasting/General Manager	517-884-4770 / ssturner@wkar.org
Scott Gascon, Director of Business Ops	517-355-9585 / smg@msu.edu
Julie Sochay, Sr. Director of Content & Community Engagement	517-884-4773 / jsochay@wkar.org
Bill Richards, Director of Communications	517-432-0013 / billr@wkar.org
Dave Mann, Senior Director of Technology	517-884-4749 / davemann@wkar.org
Brant Wells, Sr. Director of TV Productions & Operations	517-884-4712 / brant@wkar.org
Drew Henderson, Sr. Director of Broadcast Operations	517-884-4748 / drew@wkar.org
Melanie McGuire, Sr. Director of Development	517-884-4730 / melanie@wkar.org

The following person is responsible for our Station Employment Unit's EEO efforts:

Teresia Hagelberger, Director of HR	517-432-3362 / sielofft@msu.edu
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The following person is responsible for compiling our Station Employment Unit's EEO efforts:

Stephanie DeClercq, Business Office Manager

517-884-4765 / declerc4@msu.edu