

2018-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, 2017 to May 31, 2018 (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 6/1/2018, 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, 2017 to May 31, 2018

Stations In Employment Unit: WHMI-FM

No Full-Time job openings were posted and filled during this reporting period.

Section 2: Recruitment Sources

Time Period Covered: 6/1/2017-5/31/2018

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	0	Account Executive
Krol Communications c/o WHMI-FM Office Bulletin Board	0	Account Executive
Krol Communications c/o WHMI-FM Web Site	0	Account Executive
Krol Communications c/o WHMI-FM Radio	0	Account Executive
*Specs Howard School of Broadcast Arts Dick Kernen, 19900 W. Nine Mile Road Southfield, MI 48076 Fax: 248-746-9770	0	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	0	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, 2017 to May 31, 2018

Stations in Employment Unit: WHMI-FM

Description of Activity:

1) 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 second quarter 2018, WHMI-FM hosted a student intern from Specs Howard School of Broadcast Arts. The Production intern worked with the Creative Director and Operations Manager.

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2) Job Fair

On Thursday, October 19, 2017, WHMI participated in the MAB job fair at Central Michigan University job fair in Mt. Pleasant, Michigan. From 12-3pm, WHMI management was available to discuss career opportunities at WHMI, and answer questions about the necessary skills and requirements of pursuing a career in radio broadcasting. We spoke with approximately 25 attendees.

On Thursday, April 19, 2018, WHMI participated as a community sponsor in the Michigan Works job fair at Crystal Gardens. From 3-7pm, WHMI management was available to discuss career opportunities at WHMI, and answer questions about the necessary skills and requirements of pursuing a career in radio broadcasting. We also accepted resumes from those interested in future opportunities.

3) Station Tour

On Wednesday, November 22, 2017, 2 children and 1 adult from Juliet in St. Clair Shores 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 Friday, April 6, 2018, 13 adults from LESA Adult ED Community Access arrived at 10am 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, April 11, 2018, 7 children and 1 adult from Cub Scout 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.

4) Station Self Assessment

On 3/15/2018, 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. In 2016 we added Cleary University to our list of recruitment sources as a result in 2017 we did interview a candidate that was produced from Cleary University. We will continue to evaluate our recruitment resources going forward. We will keep the master recruitment list in-tact. We may consider for some job opening in the future adding a paid recruitment resource such as Zip Recruiter. 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) 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 2018 scholarship to a senior at Howell High School who will be attending Grand Valley State University in the fall 2018 to study Communications or Multimedia Journalism.

6) Class Presentations (Four Total)

On 5/16/2018, Debbie Platt, General Sales Manager did four classroom presentations at Brighton High School.

The first presentation was for Mrs. Costa's Marketing class – 30 students total.- The purpose of the presentation was to show them how sales and marketing are inner twined with each other. This class began at 9:00 until 10:30. The second Marketing class had 22 students total. The presentation began at 10:30 until noon. The third and fourth presentation was for Ms. Clark's Marketing class. Class began 1:00 until 2:30 for both classes. There were 26 students for the 3rd and 29 students for the 4th .

The topics discussed were:

- Show them the main elements needed to help business achieve their marketing goals with a successful radio campaign.
- Gave examples of the different radio campaigns we run for (a) business who wants call-to- action (b) business who wanted to brand their business.
- Difference between short term and long term memory.
- Advantages of the commercial information stored in their long term memory.
- The strengths of other media.
- Strengths of radio.
- Played example commercials to show the different types.