**2022-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 Community

WHMI-FM Howell, MI

Mailing Address: Telephone number:

P.O. Box 935 517-546-0860

Howell, MI 48844 Contact Person/Title:

Fran Campbell/Office Manager

Email Address:

[fcampbell@whmi.com](mailto:fcampbell@whmi.com)

The information contained in the Annual EEO Report covers the time period from June 1, 2021 to May 31, 2022 (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 6/1/2022, 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, 2021 to May 31, 2022

Stations In Employment Unit: WHMI-FM

Full-Time Positions Filled By Job Title Recruitment Source of Hiree Total Number

And Date Filled of Interviews

From all

Sources for

this Position

1 Morning Show 3/7/2022 WHMI-FM Radio 8

1 News Director 3/28/2022 All Access Media Group 8

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 16**

**Section 2: Recruitment Sources**

Time Period Covered: 6/1/2021 – 5/31/2022

Stations in Employment Unit: WHMI-FM

Recruitment Source: Name, Total Number of Interviewees Full-Time Positions for Which

Address, Phone Number, Contact Person Source Has Provided This Source was Utilized

The Livingston Daily Press & Argus

Kathleen Reilly, Account Executive

Office: 586-977-7668

Fax: 313-496-4992

Email: [kareilly@dnps.com](mailto:kareilly@dnps.com) 1 Morning Show/News Director

Krol Communications c/o WHMI-FM 0 Morning Show/News Director

Office Bulletin Board

Krol Communications c/o WHMI-FM 0 Morning Show/News Director

Website

Krol Communications c/o WHMI-FM 4 Morning Show/News Director

Radio

Krol Communications c/o WHMI-FM 0 Morning Show/News Director

Job Board

Lawrence Technological University 0 Morning Show/News Director

<https://ltu.handshake.com>

\*University of MI-Flint/Aimi Moss, Director

285 University Pavillion

303 E. Kearsley Street

Flint, MI 48502

Fax: 810-762-3024 0 Morning Show/News Director

University of MI-Ann Arbor/Laverne Cotham

Dept of Comm Studies

105 S. State Street

Ann Arbor, MI 48109 0 Morning Show/New Director

Lansing Community College

P.O. Box 40010

Lansing, MI 48901 0 Morning Show/News Director

Cleary University

Career Services

3750 Cleary

Howell, MI 48843

[careerservices@cleary.edu](mailto:careerservices@cleary.edu) 0 Morning Show/News Director

MI State University/Becky Hoppenstand

Student Services Bldg

556 E. Circle Drive RM 113

E. Lansing, MI 48824 0 Morning Show/News Director

\*CMU

Mt. Pleasant, MI

Fax: 517-337-8065 1 Morning Show/News Director

\*Washtenaw Community College

Ypsilanti, MI

Career Connection 0 Morning Show/News Director

MAB Website 0 Morning Show/News Director

Michigan Talent Bank 3 Morning Show/News Director

Employee Referral 0 Morning Show/News Director

Radio Competitor 0 Morning Show/News Director

ENCO-Vendor 0 Morning Show/News Director

Linked In 1 Morning Show/News Director

**Added 10-16-2019**

All Access Media Group

24955 Pacific Coast Highway C303

Malibu, CA 90265  
Website: allaccess.com

Go to jobs to post a position 5 Morning Show/News Director

The Lund Consultants

P.O. Box 1654

Burlingame, CA 94011

650-692-7777

Email: [johnlund@lundradio.com](mailto:johnlund@lundradio.com) 1 Morning Show/News Director

Inside Radio

Insideradio.com 0 Morning Show/News Director

**Added 1/27/2022**

RTDNA 0 News Director

\*Indicates sources that have requested notification of job openings.

**Section 3:** **Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**

Time Period Covered: June 1, 2021 to May 31, 2022

Stations in Employment Unit: WHMI-FM

Description of Activity:

1 Intern

WHMI-FM welcomes students from area schools who are seeking experience in Broadcasting and Business environments. During the period covered by this report WHMI-FM has had a student from Howell High School as a high school football intern from August 26, 2021-November 27, 2021. The student responsibilities are:

-Statistician for Executive Producer

-Spotter for Broadcast Team

-Communicate from Press Box to Main Studio with game Stats, upcoming Features.

-Help Troubleshoot any technical issues

-Work with Broadcast Team on team match-up information, history, rosters prior to Broadcast

-Attend Pre-Game Remotes

-Interact with fans attending the games

-Promote WHMI’s coverage of HS Football

The student has worked with Rich Renko, General Sales Manager, Dan Leach, Lead Announcer, Lawton Lunce, Color Commentator and Ryan Wooley, Announcer, Executive Producer, Pre, Half-time and Post Game Host.

2) Station Self Assessment

On 3/17/2022, Rod Krol, President, Kris Krol, Business Manager, Rich Renko, General Sales Manager, Craig Russell, Program Director 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. Since last year’s annual assessment we had an opening for News Director and Morning Show positions. For the News Director position we added RTDNA to the list of recruitment sources and it produced no candidates. Michigan Talent Bank produced the most leads. Followed closely by All Access Media Group. For the Morning Show position Central Michigan University provided a lead which hasn’t happened in some time. All Access Media produced the most leads which was expected. We will continue to evaluate our recruitment resources going forward. We will keep the master recruitment list in-tact. 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.

3) 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 2022 scholarship to a senior at Hartland High School who will be attending University of Alabama in the fall 2022 to study in their Meteorology Program.

4) Job Shadow

On Monday, 5/16/2022, a student from Hartland High School participated in a Job Shadow event from 2:30pm to 5:30pm. Craig Russell, Program Director, and Dion Clark, Creative Director, hosted the job shadow.

* Initial portion will highlight each department and what their responsibilities are at WHMI.
* Tour of the radio station and departments (including On-Air and News Studio).
* Sat in during PM Drive live radio show.
* Sat in during production session with Dion Clark, Creative Director.
* Met with Rich Renko, General Sales Manager, to discuss basic radio sales procedures.
* Met with Craig Russell, Program Director, for a programming session.