

# 2025-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: Connie Bailey/Office Manager Email Address: <a href="mailto:cbailey@whmi.com">cbailey@whmi.com</a>

The information contained in the Annual EEO Report covers the time period from June 1, 2024 to May 31, 2025 (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 Hire 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 6/1/2025, 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, 2024 to May 31, 2025

Stations In Employment Unit: WHMI-FM

Full-Time Positions Filled by Job Title And Date Filled	Recruitment Source of Hire	Total Number of Interviews From all Sources for this Position
1 Morning Show Co-Host 7/15/24	Employee Referral	20x

All Recruitment sources listed in Section 2 were used to recruit for each full-time vacancy listed in Section 1.

**Total Number of People Interviewed for All Job Positions** **20x**

## Section 2: Recruitment Sources

Time Period Covered: 6/1/2024 – 5/31/2025

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: 586-977-7668 Fax: 313-496-4992 Email: <a href="mailto:kareilly@dnps.com">kareilly@dnps.com</a>	0x	Morning show co-host
Krol Communications c/o WHMI-FM Office Bulletin Board	0x	Morning show co-host
Krol Communications c/o WHMI-FM Website	6x	Morning show co-host
Krol Communications c/o WHMI-FM Radio	0x	Morning show co-host
Krol Communications c/o WHMI-FM Job Board	0x	Morning show co-host
Krol Communications c/o WHMI Facebook	6x	Morning show co-host
Lawrence Technological University <a href="https://ltu.handshake.com">https://ltu.handshake.com</a>	0x	Morning show co-host
*University of MI-Flint/Aimi Moss, Director 285 University Pavillion 303 E. Kearsley Street Flint, MI 48502 Fax: 810-762-3024	0x	Morning show co-host

University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S. State Street  Ann Arbor, MI 48109	0x	Morning show co-host
Lansing Community College P.O. Box 40010 Lansing, MI 48901	0x	Morning show co-host
Cleary University Career Services 3750 Cleary Howell, MI 48843 <a href="mailto:careerservices@cleary.edu">careerservices@cleary.edu</a>	0x	Morning show co-host
MI State University/Becky Hoppenstand Student Services Bldg 556 E. Circle Drive RM 113  E. Lansing, MI 48824	0x	Morning show co-host
*CMU Mt. Pleasant, MI  Fax: 517-337-8065	0x	Morning show co-host
*Washtenaw Community College Ypsilanti, MI Career Connection	0x	Morning show co-host
Michigan Talent Bank	0x	Morning show co-host
MAB Website	0x	Morning show co-host
Employee Referral	3x	Morning show co-host
Inside Radio Insideradio.com	0x	Morning show co-host

**Added 10-16-2019**

All Access Media Group  
24955 Pacific Coast Highway C303  
Malibu, CA 90265  
Website: [allaccess.com](http://allaccess.com)  
Go to jobs to post a position

0x

Morning show co-host

The Lund Consultants  
P.O. Box 1654  
Burlingame, CA 94011  
650-692-7777  
Email: [johnlund@lundradio.com](mailto:johnlund@lundradio.com)

0x

Morning show co-host

RTDNA  
[www.rtdna.org](http://www.rtdna.org)

Morning show co-host

RadiInsight  
[Radioinsight.com](http://Radioinsight.com)

5x

Morning show co-host

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

**REMOVED following sources on 5/16/24**

-ALL ACCESS MEDIA GROUP

-THE LUND CONSULTANTS

-INSIDE RADIO

-RTDNA

**ADDED following sources on 5/16/24**

RadiInsight

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

Time Period Covered: June 1, 2024 to May 31, 2025

Stations in Employment Unit: WHMI-FM

Description of Activity:

#### 1) Job Shadow

On Friday, December 15th, 2024, students from Howell High School, Brighton High School and Kensington Woods High School participated in a Job Shadow from 9am to 1pm.

Emily Marone, Senior Account Executive and Mike Scott, Program Director hosted the job shadow. Initial portion highlighted each department and what their responsibilities are at WHMI.

Tour of the radio station and departments (including Sales, On-Air, Production and News studios.)

Sat-in during production session with Mike Scott. Met with Emily Marone, Senior Account Executive, Ellen Morgan, Midday Air Personality, Nik Rajkovic, News Director and Mike Scott, Program Director.

#### 2) Internship

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 period covered by this report, WHMI-FM had a student from Washtenaw Community College, interning for the period of 11/05/24 to 12/15/24 and is here each week for nine hours. The student will work with Chuck Edwards and Madison June, Morning Show hosts.

#### 3) Station Tour

On Wednesday, December 11, 2024 students from four home- based school programs located in Howell, Brighton, South Lyon and Linden took part in a tour of the WHMI facilities.

The tour was conducted by Mike Scott, Program Director. It took place between 1:00 PM-2:30 PM and included nine (9) students and four (4) adults. The tour included all departments of WHMI-FM including: Air Studio, Production facilities, Sales and Administrative departments.

#### 4) Station Tour

On Friday, March 28, 2025 students from two home- based school programs located in Brighton and Pinckney took part in a tour of the WHMI facilities.

The tour was conducted by Mike Scott, Program Director, took place between 1:00 PM-2:00 PM and included six (6) students and four (4) adults. The tour included all departments of WHMI-FM including: Air Studio, Production facilities, Sales and Administrative departments.

## 5) Station Self-Assessment

On April, 3, 2025, Rod Krol, President, Kris Krol, Business Manager, Richard Renko, General Manager, Mike Scott, Program Director and Connie Bailey, 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 Morning Show co-host. For this position, we had 20x interviews and the referral source was the WHMI-FM Employee Referral. For the Morning Show co-host position, WHMI FM website produced six referrals, Radiolnsight produced five referrals along with six referrals from WHMI-FM Facebook and three referrals from WHMI Employee referrals. 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.

## 6) 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 2025 scholarship to a senior at Brighton High School who will be attending The University of Michigan in the fall 2025 to study in their Journalism Program.