

**EEO Outreach Program**  
**June 1, 2008 through May 31, 2010**  
**WKCQ-FM, WSAM-AM, WSAG-FM, WMJO-FM**

Our Equal Opportunity Employment Outreach Program included 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 as well as 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 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. Also, with our Career Fairs, we have sent Top Level Management to several Career Fairs through the state, predominately at Universities, to promote that Radio Advertising Sales and Support Staff can come from all walks of life and that you do not have to have a major in advertising to have a career in broadcasting. Examples of the Career Fairs that we have attended are: Duane Alverson, President of MacDonald Broadcasting and Mairin MacDonald, Event & Marketing Coordinator at MacDonald Broadcasting Company attended a Fall Career Expo at Northwood University in Midland, Michigan on Wednesday, October 22, 2008, from 11:00am to 4:00pm; Duane Alverson and Mairin MacDonald attended a Spring Employment and Networking Fair at Saginaw Valley State University in Saginaw, Michigan on Friday, April 17, 2009 from 11:15am to 3:00pm; Duane Alverson and Mairin MacDonald attended a Job Fair at Baker College, located in Flint, Michigan on Thursday, April 30, 2009 from 11:00am to 4:00pm; Mary Yearham, General Sales Manager and Lindsey Alverson, Marketing Coordinator, attended a Career Fair at Northwood University in Midland, Michigan on Thursday, March 25, 2010 from 11:00am to 3:00 pm.

**2. Participate in a Scholarship Program** – MacDonald Broadcasting Company has established a broadcast scholarship program in the name of company founder, Kenneth Hugh MacDonald, Sr. The annual award of \$500.00 will be earned by a deserving high school senior pursuing undergraduate studies in a broadcast related field. The annual scholarship will be administered by The Saginaw Community Foundation and awarded each spring to a graduating senior. The Kenneth Hugh MacDonald, Sr. Scholarship Fund was established shortly after the death of the MacDonald Broadcasting founder in 1990. The scholarship fund was fully funded in March 2008 to over \$10,000 to allow for an annual \$500.00 award, which began with its first recipient, Ms. Jasmine Brown, in the spring of 2008. The recipient in the spring of 2009 and again in the spring of 2010 was Jasmine Brown from Saginaw, Michigan. Ms. Brown completed renewal scholarship applications and was once again awarded a \$500 scholarship. MacDonald Broadcasting Company will continue to fund additional financial contributions to either increase the \$500.00 award, or make additional scholarship awards to deserving students.

**3. Training Program to Enable Station Personnel to Acquire Skills for Higher-Level Positions** – Mentorship program with Kenneth H. MacDonald, Jr. and Timothy (Jim) Kramer, WKCQ Morning Show Host. Jim Kramer had expressed an interest in pursuing the position of Operations Manager for MacDonald Broadcasting Company – Saginaw. After discussions between Kenneth MacDonald, Jr., Owner/CEO; Duane Alverson, President; and Cindy Tuck, Vice-President of MacDonald Broadcasting, it was decided that Mr. MacDonald would personally direct and train Jim Kramer for the position of Operations Manager. Interaction between Mr. MacDonald and Jim Kramer occurs 2 to 3 times per week. These discussions include, but are not limited to: instruction in station promotions which call for pre-selling, actual contesting and post selling; how to handle special events and live broadcasts for those events; station hiring procedures for air talent, coaching and air-checking air talent for station board work. Jim also participates in weekly management team meetings, led by President Duane Alverson, to address any and all issues pertaining to each department and their interaction with each other. Jim has also had the opportunity to learn from Mr. MacDonald a wide variety of operational matters pertaining to station branding and imaging along with production elements in both commercial creation and the writing & frequency of change to station position liners. Jim Kramer will continue to learn additional responsibilities that include public service activities that involve any or all of the four radio stations and serving the many areas of need within the greater Mid-Michigan area.

Jim Kramer has exhibited nothing but leadership qualities and enthusiasm and is expected by Mr. MacDonald to make a smooth and positive transition to the Operations Manager for MacDonald Broadcasting Company – Saginaw.

#### **4. Training to Upper-level Management**

On May 11, 2010, the MacDonald Broadcasting management team assembled at 2000 Whittier, Saginaw, MI at 1:00 pm to participate in the EEO Rules Webcast presented by Brendan Holland, Davis Wright Tremaine, LLP. We felt this was the best way for our company management to gain a comprehensive understanding of the FCC's Equal Opportunity rules. Attending the meeting were Duane Alverson, President; Cindy Tuck, VP; Mary Yearham, General Sales Manager; Gary Harding, Corporate Engineer; Jim Kramer, Operations Manager; Lindsey Alverson, Marketing and EEO Coordinator; Angie Martin, Office Manager and EEO Supervisor. Covered in the seminar were the facts relating to the FCC's EEO objectives designed to bring new people into the broadcast industry. Covered in depth were the rules about wide dissemination of information about specific job openings, supplemental obligations to educate the public about broadcast jobs, self-assessment to make sure our programs in place are working, and to properly document for the public EEO outreach efforts. Following the webcast we held a discussion on the points covered.

Kenneth MacDonald Jr., Owner & CEO; Brooke Nobach, Sales Manager; and Scott Loomis, Operations Manager attended the training in person at the Communication Arts & Sciences Building at Michigan State University located in Lansing, MI.