

**MIDWESTERN BROADCASTING COMPANY
WATZ RADIO, INC.,
EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT
JUNE 1, 2011**

This is the report required by Section 73.2080(c)(6) of the Rules of the Federal Communications Commission for broadcast station employment units with five or more full-time employees. It is to be included in our public file on or before the anniversary of our renewal of license application, which is June 1 of each year. Our "employment unit" consists of WATZ (AM), and WATZ (FM), and WRGZ (FM) Alpena, Michigan.

PERIOD COVERED: **June 1, 2010** through **May 31, 2011**

**I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR
EMPLOYMENT UNIT DURING THE PERIOD (BY JOB TITLE):**

1. None

**II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING
JOB CATEGORIES:**

Name: WATZ Website & On Air Announcements
Address: WATZ Studios
Contact Person: Mike Centala
Telephone Number: (989) 354-8400

Name: Alpena News
Address: 130 Park Place
Contact Person: Classified department
Telephone Number 989-354-3111

**III. RECRUITMENT SOURCE WHICH REFERRED EACH OF THE HIREES
FOR THE VACANCIES LISTED ABOVE:**

N.A.

**IV. DATA REFLECTING THE TOTAL NUMBER OF PERSONS
INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD
COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF
INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE
UTILIZED IN CONNECTION WITH SUCH VACANCIES:**

N.A.

V. **DESCRIPTION OF INITIATIVES LISTED IN 47 CFR §73.2080(c)(2) TAKEN BY OUR EMPLOYMENT UNIT:**

Center

➤ *Job Fair(s) –*

5th Annual Career & Employment Fair at NMC Hagerty Conference

March 9, 2011, 2:30 pm to 4:30 pm

Midwestern Broadcasting had a booth display at this very large and very well attended event. Mary Jo White, the HR manager for the company attended and conducted the display and the discussions

EEO Career Café Attendance Friday, October 28, 2010

John Dew, EEO Coordinator for Midwestern Broadcasting attended the Broadcasting Career Builder Conference on the West Campus of Lansing Community College in Lansing, Michigan. Midwestern Broadcasting was one of the sponsoring entities of this annual conference for people interested in Broadcasting as a career.

Over 200 attended the conference with many of them stopping at the Midwestern Table for information and career advice.

On Monday March 21st 2011, Mike Centala General Manager of WATZ/WRGZ attended a career fair at Alpena Community College. Mike presented three sessions on careers in broadcasting, education that is needed and the general outlook in the field of broadcasting. Attendees were high school age along with adults looking for a new career. Close to three hundred attended this event.

- *Participation in scholarship programs* – Ross Biederman, President of Midwestern Broadcasting Company is a member of the Board of Directors of the Michigan Association of Broadcaster's (MAB) Foundation. The MAB Foundation is a 501c3 Foundation organization which conducts numerous educational activities, including providing scholarships. Mr. Biederman was also a major financial contributor to the formation of the Foundation.

- *Training of Management level personnel – September 15, 2010* – John Dew, EEO Coordinator for Midwestern Broadcasting Company issued a complete review of EEO Policies and FCC Regulations to all Department Heads and HR Personnel.

- *Review of EEO Files and Records* – In the fall of 2010, an FCC Review was made. It included inspection of the public files and of the EEO program information and records, and a written report to the Commission. The company had no problems or issues.

VI. Job Posting Mailing list is partially listed below (full list is available online at www.bcs-ok.com)

Broadcast & Cinematic Arts
Central Michigan University
340 Moore Hall
Mt. Pleasant, MI 48859

Alpena Community College
Att: Frank McCourt
666 Johnson Street
Alpena, MI 49707

Davenport College
Placement & Career Development
415 E. Fulton
Grand Rapids, MI 49503

Central Michigan University
Career Services
101 Faust Hall
Mt. Pleasant, MI 48859

Northwood Institute
Career Assistance
3225 Cook Road
Midland, MI 48640

Oakland Community College
Att: Alicia Jackson
739 Washington
Royal Oak, MI 48067

Lake Michigan College
WXSB FM
2755 E. Napier Avenue
Benton Harbor, MI 49022-1881

Kalamazoo Valley Community College
Placement Office
6767 West O Avenue
Kalamazoo, MI 49009

University of Detroit – Mercy
Career Development
4001 W. McNichols Road
Detroit, MI 48221

Muskegon Community College
Att: Job Placement center
221 S. Quarterline Rd
Muskegon, MI 49442

NW Michigan College
1701 E. Front Street
Traverse City, MI 49686

Spring Arbor College
WSAE-WKTG
106 E. Main Street
Spring Arbor, MI 49283

University of Michigan
Career Services
3200 Student Activities Bldg.
Ann Arbor, MI 48109

Organization Name

Albion College
Alma College
ALTER
American Women In Radio & Television - Grand Rapids
Anderson University
Andrews University
Andrews University
Aquinas College
Asian American Journalists Assoc.
Association for the Blind & Visually Impaired
Audio Engineering Society
Audio Engineering Society - Detroit
Ball State University
Bay Mills Community College
Black Broadcasters Alliance
Broadcast Education Association
Calvin College
Capital Region Community Foundation
Central Michigan University
College for Creative Studies
Community for Southeastern Michigan
Community Foundation for Muskegon County
Community Integrated Recreation
Cristo Rey Employment & Training
Davenport University
Delta College
Eastern Michigan University
Ferris State
Grand Rapids Community College
Grand Valley State
Grand View College
Greater Lansing Urban League
Hillsdale College
Hope College
Illinois State University
Indiana State University
Indiana University
Jackson Community College
Jewish Family & Children's Services
Junior Achievement of Northeast Michigan
Junior Achievement of the Michigan Edge
Kalamazoo College
Kellogg Community College
Kettering University
Lake Land College
Lake Superior Community Partnership
Lansing Community College

E-Mail List continued

Lawrence Technological University
Macomb Community College
Madonna University
Marygrove College
Media Communications Association - Mid-Michigan
Michigan Association of Educational Broadcasters
Michigan Association of United Ways
Michigan Department of Career Development
Michigan State University
Michigan State University
Michigan State University
Mott Community College
National Broadcasting Society - Central Michigan
Northern Michigan University
Oakland Community College
Oakland University
Olivet College
Saginaw Valley State University
Saint Mary's College of Ava Maria University
San Jose State University
Schoolcraft College
Siena Heights College
Southern Illinois University at Carbondale- Radio/Television
Southwestern College
Specs Howard School of Broadcast Arts
St. Clair Community College
University Of Michigan
Wayne State University
Wayne State University
Western Michigan University

Also:

MAB Job Bank
Michigan Works Job Bank
BEDA National Job Bank
Western Michigan Job Bank
Radio Station website
AllAboutCountry.com