

WCSY-FM, WCXT-FM, WIRX, WSJM-AM, WSJM-FM, WYTZ
EEO PUBLIC FILE REPORT
June 1, 2024 - May 31, 2025

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multi-Media Journalist	2-3, 8, 10-15, 17-19, 22-23, 28-29	8
Marketing Strategist	2-4, 6, 10-19, 21-25, 28-29	4
Business Development Specialist	2-4, 10-15, 18-19, 21-25, 28-29	4
Business Development Specialist	2-4, 10-15, 18-19, 21-25, 28-29	4
Business Development Specialist	2-5, 7, 9-19, 21-29	4
Sales Assistant	2-4, 7, 10-19, 22-25, 28-29	4
VP Sales in IN & MI	1-3, 5, 9-29	20

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Consultant Referral	N	1
2	Family Radio-LaCrosse 201 State St. LaCrosse, Wisconsin 54601 Email : kristyn@mwfroadcasting.com Kristy Nix	N	0
3	Grand Valley State University 206 Student Services Allendale, Michigan 49401 Phone : 616-331-3350 Email : knapplis@gvsu.edu Fax : 1-616-331-2070 Lisa Knapp	N	0
4	Indeed.com Indeed.com Indeed.com Indeed.com, Michigan Phone : Job Listings Job Listings Job Listings Manual Posting	N	8
5	Indiana University of South Bend-Career Services P. O. Box 7111 South Bend, Indiana 46634 Phone : 574-520-4425 Career Services Manual Posting	N	0
6	Job Fair	N	1
7	Lake Michigan College 2755 E. Napier Ave. Benton Harbor, Michigan 49022 Phone : 269-927-6284 Krista Elkins Manual Posting	N	0
8	Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, Michigan 48906 Phone : Job Listings Job Listings Job Listings Manual Posting	N	1

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9	Michigan State University 535 Chestnut Rd., Room 290 Spartan Stadium East Lansing, Michigan 48824 Phone : 517-884-1300 Kim Kowalski Manual Posting	N	0
10	Michigan Works-Cass/VanBuren 32849 Red Arrow Hwy. Paw Paw, Michigan 49079 Phone : 800-533-5800 Email : arandag@michigan.gov Fax : 1-269-655-1094 Gerry Aranda	N	0
11	Michigan Works-Dowagiac 601 D N. Front St. Dowagiac, Michigan 49047 Phone : 269-782-9864 Email : vallejug@michigan.gov Fax : 1-269-782-5706 Ginger Vallejo	N	0
12	Michigan Works-South Haven 128 Veterans Blvd. South Haven, Michigan 49090 Phone : 269-637-1145 Email : alemanj@michigan.gov Fax : 1-269-637-1795 Juan Aleman	N	0
13	Mid-West Family Broadcasting-Madison 730 Rayovac Dr. Madison, Wisconsin 53711 Email : rj.brachman@mwfbc.com RJ Brachman	N	0
14	Mid-West Family-Rockford 2830 Sandy Hollow Rd. Rockford, Illinois 61109 Email : mpaterson@rmgwmf.com Mike Paterson	N	0
15	Mid-West Management-Eau Claire 944 Harlem St. Altoona, Wisconsin 54720 Email : neilbauer@midwestfamilyec.com Neil Bauer	N	0

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16	MidWestFamilySWMI.com 580 E. Napier Ave. Benton Harbor, Michigan 49022 Job Listing Job Listing Manual Posting	N	0
17	MW Spring MO, Inc. 2453 Elm St. Springfield, Missouri 65802 Phone : 417-886-5677 Email : btyndall@mwfmarketing.fm Brian Tyndall	N	0
18	NAACP-Niles 924 Cherry St. Niles, Michigan 49120 Phone : 269-683-7048 Email : naacp.niles@gmail.com Fax : 1-419-624-8825 Saundria Wilson	N	0
19	NAACP-VanBuren County 72238 E. 34th Ave. Covert, Michigan 49043 Phone : 269-764-3718 Email : jadams@naacpnet.org Fax : 1-269-764-8598 Fozene King	N	0
20	Non-Employee Referral	N	3
21	Pure Michigan Talent Connect 499 W. MAIN ST. BENTON HARBOR, Michigan 49022 job listings job listings Manual Posting	N	0
22	Saint Mary's College 31 Spec Unica Hall, Room 112 Notre Dame, Indiana 46556 Phone : 574-284-4775 Email : sjeffirs@saintmarys.edu Fax : 1-574-284-4775 Stacie Jeffirs	N	0

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23	Southwest Michigan Regional Chamber 811 Ship St., Suite 303 St. Joseph, Michigan Email : sspoonholtz@smrchamber.com Sarah Spoonholtz	N	0
24	Southwestmichiganjobs.com 6465 Greenwood Plaza Centennial, Colorado 80111 Phone : 800-365-8630 Kristy Daily Manual Posting	N	0
25	The South Haven Area Chamber of Commerce 606 Phillips St. South Haven, Michigan Mary Wagaman Manual Posting	N	0
26	University of Michigan 515 Jefferson St. Ann Arbor, Michigan 48109 Phone : 734-764-7460 Tyler Wang Manual Posting	N	0
27	Western Michigan University 1903 W. Michigan Ave. Kalamazoo, Michigan 49008 Phone : 269-387-2745 Eva Gichinga Manual Posting	N	0
28	WSJM - South Bend 1301 E. Douglas Rd. Mishawaka, Indiana 46545 Email : pmorris@wsbtradio.com Pat Morris	N	0
29	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			14

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Participation in other activities designed by the station employment unit	<p>WSJM, Inc. Chairman Gayle Olson serves on the Board of Directors of the St. Joseph Rotary Foundation, a 102-year old organization that reaches into all corners of the community, seeking to fund worthwhile educational and community outreach activities.</p> <p>Dozens of organizations in Berrien County interact with the Rotary Foundation, making presentations to the Board, seeking foundation monetary support. These contacts allow Olson to make connections and referrals to and from organizations and community leaders that keep WSJM Inc. in touch with a broad range of people and organizations to whom we can look for contacts in widening and deepening our employment pool of potential applicants.</p>	1	
2	9/24/2024	Co Sponsoring Job Fair	<p>Jonny Reinhardt, Community Affairs Specialist and Morning Personality and Briana Sallis, Community Outreach Coordinator represented WSJM, Inc./Mid-West Family at Southwest Michigan College's Futures Career Fair in Dowagiac on 9/25/24. The event was held at the SMC Student Activity Center. Over 75 bright and enthusiastic students attended, eager to learn about career opportunities in marketing, radio, and broadcast engineering</p> <p>Sallis noted that they shared insights about what we do at Mid-West Family and encouraged students to think about how they can kickstart their careers with us.</p>	2	

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3	Ongoing Event	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	WSJM, Inc.'s Zack East, On Air Personality and Community Affairs Specialist, recently succeeded by Community Engagement Coordinator Briana Sallis have served as board members, for the OutCenter of Southwest Michigan. The organization serves as a special support and resource entity for the area's LGBTQ+ citizens. Mid-West Family (WSJM, Inc.) has consistently supported the OutCenter with in-kind advertising and sponsorship support, centered around stations WCXT/WYTZ-HD2 and WSJM. LGBTQ+ issues have been prominent in WCXT and WSJM community service efforts, with a goal being to increase that community's awareness of WSJM, Inc. as a viable and welcoming employment opportunity in Southwest Michigan for all.	2	
4	10/14/2024	Sponsorship of events in the community designed to increase public awareness	Focusing on WSJM Inc. northern service area of Van Buren County, a Business After Hours gathering was organized and sponsored for businesses and professionals in the South Haven Area. WCSY FM broadcast live reports and local businesses were highlighted. Several hundred people attended and heard an overview of what our company and stations do in the community and the opportunities that exist for employment and professional development with WSJM Inc/Mid-West Family. Each attendee is given an information sheet on how they can make further contact or referrals to us, whether for employment or community involvement. Held this year on October 14 at a large event center, Beach's.	8	

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5	11/1/2024	Participation in other activities designed by the station employment unit	<p>WSJM, Inc.'s Air Personality and Community Affairs Specialist Zack East serves as a board member of the Southwest Michigan Regional Chamber, a local organization connecting the community's employers/businesses with opportunities to reach the community with marketing, advocacy, and support. WSJM, Inc. consistently supports the organization on stations WYTZ, WSJM, WRRR, as well as MoodyontheMarket.com featuring interviews with chamber staff that often cover topics of business information, expansions/growth, job opportunities, and featured community members. Positions with WSJM, Inc. are also cross posted on the chamber's public website of "Hot Jobs."</p>	1	
6	11/7/2024	Co Sponsoring Job Fair	<p>Community Engagement Coordinator Briana Sallis went to Ford Field in Detroit for the Great Lakes Broadcast & Sports Media Academy Conference, partnering with the Michigan Association of Broadcasters (MAB) (date). Sallis was exposed to more than 1,000 students, focusing on Mid-West Family/WSJM, Inc. and all the exciting career opportunities in our industry.</p> <p>The Michigan Association of Broadcasters (MAB) partnered with the Michigan High School Athletic Association (MHSAA) to host this event, designed to help students jumpstart their careers in media. This full-day event gave students the opportunity connect with Michigan TV and radio stations, network with their peers, and learn from some of the industry's top talent across various roles—including on-air, engineering, sales, programming, and production.</p>	1	

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7	5/1/2025	Participation in scholarship programs	WSJM, Inc. has partnered with the Berrien Community Foundation in establishing the David S. Hicks Memorial Scholarship for the Arts. The \$1,000 scholarship is annually awarded to a Berrien County High School senior who is majoring in an arts related program. David was the brother of WSJM, Inc. Air Personality & Community Affairs specialist Zack East.	1	