

EEO PUBLIC FILE REPORT

**CARROLL ENTERPRISES, INC.
WKJZ, HILLMAN, MI
WIOS, TAWAS CITY, MI
WKJC, TAWAS CITY, MI
WTZM, TAWAS CITY, MI**

**CARROLL BROADCASTING, INC.
WQLB, TAWAS CITY, MI**

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This EEO Annual Public File report is prepared pursuant to Section 73.2080 of the Federal Communications Commission's Rules. It is to be placed in the WIOS, WKJC, WTZM, WKJZ or WQLB online public files, and if any station owned by Carroll Enterprises, Inc. or maintains a web site for any of the above stations, it should be placed on that site as well. This EEO Annual Public File Report includes both Carroll Enterprises, Inc. and Carroll Broadcasting, Inc., which have common ownership and which are now a single employment unit.

During the past twelve months, **June 1, 2023 through May 31, 2024**, none of the stations has had a vacancy for any full time position. Had there been any such vacancies, outreach notifications to community groups and contact sources listed below would have been given.

When a job becomes available, the following recruitment procedures will be implemented.

1. Each radio station will broadcast on-air announcements.
2. Notices will be sent to the following local organizations:

Central Michigan University
Delta College
Michigan Association of Broadcasters
Michigan Works
All local newspapers in Hillman and Tawas City, Michigan

3. Notices will also be sent to the following national broadcast job bank listings:

jobs@freeradiotips.com
www.AllAccess.com
www.ProgramDirector.com
www.indeed.com

4. *None of the subject stations had a full-time job opening during the reporting period.* During the period, a single salesperson resigned, but the position was not filled and it will not be filled subsequently, due to adverse economic circumstances in the Michigan radio market and due to substantially adverse economic conditions in the broadcasting industry generally.

5. When available, the Stations have participated in local job fairs. Note, however, that job fairs are not frequent in the Tawas City and Hillman areas, and since the Stations in the Employment Unit have not had any job vacancies, job fair participation is typically limited to future potential hiring opportunities only, and outreach opportunities that are available in nearby counties and municipalities within the Stations' service areas. The following events were actively participated in by representatives of Carroll Enterprises/Carroll Broadcasting during the period:

WKJC FM, WKJZ FM, WIOS AM, WQLB FM and WTZM FM attended and participated in the 2023 Ogemaw County Business & Community Expo & Job Fair which took place in downtown West Branch, Michigan on Tuesday, July 18, 2023.

Brad Allen, an announcer on the Carroll Enterprises/Carroll Broadcasting Stations, made a presentation to Alpena Community College students on Monday, September 25, 2023, during which he discussed his career path, what made him want to become a radio announcer, and things he learned in college that helped him get where he is now and benefited his career path.

John Carroll III and Brad Allen of Carroll Enterprises and Carroll Broadcasting, on Thursday, November 9, 2023, sponsored a booth and spoke in assigned classrooms at Oscoda High School's career fair for students. The event included more than 60 different companies, colleges, and other organizations from all over Michigan. At the booth and in the classrooms, both Mr. Carroll and Mr. Gresens had the opportunity to talk with students about what a career in Broadcasting would look like and what types of jobs there were. Students asked questions and got one-on-one time in hopes of finding a great first step towards the future. All five stations were represented.

On Tuesday March 26, 2024, Carroll Enterprises and Carroll Broadcasting representatives, including John Carroll Jr., attended & participated in the 2024 Ogemaw County Business & Community Expo & Job Fair at Ogemaw Heights High School, West Branch, Michigan. All stations were represented. On-air interviews were conducted during the event with Heather Neuhaus, Executive Director of the West Branch Chamber of Commerce.

On Wednesday, March 27, 2024, Brad Allen of Carroll Enterprises conducted a remote broadcast from Alpena Community College, including interviews on a program called “ACC Talks: Take an Entrepreneurship - 2024 Tour” on the subject of building entrepreneurship in Iosco County, Michigan. The ACC Talks program is in partnership with Central Michigan University. It includes explanations of the role of colleges in the area, and real-life business-building stories from northern Michigan residents. The team of entrepreneurship professionals presented how individuals, agencies, and colleges can assist in making unique dreams/ideas move progressively forward.

On April 25, 2024, Deb Michaels of Carroll Enterprises and Carroll Broadcasting participated in an Open House sponsored by the Iosco Regional Educational Service Agency in Tawas City, to raise awareness of the many programs of IRESA, including Automotive Technology, Broadcasting, Building Trades, Business Management, Culinary Arts, Health Science, Teacher Prep, Welding and Fabrication. The broadcasting program was a big part of drawing in a large crowd.

6. Job vacancies, when they do occur, are announced to all local newspapers, and placed on the WKJC web page, on the air on all stations, and with “Michigan Works”, a job placement agency. When available, Carroll Enterprises uses unpaid interns from local educational institutions, allowing members of the community to acquire skills needed for broadcast employment and to obtain scholastic credit. Those interns receive training and experience in various areas of broadcasting including News, Programming, Production, Promotion, Events and Sales. This process was suspended during the COVID pandemic and there are not now a plethora of intern candidates. Tawas City has a population of 1800 people, with an average age above 40 and very little social diversity. The economic conditions and the resultant lack of job openings limit the current outreach efforts.