

**KMB Broadcasting, Inc.**  
**Affirmative Action Employment Report**  
**for the period June 1, 2017 thru May 31, 2018**

**I. Preliminary.**

KMB had ten or fewer full-time employees throughout the reporting period, not including one employee who holds more than fifty percent ownership interest in the Licensee.

KMB's city of license is located within the Marquette (Michigan) Metropolitan Area, but is not located within any Metropolitan Statistical Area as defined by the U.S. Office of Management and Budget.

For both of these reasons, the Licensee is obligated to perform two "menu options" under Commission Rule 73.2080(c)(2) during each biennium of its license period.

During the current reporting period, the Licensee has complied with the Commissions affirmative action employment requirements as described below.

**II. Full-Time Positions Filled**

A. New Hires

One on-air position

B. Recruitment Efforts

Michigan and Wisconsin Associations of Broadcasters Job Banks  
In addition, our normal procedure is to contact Bay de Noc Community College regarding available on-air positions. We cannot document this as the Program Director handled this and died shortly thereafter.

C. Promotions

There were no promotions during this period.

**III. Minority and Female Recruitment Initiatives  
Under Commission Rule 73.2080 (c) (1) and (2)**

A. Rule 73.2080(c)(1)

Advertised sales position on WDBC and WYKX, WLUC-TV6.  
Posted position at Bay de Noc Community College, KMB Broadcasting  
Web site.

B. Rule 73.2080(c)(2)

1. KMB participates in the MAB Job Bank and the MAB's job postings are also posted on the Job Bank of the Wisconsin Broadcasters' Association. In the past, these Job Banks have proved very effective for attracting qualified applicants for on-air positions.

2. KMB broadcasts one spot daily on each station, on a 24-hour rotation, inviting interested community organizations to register with it in order to assure that they receive announcements of future job openings. Through May 31, 2018, no organization has ever registered.

3. During the reporting period, KMB sent its annual letter reminding community groups of its EEO policies and inviting them to refer qualified minority and female applicants to it on an on-going basis. A copy of that letter is attached as Exhibit 1.

A list of persons receiving that letter is attached as Exhibit 2.

5. KMB routinely reaches out to Bay de Noc Community College regarding on-air careers in radio. We cannot document this for this report as the Program Director who handled recruitment has since died.

**IV. Analysis of Recruitment Efforts  
From June 1, 2017 thru May 31, 2018**

KMB believes that its recruitment efforts were have as successful as experience has indicated is possible for this small, remote market. (See KMB's September 21, 2009 letter responding to the Commission's EEO Audit for a fuller discussion of some of the challenges such stations face, especially in recruiting sales people.) We were able to hire one on-air personality (who stayed for 6 months), but were not able to hire a sales person.

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