

Annual EEO Public File Report
Mentor Partners, Inc.
WBRN WYBR WWBR

Covering the period from June 1, 2024 to May 31, 2025

Date Submitted: June 2, 2025

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rules. This report has been prepared by Mentor Partners, Inc. and has been placed in the FCC's online public file, the web sites of WBRN, WYBR, Big Rapids Daily News and WWBR as well as the public file located at the Mentor Partners, Inc. business office and studios at 18720 16 Mile Rd, Big Rapids, MI.

This report covers the time period of June 1, 2024 until and including May 31, 2025.

The FCC's 2002 EEO Rule requires that this report contain the following information: 1.

A list of all full-time vacancies filled by the station comprising the Station Employment Unit during the applicable period.

2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO rule, identified by name, address, contact person and telephone number. 3.

The recruitment source that referred the hire for each full-time vacancy during the applicable period.

4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this report, a vacancy was deemed filled not when the offer was extended but when the hire actually began work. A person was deemed interviewed in person, over the

telephone or by email.

Appendix 1
Annual EEO Public File Report
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Appendices 1 and 2 have been designed to provide the required information. The numbers listed on Appendix 2 under "Full Time Positions for Which This Source Was Utilized" refer to the number of full-time job positions listed in Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hire actually began working. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or video device or by email.

Appendix 1
Annual EEO Public File Report
Mentor Partners, Inc.
Big Rapids, MI

For the period June 1, 2024 to May 31, 2025

Vacant Jobs Filled: 2

Business Operations Coordinator:

Interviews: 8

Account Executive:

Interviews: 7

Appendix 2
Annual EEO Public File Report
Mentor Partners Inc.
Big Rapids, MI

For the period June 1, 2024 to May 31, 2025

Job Title	Recruitment	Referring Hire (RF)	Number of Hires
	Source (RS)		
Business Operations Coordinator	Indeed	Indeed	1
	On Air		
	LinkedIn		
	Referral		
Account Executive	Referral	Referral	1
	LinkedIn		
	Indeed		
	On Air		

Outreach Initiatives

1. Internship Program

Mentor Partners, Inc.'s Internship Program is with Ferris State University and Big Rapids High School. Students intern at the stations. Interns are exposed to all facets of the broadcasting business including meetings with managers, department heads, business and community leaders. Students learn procedures, promotions and business planning.

2. Job Share/Job Shadow Program

Mentor Partners, Inc. has in place a Job Share Program with Big Rapids High School, Morley Stanwood High School, Reed City High School and Chippewa Hills High School. Students are able to observe and interact with a Mentor Partners' employee as they go through their day.

3. Scholarship Award

Mentor Partners, Inc. funds a scholarship for Radio Television students at Southern Illinois University in Carbondale, IL. SIU faculty choose the recipients based on financial need.

4. Supplemental Outreach Program

Vice President Diane Scarpelli administers a multi-day program at the Mecosta Intermediate School District teaching students promotion and marketing basics for WYBR's annual Halloween Boo Bag campaign.

5. Supplemental Outreach Programs

General Manager Jeffrey T. Scarpelli and Operations Director Erik Etcheson conducted a seminar on advertising, marketing and broadcast programming with Big Rapids Sponsored Leadership Mecosta Participants in March 2025.

General Manager Jeffrey T. Scarpelli has initiated a partnership with the local Public School Career Center and Big Rapids High School to train students in on air broadcasting and in studio directing.