

Employment Opportunities EEO Public File Report

Section 1: Vacancy Information

Covering Period *June 1, 2018 – May 31, 2019*

Stations Comprising Station Employment Unit: WFXD, WKQS, WRUP, WQXO

| Number of Positions Filled | Full Time Positions Filled by Job Title | Recruitment Source of Hired: | Total Number of Interviewees from All Sources for Position |
|-----------------------------------|---|-------------------------------------|---|
| 1 | Board Operator / Producer / On-Air | C | 1 |
| 1 | Administrative Assistant and Receptionist | C | 1 |

Section 2: Recruitment Source Information

Covering Period *June 1, 2018 – May 31, 2019*

Stations Comprising Station Employment Unit: WFXD, WKQS, WRUP, WQXO

| | Recruitment Source (Name, Address, Telephone Number, Contact Person) | Total Number of Interviewees This Source Has Provided During This Period | Full-time Positions for Which This Source Was Utilized |
|---|--|---|---|
| A | Michigan Works 1498 O'Devero Drive Marquette, MI 49855 906-280-0002 LeAnne Kachmarsky www.jobs.mitalent.org/signin www.michiganworks.com | | |
| B | Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-2800 Melissa Sprouse careers@nmu.edu https://app.joinhandshake.com | | |
| C | Great Lakes Radio, Inc. Job Broadcasts – Social Media 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 | 3 | 2 |

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| | broadcast-everywhere.net | | |
| D | Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, MI 48906 800-968-7622 http://michmab.com/Careers/JobBank/SubmitaJobOpeningtotheMABJobBank | | |
| E | Women's Center 1310 S. Front St. Marquette, MI 49855 906-2256-1356, ext. 113 Contact: B Casady bcasady@miuplink.com wcmqt.com | | |
| F | Michigan Technological University 1400 Townsend Drive Houghton, MI 49931 906-487-2313 https://app.joinhandshake.com | | |
| G | Gogebic Community College E-4946 Jackson Road Ironwood, MI 49938 800-682-5910, ext. 217 Laura B laurab@gogebic.edu | | |
| H | Lake Superior State University 650 W. Easterday Avenue Sault Ste. Marie, MI 49783 906-635-2733 Theresa Weaver, Career Services tweaver@lssu.edu | | |
| I | Bay College West 2801 N. US 2 – Box 130 Iron Mountain, MI 49801 906-392-3010 Laura Moloney moloneyl@baycollege.edu | | |
| J | Bay Mills Indian Community 10001 W. Lakeshore Dr. Brimley, MI 49715 Phone: 906-248-3241 smills@baymills.org | | |
| K | Keweenaw Bay Indian Community 16429 Beartown Rd. Baraga, MI 49908 906-353-6623 hope@kbic-nsn.gov | | |
| L | US Army Wounded Warrior Program 200 Stovall St., Rm 7N53 Alexandria, VA 22332 | | |

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|---|--|----------|----------|
| | vicki.h.mullen.cov@mail.mil | | |
| M | United Way of Marquette County P.O. Box 73 Marquette, MI 49855 906-226-8171 unitedway@uwmqt.org | | |
| N | Indeed.com | 3 | 0 |

* Indicates sources that have requested notification of job openings

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities

Undertaken by Employment Unit

Covering Period: June 1, 2018 – May 31, 2019

Stations Comprising Station Employment Unit: WFXD, WKQS, WRUP, WQXO

Overview:

We continued to encourage those with job openings and those that would like to be notified of job openings at our stations to submit them to our General Business Manager.

Network and Station Employment Policy statements were reinforced to all current employees and introduced to all new employees to indicate the following position of Great Lakes Radio, Inc.:

Great Lakes Radio, Inc. and all its association stations in the Station Employment Unit is dedicated to affording equal opportunity to all qualified persons and that no person shall be discriminated against in employment on the basis of race, color, religion, national origin, or sex. There are specific new outreach activities and record keeping required showing compliance, and every person at Great Lakes Radio, Inc. is affected. Everyone from the janitor to the cake decorator, when classified under the rule as an employee, must be part of the process that ensures employment opportunities are disseminated in the widest possible manner, through multiple mediums, throughout our community.

Every effort has been taken by management, including many man-hours of time expended, to ensure full compliance with both the letter and spirit of the Equal Employment Opportunity Rules. As with last Summer, Spring and Fall, we also intend to participate in Job Fairs at the local university, continue to expand our employment contact list, and to improve our coordination with local community organizations to ensure successful future wide dissemination of specific job opportunities at Great Lakes Radio, Inc. and to encourage the widest possible numbers of people to explore employment opportunities in the broadcast industry in general. The following is a good example in that spirit, and is broadcast regularly on our schedule to all stations in our Employment Unit:

Great Lakes Radio Stations WFXD 103.3, WKQS 101.9, WRUP 98.3, and WQXO AM 1400 are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If you organization would like to receive notification of job vacancies at our stations, please notify: Employment, c/o Great Lakes Radio, Inc., 3060 US 41 West, Marquette, MI 49855.

Email our stations at employment@broadcasteverywhere.com or phone 906-228-6800. Great

Lakes Radio Stations, WFXD 103.3, WKQS 101.9, WRUP 98.3, and WQXO AM 1400 are Equal Opportunity Employers and encourage minorities and females to apply.

Outreach Summary

Job Fairs:

Great Lakes Radio, Inc. personnel (Lauren Bareiss and Rita Noordyk) attended the Northern Michigan University Job Fairs on October 16, 2018 and February 13, 2019. At the job fairs, we posted our available part and full time positions for a Board Operator / Producer / On-Air, Administrative Assistant and Receptionist, Computer Network Technician, Sales Associate, Market Manager, and Internship fliers. Skills emphasized were sales experience, graphic design, news writing, community promotions, social networking and blogging. The Great Lakes Radio representatives talked about intern positions, encouraging real life experience to students in Commercial Broadcast Radio and various other majors.

Community Tours:

Representatives of the station were present at Northern Michigan University's Fall Fest on October 16, 2018 distributing fliers for open positions and open internship positions. Great Lakes Radio also hosts a show dedicated to a local high school and reaches out to the schools athletes to invite them to the studios for a broadcast and tour. Annually the station also participates in many events including 4th of July Parades, Community Car Shows and Community Fun Days.

Training and Internships:

Great Lakes Radio, Inc. continued training for all personnel. Hundreds of training sessions were completed during the course of this reporting period and employees were encouraged to use a special private website to further their skills. Great Lakes Radio also had one official intern during this person, a student from Northern Michigan University.

Among the topics covered are audio theory, audio concepts, modern media in radio, RDS broadcasts, script writing, copyright law, copy improvement, press releases, electronic documents and filing, public engagement through new media, basic writing skills from sentence structure to diction. Radio Sales Marketing training was offered to smaller groups, including music programming and policies, traffic training, and so on. One-on-one training in departments – of both interns and employees – continued to increase in the last reporting year. Associated pay raises and advancement opportunities continued to open as training created impact, including pay bonus opportunities for those especially excelling after training.

Ongoing Outreach Efforts:

Great Lakes Radio continually intends to increase our outreach sources for the future, including the possibility of additional interns from Broadcasting, Marketing and non-traditional majors from our local university, Northern Michigan University and our local high school, Marquette Senior High School. We also consider the invitation to our community to give their input on our local programming an outreach which may lead to individuals from non-traditional resources or venues. As we continue gathering more effective sources of outreach into our local community, we intend to introduce individuals to Broadcast Radio as an option by their contact with us in these outreach efforts.