



Northern Broadcast Inc.

Annual EEO Public File Report Form

WKLT-FM, WKLZ-FM, WFCX-FM, WFDX-FM, WSRT-FM, WSRJ-FM

Annual EEO Public File Report for the 12 month period ending 5/31/2019

Prepared by: (Licensee/Permittee) Kristal Flateau-General Manager

This report covers the following employment unit:

| | |
|---------|--------------|
| WKLT FM | Kalkaska, MI |
| WKLZ FM | Petoskey, MI |
| WSRT FM | Elmira, MI |
| WSRJ FM | Honor, MI |
| WFCX FM | Leeland, MI |
| WFDX FM | Atlanta, MI |

This is the report required to comply with Section 73.2080(c)(6) of the rules of the Federal Communications Commission for broadcast station employment units with five or more full time employees. The report is required to be placed in the public inspection files of these stations and posted on the websites.

This report contains:

- 1: A list of all full-time vacancies filled by the Station Employment Unit
- 2: For each vacancy, the recruitment source(s) utilized to fill the vacancy identified by name, address, contact person and phone number (listed in full detail in Notification Resource List)
- 3: The recruitment source that referred the hiree for each vacancy during the period
- 4: Total number of persons interviewed for each vacancy and
- 5: A list and description of the initiatives taken by Employment unit.

The information contained in this report covers the time period from 6/1/2018-5/31/2019:

A list of all sources to which notices were sent for full time vacancies is included as Notification Resource List.

A) Full Time Vacancies Filled during time period by title:

Account Executives (3)

Sales Assistant(1)

General Sales Manager (1)

On Air Announcer(1)

Administrative Assistant(2)

Traffic Coordinator(3)

B) The following is a list of the sources for the full-time positions shown in Section A above and the recruitment source which provided the hiree for that position:

Michigan Works! Association

2500 Kerry Street – Suite 210
Lansing, MI 48912
517-371-1100

Indeed Website

www.indeed.com
6433 Champion Grandview Way – Building 1
Austin, TX 78750
800-475-4361

Traverse City Business News

109 S. Union St
#305
Traverse City, MI 49684

Northern Broadcast Inc.

www.wklt.com/www.943thefoxfm.com
1020 Hastings St Ste 102
Traverse City, MI 49686
231-947-0003

Northern Broadcast Inc.

On Air Announcements
97.5/98.9/94.3/92.5/105.5/106.7
WKLT/WKLZ/WFCX/WFDX/WSRJ/WSRT
1020 Hastings St Ste 102
Traverse City, MI 49686
231-947-0003

Facebook

www.facebook.com
1 Hacker Way
Menlo Park, CA 94025
650-543-4800

Current Employee Referral

C) The following is a list of the sources for full time jobs shown in Section A above and the recruitment source which provided the hiree for that position:

| <u>Recruitment Source</u> | <u>Total No. of Interviewees</u> |
|-----------------------------|----------------------------------|
| Internal referral | Account Executive (1) |
| Indeed.com | Account Executive(1) |
| Client referral | Account Executive (1) |
| Internal referral | Sales Assistant (1) |
| Employee referral | General Sales Manager |
| Walk In/On air Announcement | On Air Announcer |
| Indeed.com/Facebook/Website | Administrative Assistant (1) |
| Walk In/On air Announcement | Administrative Assistant (1) |
| Indeed.com | Traffic Coordinator (2) |
| Facebook.com | Traffic Coordinator (1) |

DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

- 16 interviews – Account Executives
- 4 interviews – General Sales Manager
- 5 interviews – On Air Announcer
- 11 interviews – Administrative/Sales Assistant
- 21 interviews – Traffic Coordinator

D) During the previous 12 months, there were a total of 57 people interviewed for vacancies for full time positions. The following recruitment sources are contacted as vacancies for full time jobs opened. Organizations can asked to be added to the notification list by contacting our offices at (231) 947-0003 or sending an email via our websites at www.wklt.com, www.943thefoxfm.com and www.espnupnorth.com Northern Broadcast Inc. is an equal opportunity employer and encourages women and minorities to apply.

Notification Resource List

Michiganworks.org 1 800 285 9675

2500 Kerry Street Ste 210

Lansing, MI 48912

Mitalent.org 1 888 522 0103

201 N. Washington Square

Lansing, MI 48913

Traverse City Record Eagle 231 946 2653

Monster.com

120 W. Front St

Traverse City, MI 49684

Northern Michigan Works 800 442 1074

1209 S. Garfield Ave Ste C

Traverse City, MI 49685

All Access www.allaccess.com

Joel Denver

28955 Pacific Coast Hwy, Ste 210

Malibu, CA 90265

Specs Howard School of Media Arts

Dick Kernen

19900 W. Nine Mile Rd

Southfield, MI 48075

248 358 9000

Indeed Website

www.indeed.com

6433 Champion Grandview Way – Building 1

Austin, TX 78750

800-475-4361

Traverse City Business News

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#305

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Northern Broadcast Inc. 231 947 0003

1020 Hastings St Ste 102 Kristal Plateau

Traverse City, MI 49686

97.5/98.9 WKLT/WKLZ

94.3/92.5 WFCX/WFDX

106.7/105.5 WSRT/WSRJ

www.wklt.com

www.943thefoxfm.com

www.espnupnorth.com

E) During the last 12 months, the station employment unit engaged in the following initiatives:

Supplemental (Non-Vacancy Specific) recruitment activity conducted by our employment unit
WKLT, WKLZ, WFCX, WFDX, WSRT, WSRJ

Internship Program:

Our group offers individuals the opportunity to participate in an internship program where they can learn the various aspects of our industry. Students can, in most cases, receive school credit and get to learn about producing commercials, operating a board, organizing and attending promotional events, and working with broadcast announcers, engineers and sales managers. We currently have an employee that was hired as a result of an internship.

On-Air Announcements:

On Air announcements are scheduled to run on a regular basis across all day parts stating that we are an equal opportunity employer and if they are an organization that would like to be contacted or placed on our list of recruitment resources to be placed on a mailing list for future on-air vacancies to contact us, and provide instruction on how to do so.

Station Tours:

The employment unit conducts group tours of our station, facilities and studios. From elementary groups, boy/girl scout troops, to high school and college students providing an open environment for observation, Q&A and one on one time within different departments. We will often engage visitors with hands on interaction-having them participate on air, recording segments that they can take home.

In July 2018, Northern Broadcast conducted a round table discussion with Communities in Schools-Northwestern Michigan, an organization that works to empower students to stay in school and succeed in life. This group partners with community members to connect with students to provide relationships and resources to identify barriers faced by many students that prevent them from completing education.

2018-2019 The General Manager of Northern Broadcast sits on the Advisory Board of the Traverse City Salvation Army and frequently uses this platform to address individuals regarding the industry as no college education is required to obtain employment and assist in identifying the skills and characteristics needed within our industry. This has led to being able to supply part time employment and/or internship opportunities to community members experiencing life transitions.

Programs and Training:

Why Radio? Training Initiatives for Account Executives - Ongoing since inception.

MAB Sales P1 Learning Trainings - Webinars - Ongoing since inception.

Account Executives are required to attend two training seminars per year.

All employees are assigned P1 Learning Training upon hire and as new topics are released