

**Equal Employment Opportunity Public File Report**  
**for the Station Employment Unit Consisting of**  
**WBLU 88.9 (Grand Rapids, MI) and WBLV 90.3 (Twin Lake, MI)**  
**Time period beginning June 1, 2022, and including, May 31, 2023**

The purpose of this Federal Communications Commission (FCC) Equal Employment Opportunity (EEO) Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WBLU 88.9 (Grand Rapids) and WBLV 90.3 (Twin Lake) collectively known as "Blue Lake Public Radio." It is required to be placed in the public inspection files of these stations and posted on their website. The web address for Blue Lake Public Radio is [bluelake.org/radio](http://bluelake.org/radio). The information contained in this report covers the time period beginning June 1, 2022, and including, May 31, 2023 (the "Applicable Period"). The FCC's 2002 EEO Rules requires this report contain the following:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period (see Appendix 1);
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number (see Appendix 1);
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period (see Appendix 1);
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 (see Appendix 1); and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules (see Appendix 2).

**Appendices 1, and 2**, have been designed, in aggregate, to provide the required for items 1 through 5. "Full-time Position and Sources Cited: refers to the number of full-time jobs listed on Appendix 1. For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

**Appendix 1**  
**Available Full-Time Job Positions**

The Station Employment Unit consisting of WBLU and WBLV had no (0) full-time employment vacancies in the Applicable Period of June 1, 2022 through May 31, 2023.

**External Notification of Available Job Positions**

Depending on the skills noted in a job description, either full-time or part-time, positions are posted with one or more of the institutions below. Other organizations can request to be added to this notification list by contacting Blue Lake Public Radio at (231) 894-2616, or by e-mail to [radio@bluelake.org](mailto:radio@bluelake.org). Blue Lake Public Radio is an Equal Opportunity

Employer and encourages all eligible persons to apply for positions. All external job postings include a statement that Blue Lake Fine Arts Camp is an Equal Opportunity Employer.

<p><b>Aquinas College</b>          1607 Robinson Road SE          Grand Rapids, MI 49506          (616) 632-8900</p>	<p><b>Grand Valley State University</b>          1 Campus Drive          Allendale, MI 49401          (616) 331-5000</p>
<p><b>Baker College</b>          1903 Marquette Avenue          Muskegon, MI 49442          (231) 777-5200</p>	<p><b>Hope College</b>          141 East 12th Street          Holland MI 49423          (616) 395-7000</p>
<p><b>Calvin University</b>          3201 Burton Street SE          Grand Rapids MI 49546          (616) 526-6000</p>	<p><b>Michigan Association of Broadcasters</b>          819 North Washington Avenue          Lansing, MI 48906          (517) 484-7444</p>
<p><b>Central Michigan University</b>          340 Moore Hall          Mount Pleasant, MI 48859          Phone: (989)774-3851</p>	<p><b>Michigan State University</b>          220 Trowbridge Road          East Lansing, MI 48824          (517) 355-1855</p>
<p><b>Corporation for Public Broadcasting</b>          401 9th Street NW          Washington, DC 20004-2129          (202) 879-9600</p>	<p><b>Muskegon Community College</b>          221 South Quarterline Road          Muskegon, MI 49442          (231) 773-9131</p>
<p><b>Ferris State University</b>          1201 S. State Street          Big Rapids, MI 49307          (231) 591-2000</p>	<p><b>Specs Howard School of Media Arts</b>          19900 West 9 Mile Road          Southfield, MI 48075          (248) 358-9000</p>
<p><b>Grand Rapids Urban League</b>          745 Eastern Avenue SE          Grand Rapids, MI 49503          (616) 245-2207</p>	<p><b>State of Michigan - Michigan Works! Association</b>          2500 Kerry Street – Suite 210          Lansing, MI 48912          (800) 285-9675</p>
	<p><b>Western Michigan University</b>          1903 W. Michigan Avenue          Kalamazoo, MI 49008-5200          (269) 387-1000</p>

Depending on the skills noted in a job description, either full or part-time, WBLU 88.9 and WBLV 90.3 may also advertise the position in the following ways:

- Blue Lake Public Radio on-air announcements
- Email to addresses in Blue Lake Public Radio listener database
- Blue Lake Public Radio website post notifications
- *mLive* (statewide) digital newspaper classified ads
- Indeed job listings (<https://www.indeed.com/>)
- "Pubradio" and "Apreps" email lists through NPR (<https://www.npr.org/careers/>)
- Corporation for Public Broadcasting "Jobline" (<https://www.cpb.org/jobline>)
- "Public Media Jobs" listings of *Current* (<https://jobs.current.org/>)
- LinkedIn job listings (<https://business.linkedin.com/talent-solutions>)

## **Appendix 2**

### **Full-Time Staff**

The Station Employment Unit consisting of WBLU and WBLV began, and ended, the Applicable Period with six (6) full-time employees.

### **Market Population Served**

WBLU and WBLV primarily serves a five (5) Michigan county area with a population of 1,163,167 persons (Source: 2016 census). The Station Employment Unit is not a religious broadcaster.

### **External Recruitment**

#### **State Educator Music Conferences with BL Participation**

Although disrupted by COVID-19, Blue Lake Fine Arts Camp representatives operate exhibitor booths at State Educator Music Conferences each year that include job recruitment components. The Number of attendees per conference ranges from approximately 3,000 to 30,000. These conferences include:

**Michigan Art Educators Conference in Kalamazoo**

**Midwest Clinic in Chicago**

**Florida Music Educators Conference in Tampa, Florida**

**Indiana Music Conference in Fort Wayne**

**Michigan Music Conference in Grand Rapids**

**Illinois Music Conference in Peoria**

**Ohio Music Education Conference in Columbus**

**Texas Music Conference in San Antoni**

Minimally, three Blue Lake employees participate at each conference. Blue Lake representatives distribute information cards to college students and teacher attendees, also answering questions about Blue Lake Public Radio - WBLU and WBLV. Approximately 500 Summer camp catalogs, 40 staff applications and 20 faculty applications are given out per conference. Blue Lake Fine Arts Camp serves 5400 campers from around the world each summer across four 12-day sessions in the areas of music, dance, art, and theater.

### **Mentoring Programs**

#### **Blue Lake Fine Arts Camp Students' Radio Broadcasting Class:**

In 2010, Blue Lake Fine Arts Camp instituted a class taught by Blue Lake Public Radio employees for summer camp students interested in learning about radio broadcasting. There is one 12-day class offered during each of the camp's four sessions. Each class has a maximum enrollment of 28 students. The Blue Lake Fine Arts Camp "Radio Minor

Elective Class" is a hands-on, experience-based educational program through which students (working together in groups of four) create hour-long, music-centered radio programs. Students receive a compact disc (CD) version of their completed coursework to take home. This recording exemplifies how well they learned writing, production, and voice recording skills, musical appreciation; plus, their ability to follow an hourly broadcast program "clock." Students may participate with in-studio musical performances recorded for broadcast. In addition to the software-based recording in the classroom, they have an opportunity to record a segment of their programs from one of the station's production studios.

### **Blue Lake Fine Arts Camp Students' Concert Assignments:**

Each Blue Lake Fine Arts Camp Summer Camper is required to attend two on-site concerts involving ensembles of the professional faculty members and counselors. These concerts are part of WBLU and WBLV's "Live from Blue Lake" broadcasts. Student campers are provided the opportunity to ask questions of the performers, gain knowledge about how a concert broadcast is produced, and gauge audience reaction to the performance. 2022 Blue Lake Summer Camp broadcasts aired on:

- Thursday, June 30
- Saturday, July 2
- Sunday, July 10
- Saturday, July 15
- Saturday, July 16
- Sunday, July 24
- Friday, July 29
- Saturday, July 30
- Sunday, August 7
- Friday, August 12
- Saturday, August 13

### **Appendix 3**

#### **Internal Notification of Available Job Positions**

The WBLU and WBLV licensee, Blue Lake Fine Arts Camp, notifies employees of all available positions and provides the opportunity to apply for them. All internal job postings state Blue Lake Fine Arts Camp provides Equal Employment Opportunities. Blue Lake's Interim President, Heidi Stansell, is responsible for implementing and analyzing the organization's EEO recruitment program (including WBLU and WBLV) in coordination with the station's Director of Broadcasting.

### **Appendix 4**

Efforts to analyze the organization's EEO program effectiveness are undertaken during Blue Lake Fine Arts Camp's Board of Trustees Diversity Committee's annual analysis of hiring, EEO recruitment, and other actions. No problems were found as a result of such analysis.

### **Appendix 5**

Blue Lake Fine Arts Camp's Management Committee has a policy of reviewing salary levels annually in conjunction with developing the budget. The committee, if raises are given, determines the process for either merit-based, or across-the-board, increases. Seniority practices, promotions, and selection techniques are also reviewed to ensure EEO policies are followed. Blue Lake Fine Arts Camp has no union agreements.