



WBTI-FM • WHLS-AM • WHLX-AM • WPHM-AM • WSAQ-FM

WBTI, WHLS, WHLX, WPHM, WSAQ

Annual EEO Public File Report

The purpose of this EEO Public File Report (“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 station(s): WBTI-Lexington MI, WHLS-Port Huron MI, WHLX-Marine City MI, WPHM-St. Clair MI, WSAQ-Port Huron MI and is required to be placed in the public inspection files of these stations and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning May 21, 2010 to and including May 20, 2011 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.

For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notifications pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.

The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;

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; and

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

Appendices 1, 2 and 3 which follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was Utilized” refer to the number of the full-time job positions listed in Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

APPENDIX 1

Covering the Period from May 21, 2010 to May 20, 2011

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Annual EEO Public File Report

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total # of Interviewees from all Sources for this position
1.	Account Executive/Sales	Radio Advertisement	26
2.	Digital Specialist	Referral	4
3.			
4.			
5.			
6.			
7.			
8.			
9.			

Total Number of Persons Interviewed During Applicable Period: 30

APPENDIX 2

Covering the Period from May 21, 2010 to May 20, 2011

WBTI, WHLS, WHLX, WPHM, WSAQ Annual EEO Public File Report

Section 2: Recruitment Source Information

	Recruitment Source (Name, Addr, Telephone#, Contact Person)	Total # of Interviewees this Source provided during period, if any.	Full-time Positions for which this Source was utilized.
1.	MAB/NAB Job Bank www.michmab.com	0	
2.	Broadcast Compliance Services 1700 Rockville Pike, Ste 400 Rockville, MD 20852 866-227-4336	0	
3.	SPECS Howard Dan Hughes 19900 W 9 Mile Rd Southfield, MI 48075 248-358-9000	0	
4.	RadioFirst-Internal Posting Kim Hyde 808 Huron Port Huron, MI 48060 810-982-9000	0	
5.	RadioFirst-Station Ads 808 Huron Port Huron, MI 48060 810-982-9000	23	1
6.	Individual Referrals (word of mouth)	4	1
7.	MI Talent Bank- from available candidates	1	0
8.	Cold Call-Recruit	0	0
9.	Web Surfing various "position wanted" sites	0	0

10.	St. Clair Co. Community College	1	0
11.	Baker College	1	0

*Indicates sources that have requested notification of job openings.

APPENDIX 3

Covering the Period from May 21, 2010 to May 20, 2011

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Section 1: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station(s):

Jun 2010 – May 2011 - Blue Water Young Professionals – Job creation organization focused on recruiting/keeping young professionals in area - Jason Mikolayek-AE, Member

Sep 2010 – May 2011 – Intern Programs/Job Shadows - SC4, Maryville High School, Goodwill/1ST Congregational – Paul Miller/Bill Gilmer/Sean Richardson

Nov 2010 – May 2011 - Station Tours, Boy Scouts/High School Classes – Various

November 18, 2011 – PH Northern Senior Portfolio Day – Ben Coburn

April 20, 2011 – SC4 Career Fair – Ben Coburn/Bill Gilmer



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The information contained in this Report covers the time period beginning May 21, 2011 to and including May 20, 2012 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.

For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notifications pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.

The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;

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; and

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

Appendices 1, 2 and 3 which follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source was Utilized” refer to the number of the full-time job positions listed in Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

APPENDIX 1

Covering the Period from May 21, 2011 to May 20, 2012

WBTI, WHLS, WHLX, WPHM, WSAQ

Annual EEO Public File Report

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total # of Interviewees from all Sources for this position
1.	Account Executive/Sales	Radio Advertisement	26
2.	Director of Sales	Referral	8
3.	Account Executive/Sales	Referral	7
4.	WSAQ Morning Show Co-Host	Michigan Assoc. of Broadcasters	6
5.	WBTI Morning Show Co-Host	Specs Howard/MAB	5
6.			
7.			
8.			
9.			

Total Number of Persons Interviewed During Applicable Period: 52

APPENDIX 2

Covering the Period from May 21, 2011 to May 20, 2012

WBTI, WHLS, WHLX, WPHM, WSAQ Annual EEO Public File Report

Section 2: Recruitment Source Information

	Recruitment Source (Name, Addr, Telephone#, Contact Person)	Total # of Interviewees this Source provided during period, if any.	Full-time Positions for which this Source was utilized.
1.	MAB/NAB Job Bank www.michmab.com	4	1
2.	Broadcast Compliance Services 1700 Rockville Pike, Ste 400 Rockville, MD 20852 866-227-4336	0	
3.	SPECS Howard Dan Hughes 19900 W 9 Mile Rd Southfield, MI 48075 248-358-9000	4	1
4.	RadioFirst-Internal Posting Kim Hyde 808 Huron Port Huron, MI 48060 810-982-9000	4	0
5.	RadioFirst-Station Ads 808 Huron Port Huron, MI 48060 810-982-9000	24	1
6.	Individual Referrals (word of mouth)	10	2
7.	MI Talent Bank- from available candidates	1	0
8.	Inside Radio Ad	3	0
9.	Web Surfing various "position wanted" sites	0	0

10.	St. Clair Co. Community College	1	0
11.	RadioFirst Web posting	1	0

*Indicates sources that have requested notification of job openings.

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Section 1: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station(s):

November 4, 2011 – Michigan Assoc. of Broadcaster’s Career Builder Seminar - Guest Speaker – Ben Coburn

Sep 2011 – May 2012 – Intern Program with SC4 (3) – Paul Miller/Bill Gilmer

Nov 2011 – May 2012 - Station Tours, Boy Scouts/High School Classes – Various

April 16, 2012 – St. Clair County Community College Career Fair – Ben Coburn/Bill Gilmer

April 27, 2012 – Holland Woods Middle School Career Day – Ben Coburn

April 27, 2012 – Port Huron Northern Broadcasting Class Presentation – Ben Coburn