

Employment Opportunities EEO Public File Report Form 2013

Section 1: Vacancy Information

Covering Period June 1, 2012 - May 31, 2013

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

	Full Time Positions Filled by Job Title	Recruitment Source of Hired:	Total Number of Interviewees from Sources for Position
3	Media/Marketing Executive	C, V, F	11
1	Broadcaster/Multimedia Reporter	V	3

Section 2: Recruitment Source Information

Covering Period June 1, 2012 - May 31, 2013

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 T Source Was Utilized
A	Michigan Works 1498 O'Dovero Dr. #B Marquette, MI 49855 906-228-3075 Ext 403 Laura McLaurin... lmclauri@jobforce.org www.michiganworks.org	0	4
B	Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-2800, ext 2803 Mellisa Sprouse, mspreouse@nmu.edu careers@nmu.edu	0	4
C	Great Lakes Radio, Inc. Job Broadcasts On-Air 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 www.broadcast-everywhere.net employment@broadcasteverywhere.com	5	4
E	Michigan Association of Broadcasters 819 North Washington Ave Lansing, MI 48906 800-968-7622 http://www.michmab.com/JobBank/index.html email: mab@michmab.com	0	4
F	Great Lakes Radio, Inc. - Websites 3060 U.S. 41 West Marquette, MI 49855 906- 228-6800 www.broadcast-everywhere.net employment@broadcasteverywhere.com	4	4
G	Diversity Student Services 1401 Presque Isle Marquette, MI 49855 906- 227-1554 Rena Gregorich RGregori@nmu.edu		4
H	Great Lakes Radio, Inc. - Public Wall Posting 3060 U.S. 41 West Marquette, MI 49855 906- 228-6800 Todd Noordyk		4
L	Women's Center 1310 S. Front St., Marquette, MI 49855 906-225-1346 ext 113 www.wcmqt.org Phyllis Loonsfoot - Jane		

	ploonsfoot@miuplink.com		
M	Gogebic Community College E-4946 Jackson Rd. Ironwood, MI 49938 800-682-5910 ext 217 http://www.gogebic.cc.mi.us Career Counseling, Mark Wendt careerguy84@yahoo.com		3
O	Michigan Technological University 1400 Townsend Dr. Houghton, Mi 49931 (906) 487-1885 http://www.mtu.edu Rita Smith, career@mtu.edu		3
P	Bay De Noc Community College 2001 N. Lincoln Rd. Escanaba, MI 49829 906-217-4217 attention - Work Force Development fax 906-786-6925 http://baycollege.edu waldenb@baycollege.edu		4
Q	Lake Superior State University 650 West Easterday Avenue Sault Ste. Marie, MI 49783 906-632-6841 Nikki Storey – nstoretvagts@lssu.edu		3
R	Bay Community College 2801 N. U.S. 2 – Box 130 Iron Mountain, MI 49801 906-774-8547 attention - Student Services Laura Moloney		3
V	NMU Job Fair Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-1000, Jim Gadinski careers@nmu.edu , www.nmu.edu	5	4
W	Finlandia University 601 Quincy Hancock, MI 49930 877-202-5491 Kitty www.finlandia.edu	0	3

* 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, 2012 - May 31, 2013

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 re-enforced 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 associated 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, nation 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 insures employment opportunities are disseminated in the widest possible manner, though 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, are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify:

Employment C/O Great Lakes Radio, Inc. 3060 U.S. 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, are Equal Opportunity Employers and encourage minorities and females to apply.

Outreach Summary:

Job Fairs:

Great Lakes Radio personnel (Heather and Rita) attended the 45th Annual Northern Michigan University Job Fair February 13th in Marquette, Michigan. At the Job Fair, we posted our available positions for Sales Executive & Marketing Executive, as well as on-air DJ's, media interns and sports broadcasters. Other skills emphasized were graphic design, website design, news writing, community promotions, social networking and blogging. The Great Lakes Radio representatives talked about intern positions at the time, encouraging real life experience to students in Commercial Broadcast Radio.

Great Lakes Radio also participated (Heather), with a table at the 2013 Upper Great Lakes Collegiate Job Fair on March 20th. Sales Executive positions and media and on-air internships were highlighted. A great effort was made to encourage those majors and visitors that may not have otherwise considered working at a locally licensed station to look more closely at Great Lakes Radio, Inc. for career options, including majors in marketing, communications, computer science, writing and others.

In both our job fairs, all applicable laws were explained to GLR staff in charge (with ability to hire) and support staff. There was a particular attention to encourage a wider group to consider employment in radio industry, not just Great Lakes Radio, Inc. station.

For example, an especially large notice was made for the following:

Great Lakes Radio, Inc fully complies with:

Americans with Disabilities Act of 1990 (42 U.S.C. 12201); the Civil Rights Act of 1964 (42 U.S.C. 2000e); the Equal Pay Act of 1963 (29 U.S.C. 206); the Age Discrimination Act of 1967 (29 U.S.C 621-34); Title VI of the Civil Rights Act of 1964 (42 U.S.C 2000d); Title IX of the Education Amendment of 1972 (20 U.S.C 1681); and Title V of the Rehabilitation Act of 1973 (29 U.S.C. 790-94).

Community Tours:

Among the tours given in current period designed to encourage kids and students to get involved or explore or encourage future care in radio: the Christian Homeschoolers of Upper Michigan toured the station on November 9th and learned about all aspects of commercial radio production as did the Boy Scout troupe of Marquette on Friday, April 26th.

Training and Internships:

Great Lakes Radio Inc. Employment Unit had 2 college interns (Mary and Ryan) and setup one high-school Internship (Shauna), all who were/are encouraged to apply for post-internship employment for open positions upon completion of their internships. Three of four interns from last year were hired for full or part-time positions. Each internship included both classroom (lecture) training and hands-on training in multiple aspects of the radio industry. All Interns RECEIVED ACADEMIC credit for their time here.

Great Lakes Radio, Inc. also implemented a full course of training to all personnel. Forty-eight lessons cover almost 10 months of training, with following reading of full documentation encouraged at a special private website. The goal was to allow advancement of personnel to greater positions in the company by providing necessary skills, applicable in and outside of the radio industry. This opened opportunities for some to gain positions for which they might not otherwise have been qualified. Among the topics covered were audio theory, audio concepts, modern media in radio, RDS broadcasts, script writing, copywrite 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 and new media, community writing and broadcasting, community sports writing, visual arts for radio, and many other technology overviews. Additional departmental training was offered to smaller groups, including music programming and policies, traffic training, and so on. One-on-One training in departments - both interns and employees increased significantly in the last reporting year. Associated pay raises and advancement opportunities were opened as training began to have impact, including pay bonus opportunities for those especially excelling after training

On-going 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 the local Northern Michigan University. We also consider the invitation to our community to give their input on our 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.