

Employment Opportunities EEO Public File Report Form 2014

Section 1: Vacancy Information

Covering Period: June 1, 2013 – May 31, 2014

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

	Full Time Positions Filled by Job Title	Recruitment Source of Hired	Total Number of Interviewed Sources for Position
3	Marketing Executive	C, C, C	6
3	Web Editor & Electronic Media	C, C, C	4

Section 2: Recruitment Source Information

Covering Period: June 1, 2013 – May 31, 2014

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

	Recruitment Source (Name, Address, Telephone No., Contact Person)	Total Number of Interviewees Provided By This Source	Full-Time Positions for Which this Source was Utilized
A	Michigan Works 1498 O'Dovero Drive, #B Marquette, MI 49855 906-280-0002 Contact: Wendy Beach Email: wbeach@jobforce.org website: www.michiganworks.org	0	3
B	Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-2800, ext. 2803 Contact: Melissa Sprouse Email: msprouse@nmu.edu Website: http://www.nmu.edu/careerservices/	0	3
C	Great Lakes Radio, Inc. Job Broadcasts On-Air 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 Contact: Todd Noordyk Email: employment@broadcasteverywhere.com website: www.broadcast-everywhere.net	10	3
D	Michigan Association of Broadcasters 819 North Washington Avenue Lansing, MI 48906 800-968-7622 Email: mab@michmab.com website: www.michmab.com/careers/JobBank	0	3
E	Great Lakes Radio, Inc. - Websites 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 Contact: Todd Noordyk Email: employment@broadcasteverywhere.com Website: broadcast-everywhere.net	0	3
F	Multicultural Education & Resource Center / Diversity Student Services, Northern Michigan University 1401 Presque Isle Marquette, MI 49855 906-227-1554 Contact: Rena Gregorich Email: rgregori@nmu.edu Website: http://www.nmu.edu/multiculturaldandres/	0	3

G	Great Lakes Radio, Inc. - Public Wall Posting 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 Contact: Todd Noordyk Email: employment@broadcasteverywhere.com website: www.broadcast-everywhere.net	0	3
H	Women's Center 1310 S. Front Street Marquette, MI 49855 906-225-1346, ext 113 Contact: Phyllis Loonsfoot Email: ploonsfoot@miuplink.com Website: www.wcmqt.com	0	3
I	Gogebic Community College E-4946 Jackson Road Ironwood, MI 49938 800-682-5910, ext 217 or 906-307-1217 Contact: Mark Wendt, Career Counselor Email: markw@gogebic.edu Website: http://www.gogebic.cc.mi.us	0	3
J	Michigan Technological University 1400 Townsend Drive Houghton, MI 49931 906-487-2313 Contact: Renae Des Rochers Email: career@mtu.edu Website: http://www.mtu.edu	0	3
K	Lake Superior State University 650 West Easterday Avenue Sault Ste. Marie, MI 49783 906-635-2733 Contact: Theresa Weaver, Career Services Email: tweaver@lssu.edu Website: http://www.lssu.edu/careerservices	0	3
L	Bay College Main 2001 N. Lincoln Road Escanaba, MI 49829 906-786-5802 Contact: Kathy Wolak Email: wolak@baycollege.edu Website: http://www.baycollege.edu/Students/Services	0	3
M	Bay College West 2801 N. U.S. 2 – Box 130 Iron Mountain, MI 49801 906-302-3010 Contact: Laura Moloney, Student Services Coordinator Email: moloneyl@baycollege.edu website: www.baycollege.edu	0	3
N	NMU Job Fair Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 (906) 227-2800 Contact: Kara Cox, Career Services Email: kacox@nmu.edu Website: www.nmu.edu/careerservices	0	3
O	Finlandia University 601 Quincy Hancock, MI 49930 Contact: Karin VanDyke, Human Resources Email: karin.vandyke@finlandia.edu Website: www.finlandia.edu	0	3
P	St. Ignace Job Fair 275 Marquette Street St. Ignace, MI 49781 Contact: St. Ignace Chamber of Commerce 906-643-8717 website: saintignace.org	0	3

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

by Employment Unit

Covering Period: June 1, 2013 – May 31, 2014

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, 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 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 are Equal Opportunity Employers and encourage minorities and females to apply.

Outreach Summary:

Job Fairs:

Great Lakes Radio personnel (Rita) the Northern Michigan University Job Fair on October 9, 2014. At the job fair, we posted our available positions for Marketing Executives and Web Editor & Electronic Media. Skills emphasized were graphic design, news writing, community promotions, social networking and blogging. The Great Lakes Radio representative talked about intern positions at the time, encouraging real life experience to students in Commercial Broadcast Radio.

Great Lakes Radio also participated in the St. Ignace Job Fair on August 14, 2014. Marketing Executive positions were highlighted. Emphasis at this job fair was focused on those who may not have otherwise considered working at a locally licensed station to look more closely at Great Lakes Radio, Inc. for career options, including those with marketing, communications, computer science writing and other backgrounds.

Community Tours:

Community Tours were offered to local Girl Scout and Boy Scout troops. Great Lakes Radio personnel (Nancy) discussed opportunities available to tour the radio station with local Scout leaders as a way to get Scouts involved in or to explore radio careers.

Training and Internships:

Great Lakes Radio, Inc. Employment Unit had 2 college interns (Mary and Ryan) who completed their internships in the summer of 2013 and one high school intern (Shauna) who completed her internship in the winter of 2013. All the interns were encouraged to apply for post-internship employment for open positions upon completion of their internships. 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, 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 – 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 our local university, 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.