

## Employment Opportunities EEO Public File Report Form 2016

### Section 1: Vacancy Information

Covering Period: June 1, 2015 – May 31, 2016

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
2	New Media Sales Team	A, D	7

### Section 2: Recruitment Source Information

Covering Period: June 1, 2015 – May 31, 2016

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

	Recruitment Source (Name, Address, Telephone No., Contact Person)
A	Michigan Works 1498 O'Dovero Dr., #B Marquette, MI 49855 906-280-0002 Contact: LeAnne Kachmarsky website: <a href="http://www.michiganworks.org">www.michiganworks.org</a>
B	Northern Michigan University Summer Job Fair 1401 Presque Isle Ave.

	<p>Marquette, MI 49855</p> <p>906-227-2800, ext. 2803</p>
C	<p>Northern Michigan University Career Services</p> <p>1401 Presque Isle Ave.</p> <p>Marquette, MI 49855</p> <p>906-227-2800, ext. 2803</p> <p>Contact: Melissa Sprouse</p> <p>website: <a href="http://nmu.edu/careerservices">nmu.edu/careerservices</a></p>
D	<p>Great Lakes Radio, Inc.</p> <p>Job Broadcasts On-Air</p> <p>3060 US 41 West</p> <p>Marquette, MI 49855</p> <p>906-228-6800</p> <p>Contact: Todd Noordyk</p> <p>website: <a href="http://www.broadcast-everywhere.net">www.broadcast-everywhere.net</a></p>
E	<p>Great Lakes radio, Inc. websites</p> <p>3060 US 41 West</p> <p>Marquette, MI 49855</p> <p>906-228-6800</p> <p>Contact: Todd Noordyk</p> <p>website: <a href="http://www.broadcast-everywhere.net">www.broadcast-everywhere.net</a></p> <p>email: <a href="mailto:employment@broadcasteverywhere.com">employment@broadcasteverywhere.com</a></p>
F	<p>Great Lakes Radio Inc. Public Wall Posting</p> <p>3060 US 41 West</p> <p>Marquette, MI 49855</p> <p>906-228-6800</p> <p>Contact: Todd Noordyk</p>

	<p>website: <a href="http://www.broadcast-everywhere.net">www.broadcast-everywhere.net</a></p> <p>email: <a href="mailto:employment@broadcasteverywhere.com">employment@broadcasteverywhere.com</a></p>
G	<p>Great Lakes Radio, Inc. Previous Interns</p> <p>3060 US 41 West</p> <p>Marquette, MI 49855</p> <p>906-228-6800</p> <p>Contact: Todd Noordyk</p> <p>website: <a href="http://www.broadcast-everywhere.net">www.broadcast-everywhere.net</a></p> <p>email: <a href="mailto:employment@broadcasteverywhere.com">employment@broadcasteverywhere.com</a></p>
H	<p>Michigan Association of Broadcasters</p> <p>819 N. Washington Ave.</p> <p>Lansing, MI 48906</p> <p>800-986-7622</p> <p>website: <a href="http://www.michmab.com">www.michmab.com</a></p>
I	<p>Multicultural Education &amp; Resource Center</p> <p>Diversity Student Services</p> <p>Northern Michigan University Career Services</p> <p>1401 Presque Isle Ave.</p> <p>Marquette, MI 49855</p> <p>906-227-1554</p> <p>website: <a href="http://www.nmu.edu/multiculturaldandres">www.nmu.edu/multiculturaldandres</a></p>
J	<p>Women's Center</p> <p>1310 Front St.</p> <p>Marquette, MI 49855</p> <p>906-225-1356, ext 113</p> <p>Contact: Phyllis Loonsfoot</p> <p>email: <a href="mailto:ploonsfoot@miuplink.com">ploonsfoot@miuplink.com</a></p>

website: [www.wcmqt.com](http://www.wcmqt.com)

Michigan Technological University

1400 Townsend Drive

Houghton, MI 49930

K 906-487-2313

Contact: Renae Des Rochers

email: [career@mtu.edu](mailto:career@mtu.edu)

website: [www.mtu.edu](http://www.mtu.edu)

Gogebic Community College

E4946 Jackson Rd.

L Ironwood, MI 49938

800-682-5910, ext 217

Contact: Mark Wendt, Career Counselor

Lake Superior State University

650 W. Easterday Avenue

Sault Ste. Marie, MI 49783

M 906-635-2733

Contact: Theresa Weaver, Career Services

Email: [tweaver@lssu.edu](mailto:tweaver@lssu.edu)

website: [www.lssu.edu/careerservices](http://www.lssu.edu/careerservices)

Bay College Main

2001 N. Lincoln Rd.

Escanaba, MI 49829

N 906-786-5802

Contact: Kathy Wolak

email: [wolak@baycollege.edu](mailto:wolak@baycollege.edu)

website: [www.baycollege.edu/students/services](http://www.baycollege.edu/students/services)

	<p>Bay College West</p> <p>2801 N. US 2 – Box 130</p> <p>Iron Mountain, MI 49801</p> <p>O 906-392-3010</p> <p>Contact: Laura Moloney, Student Service Coordinator</p> <p>email: <a href="mailto:moloneyl@baycollege.edu">moloneyl@baycollege.edu</a></p> <p>website: <a href="http://www.baycollege.edu">www.baycollege.edu</a></p>
	<p>Finlandia University</p> <p>601 Quincy Ave.</p> <p>P Hancock, MI 49930</p> <p>Contact: Karin VanDyke, Human Resources</p> <p>email: <a href="mailto:karin.vandyke@finlandia.edu">karin.vandyke@finlandia.edu</a></p> <p>website: <a href="http://www.finlandia.edu">www.finlandia.edu</a></p>
	<p>Central Michigan University</p> <p>Warriner Hall 102</p> <p>Mt. Pleasant, MI 48859</p> <p>Q 989-774-3076</p> <p>website: <a href="http://www.cmich.edu">www.cmich.edu</a></p> <p>email: <a href="mailto:bca@cmich.edu">bca@cmich.edu</a></p> <p>Career Services</p>
	<p>Bay Mills Indian Community</p> <p>10001 W. Lakeshore Dr.</p> <p>R Brimley, MI 49715</p> <p>Phone: 906-248-3241</p> <p>Fax: 906-248-3876</p> <p>Contact: L. John Lufkins</p>

	<p>Hero 2 Hired</p> <p>E3 Federal Solutions, LLC</p> <p>Office Phone: 517-481-9875</p> <p>S website: <a href="http://www.h2h.jobs">www.h2h.jobs</a></p> <p>Beth Gillette – H2H Employment Coordinator – Michigan</p> <p>Manual Posting</p> <p>Fax: 517-481-7910</p>
T	<p>Ishpeming Salvation Army</p> <p>222 E. Division St.</p> <p>Ishpeming, MI 49849</p> <p>906-486-8121</p> <p>email: <a href="mailto:elne33@yahoo.com">elne33@yahoo.com</a></p> <p>contact: Liz Nevala</p>
U	<p>Salvation Army – Escanaba Community Center</p> <p>3001 Fifth Avenue South</p> <p>Escanaba, MI 49829</p> <p>906-786-0590</p> <p>Contact: Major Ralph Hanson</p>
V	<p>Salvation Army – Iron Mountain Bread of Life Center</p> <p>1401 S. Carpenter Ave., Suite B</p> <p>P.O. Box 218</p> <p>Iron Mountain, MI 49801</p> <p>906-779-5717</p>
W	<p>Salvation Army – Hancock Corps Community Center</p> <p>408 Ravine St.</p> <p>Hancock, MI 49930</p>

	906-482-3420
X	<p>Keweenaw Bay Indian Community</p> <p>16429 Beartown Rd.</p> <p>Baraga, MI 49908</p> <p>906-353-6623</p> <p>email: <a href="mailto:hope@kbic-nsn.gov">hope@kbic-nsn.gov</a></p> <p>fax: 906-353-8068</p> <p>Contact: Hope Laramore</p>
Y	<p>Superior Rehabilitation Services</p> <p>P.O. Box 367</p> <p>Iron Mountain, MI 49801</p> <p>715-528-4238</p> <p>email: <a href="mailto:barbkaras@gmail.com">barbkaras@gmail.com</a></p> <p>contact: Barb Karas</p>
Z	<p>US Army Wounded Warrior Program</p> <p>200 Stovall St., Rm 7N53</p> <p>Alexandria, VA 22332</p> <p><a href="mailto:vicki.h.mullen.cov@mail.mil">vicki.h.mullen.cov@mail.mil</a></p> <p>contact: Vicki Mullen</p>
AA	<p>United Way of Marquette County</p> <p>P.O. Box 73</p> <p>Marquette, MI 49855</p> <p>906-226-8171</p> <p>email: <a href="mailto:unitedway@uwmqt.org">unitedway@uwmqt.org</a></p>
BB	<p>United Way of Delta County</p> <p>1100 Ludington St.</p> <p>Escanaba, MI 49829</p>

CC	<p>Girl Scouts of the Northwestern Great Lakes, Inc.</p> <p>3020 US 41, Suite 321</p> <p>Marquette, MI 49855</p> <p>888-747-6945</p>
DD	<p>Hannahville Tribal Community</p> <p>N1491 Hannahville B-1 Road</p> <p>Wilson, MI 49896</p> <p>Contact: Kenneth Meshigaud</p>
EE	<p>YMCA of Marquette</p> <p>1420 Pine St.</p> <p>Marquette, MI 49855</p> <p>906-227-9622</p>
FF	<p>Marquette County Department of Health and Human Services</p> <p>234 W. Baraga Avenue</p> <p>Marquette, MI 49855</p> <p>906-228-9691</p>
GG	<p>Pathways</p> <p>401 W. Baraga Ave.</p> <p>Marquette, MI 49855</p> <p>906-225-7335</p> <p>Attention: Employment Opportunities</p>
HH	<p>Marquette Senior Center</p> <p>300 W. Baraga Ave.</p> <p>Marquette, MI 49855</p> <p>906-228-0456</p>

	email: <a href="mailto:seniors@mgctcy.org">seniors@mgctcy.org</a>
II	Ishpeming Senior Center 320 S. Pine St. Ishpeming, MI 49849 906-485-5527
JJ	Negaunee Senior Center 410 Jackson St. Negaunee, MI 49866

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

Undertaken by Employment Unit

Covering Period: June 1, 2015 – May 31, 2016

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, and WQXO AM 1400 are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If you 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](mailto:employment@broadcasteverywhere.com) or phone 906-228-6800. Great Lakes Radio Stations, WFXD 103.3, WKQS 101.9, WRUP 98.3, and WQXO AM 1400 are Equal Opportunity Employers and encourage minorities and females to apply.**

## **Outreach Summary**

### Job Fairs:

Great Lakes Radio personnel (Nancy and RiLee) attended the Northern Michigan University Job Fair on February 10, 2016 and the Upper Great Lakes Collegiate Job Fair on March 23, 2016. At the job fairs, we posted our available positions for Marketing Executives and New Media Sales Team members. Skills emphasized were sales experience, 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 and various other majors.

### 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 and complete merit badges.

### Training and Internships:

Great Lakes Radio, Inc. Employment Unit had 1 college intern (Chelsea) who completed her internship in the December 2015. Interns are encouraged to apply for post-internship employment for open positions upon completion of their internships. 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 at Great Lakes Radio, Inc.

Great Lakes Radio, Inc. also continued training for all personnel. 104 hours of training sessions were completed during the course of this reporting period and employees were encouraged to use a special private website to further their skills. The goal is to allow advancement of personnel to great positions in the company by providing necessary skills applicable in and outside of the radio industry. This training opens opportunities for some to gain positions for which they might not otherwise have been qualified.

Among the topics covered are 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 – continued to increase in the last reporting year. Associated pay raises and advancement opportunities continued to open as training created impact, including pay bonus opportunities for those especially excelling after training.

### Ongoing 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 and our local high school, Marquette Senior High School. We also consider the invitation to our community to give their input on our local 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.