

Employment Opportunities EEO Public File Report Form 2021

Section 1: Vacancy Information

Covering Period *June 1, 2020 - May 31, 2021*

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

Number of Positions Filled	Full Time Positions Filled by Job Title	Sources Used	Recruitment Source of Hired:	Total Number of Interviewees from All Sources for Position
1	Marketing Advisor/Associate	A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,Y	C	4
1	Web Designer & Content Creator	A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,S,V,W,Y,Z,AA,AB	N	5

Section 2: Recruitment Source Information

Covering Period *June 1, 2020 - May 31, 2021*

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	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized
A	Michigan Works 1498 O'Devero Drive Marquette, MI 49855 906-280-0002 LeAnne Kachmarsky www.jobs.mitalent.org/signin www.michiganworks.com		
B	Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-2800 careers@nmu.edu https://app.joinhandshake.com		
C	mediaBrew Communications, Inc. Job Postings 2025 U.S. 41 West Marquette, MI 49855 906-228-6800 broadcast-everywhere.net	3	1
D	Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, MI 48906 800-968-7622		

	http://michmab.com/Careers/JobBank/SubmitaJobOpeningtotheMABJobBank		
E	Women's Center 1310 S. Front St. Marquette, MI 49855 906-2256-1356, ext. 113 Contact: B Casady bcasady@miuplink.com wcmqt.com		
F	Michigan Technological University 1400 Townsend Drive Houghton, MI 49931 906-487-2313 https://app.joinhandshake.com		
G	Gogebic Community College E-4946 Jackson Road Ironwood, MI 49938 800-682-5910, ext. 217 Laura Krell laurak@gogebic.edu		
H	Lake Superior State University 650 W. Easterday Avenue Sault Ste. Marie, MI 49783 906-635-2733 Theresa Weaver, Career Services tweaver@lssu.edu		
I	Bay College West 2801 N. US 2 – Box 130 Iron Mountain, MI 49801 906-392-3010 Amber Lundberg amber.lundberg@baycollege.edu		
J	Bay Mills Indian Community 10001 W. Lakeshore Dr. Brimley, MI 49715 Phone: 906-248-3241 smills@baymills.org		
K	Keweenaw Bay Indian Community 16429 Beartown Rd. Baraga, MI 49908 906-353-6623 hope@kbic-nsn.gov		
L	US Army Wounded Warrior Program 200 Stovall St., Rm 7N53 Alexandria, VA 22332 vicki.h.mullen.cov@mail.mil		
M	United Way of Marquette County P.O. Box 73 Marquette, MI 49855 906-226-8171 unitedway@uwmqt.org		
N	Indeed.com Job Share Platform	5	1
O	United Way of Delta County 1100 Ludington St Escanaba, MI 49829 906-786-3736 julie@uwdelta.org		
P	Finlandia University 601 Quincy St Hancock, MI 49930 906-482-5300 karin.vanddyke@finlandia.edu		

Q	mediaBrew Communications Social Media Facebook Jobs https://facebook.com/mediabrewup		
R	Connect Marquette Community Facebook Group https://www.facebook.com/groups/755620411174448		
S	Northern Michigan University Randy Appleton 1401 Presque Isle Marquette, MI 49855 rappleto@nmu.edu		
T	Northern Michigan University Jeffrey Horn 1401 Presque Isle Marquette, MI 49855 jhorn@nmu.edu		
U	Northern Michigan University Michael Kowalczyk 1401 Presque Isle Marquette, MI 49855 mkowalcz@nmu.edu		
V	Northern Michigan University Andrew Poe 1401 Presque Isle Marquette, MI 49855 apoe@nmu.edu		
W	Northern Michigan University Keith Ellis 1401 Presque Isle Marquette, MI 49855 keiellis@nmu.edu		
X	Northern Michigan University Jane Milkie 1401 Presque Isle Marquette, MI 49855 jmilkie@nmu.edu		
Y	Lake Superior Community Partnership Brooke Quinn 501 S Front Sreet Marquette, MI 49855 bquinn@marquette.org		
Z	Michigan Tech University Charles Wallace 1400 Townsend Dr Houghton, MI 49931 wallace@mtu.edu		
AA	Michigan Tech University Jean Mayo 1400 Townsend Dr Houghton, MI 49931 jmayo@mtu.edu		
AB	Michigan Tech University Soner Onder 1400 Townsend Dr Houghton, MI 49931 soner@mtu.edu		
Q	mediaBrew Communications Social Media LinkedIn Jobs https://www.linkedin.com/company/mediabrew-communications-marquette	1	0

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

Undertaken by Employment Unit

Covering Period: June 1, 2020 – May 31, 2021

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Overview:

As standard, all Network and Station Employment Policy statements were reinforced to all current employees and introduced to all new employees to indicate the following position of mediaBrew Communications Marquette Llc.(mBCM):

We are an equal opportunity/affirmative action employer. We consider candidates regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, disability, or veteran status, and encourage minorities, females, veterans, and individuals with disabilities to apply.

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 mediaBrew Communications Marquette Llc. 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:

mediaBrew Communications Radio Stations WFXD 103.3, WKQS 101.9, and WRUP 98.3 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 mediaBrew Communications Marquette Llc., 3060 US 41 West, Marquette, MI 49855. Email our stations at employment@broadcasteverywhere.com or phone 906-228-6800. mediaBrew Communications Stations, WFXD 103.3, WKQS 101.9, and WRUP 98.3 are Equal Opportunity Employers and encourage minorities and females to apply.

Outreach Summary

Job Fairs:

mediaBrew Communications personnel (Lauren Bareiss) attended the Northern Michigan University Virtual Fall Job Fair on Wednesday October 21, 2020. Our team had also attended the Innovate Marquette SmartZone Virtual Return North Professionals Career Fair on May 21, 2021. While efforts were strained by the efforts of COVID-19, we did communicate with several candidates for job openings and internships. While attending these job fairs, we displayed information about our available part and full time positions including: Marketing Advisor, Web Designer and Content Creator, Studio Producer and Internship opportunities for our Multi-Media Internship. Skills emphasized were sales experience, graphic design, web design, news writing, community promotions, social networking and blogging, and on-air talent. The mediaBrew Communications representatives talked about intern positions, encouraging real life experience to students in Commercial Broadcast Radio and various other majors.

Community

mediaBrew Communications is regularly interacting with the community. Sunny 101.9 hosts a show dedicated to a local high school sports and reaches out to the student athletes inviting them to the studios for a broadcast and tour. Several of our shows also bring in

community members to speak on various different topics and broadcast local insight to the region. In August of 2020, mediaBrew Communications representatives (Lauren Bareiss, Sabrina LaForais, and Charles Williams) participated in a socially-distanced version of the NMU Fall Fest as a "Welcome Back" event for Northern Michigan University students. The event allowed us to reach out to students about the opportunities available through the station. Despite the event cancellations due to COVID-19, the station was able to attend a few of our annual events. During each, mediaBrew Communications' community involvement encourages people to learn about a new career path and apply to join the radio industry.

Training and Internships:

During 2020/2021, mediaBrew Communications provided hands on training to both new employees and company veterans. Hundreds 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. 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 and of both interns and employees – continued to increase in the last reporting year.

Ongoing Outreach Efforts:

mediaBrew Communications 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. Under company policy Sunny 101.9's 8th Day Show Host also interviews each new employee on air to help spread information about joining the industry.

We maximize our efforts to improve our wide dissemination to people who otherwise might not have considered working in our industry, helping them find a new career path to apply to.

Overall, things were disrupted this year due to the COVID-19 Outbreak, however as soon as able, we will continue with our efforts to connect and reach new prospective applicants.

Going into the new EEO year, 2021-2022, we expect to continue to develop new relationships with community resources and groups like Connect Marquette and Innovate Marquette SmartZone to share future job opportunities in the radio industry and encourage the transition to a new career path.