

ANNUAL EEO PUBLIC FILE REPORT  
WUPS-FM AND WTWS-FM  
125 WEST HOUGHTON LAKE DRIVE  
PRUDENVILLE, MI 48651

For the period beginning February 5, 2016 and ending February 4, 2017

This report consists of:

**Part 1** Station information

**Part 2** Recruitment sources/interviewees for each full time vacancy

**Part 3** Recruitment Initiatives

Preparer: Norman L. McKee

Signature 

Title: Member/CFO

Date: February 4, 2017

Telephone: (989) 366-5364

- This report, which typically covers the prior 12 month period (adjusted as applicable), is to be placed in each stations public file and web site every year on the anniversary of the due date of the station's renewal application.

**PART 1 – STATION INFORMATION**

This report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID</u>	<u>Community of License</u>	<u>State</u>	<u>LMA</u>
WUPS	FM	49694	HARRISON	MI	No
WTWS	FM	15563	HOUGHTON LAKE	MI	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this report.

A total of 0 full-time job vacancies were filled by the employment unit.

**PART 2**  
**FULL-TIME VACANCY**

There was one full-time vacancy during this year's reporting period (2/05/2016 – 2/04/2017):

Job Title: Morning Show Host WUPS and Program Director

Date Filled: 7/11/16

Total Number of Interviewees: 4

Recruitment Sources:

<b>Name of Source</b>	<b>Address</b>	<b>Contact</b>	<b>Telephone</b>	<b>Interviewees Referred</b>
Jacobs Media	30300 Telegraph Suite 240 Bingham Farms, MI 48025	Bill Jacobs	348-353-9030	3*
MAB Job Bank	819 N. Washington Ave Lansing, MI 48906	MI Assoc. Of Broadcasters Staff	517-484-7444	1

\*Resulted in Hire

**PART 3**  
**SUPPLEMENTAL RECRUITMENT INITIATIVES**  
**ACTIVITY #1**

Activity: Outreach Radio Advertisement

Date: December 2, 2016 – December 18, 2016

Host/Sponsor: WUPS-FM and WTWS-FM

Participating Station Personnel: Mike Chires, CEO and Norm McKee, CFO

Description of Activity and Scope of Station(s) Participation: The following radio spot has aired on each of the stations in the reporting unit. There were no applicants resulting from the ads and no related positions were hired during this reporting period.

WGFN-FM Spots aired 272 times, an average 16 times per day

WGFE-FM Spots aired 272 times, an average 16 times per day

Script 1: "Your alarm clock goes off waking you up for a job you can't stand, all for a paycheck you can barely survive on. If this sounds like you then it's time to stop the insanity. Black Diamond Broadcasting, Michigan's fastest growing multimedia company, has bought some of Michigan's most prestigious radio stations over the last year and a half, 10 to be exact. Our growth could be your opportunity to get out of that dead end job and start a meaningful career. HI I am Mike Chires owner and CEO of Black Diamond Broadcasting and I am looking for the best of the best to join our team. Are you competitive? A problem solver? Ambitious? Do you want to make more money? Ultimately do you care about your client's success more than your own? If so, then email your resume to me personally - [mchires@blackdiamondbroadcasting.com](mailto:mchires@blackdiamondbroadcasting.com). Finding the right people is so important to me I am giving you my personal email address, that's [mchires@blackdiamondbroadcasting.com](mailto:mchires@blackdiamondbroadcasting.com). Think about this when that alarm clock goes off again tomorrow morning. Black Diamond Broadcasting is an equal opportunity employer"

Script 2: "Tired of the same old job that's hard to wake up to, much less survive on? Then take the next step to a new, exciting and rewarding career. Black Diamond Broadcasting, Michigan's fastest growing multimedia company, has acquired several of Michigan's most prestigious radio stations over the past year and a half, 10 of them to be exact. Our growth could be your opportunity to step into a rewarding and exciting career. HI I'm Norm owner and CFO of Black Diamond Broadcasting. We're looking for the very best sales professionals to join our team. If you're competitive, ambitious, a problem solver and willing to put your clients first, you can be well on your way to and exciting and financial rewarding career in the media industry. If this sounds like you, and you are ready to take the next step then send your resume to my personal email address - [nlmckee@blackdiamondbroadcasting.com](mailto:nlmckee@blackdiamondbroadcasting.com). That's [nlmckee@blackdiamondbroadcasting.com](mailto:nlmckee@blackdiamondbroadcasting.com). Black Diamond Broadcasting is an equal opportunity employer "

**PART 3**  
**SUPPLEMENTAL RECRUITMENT INITIATIVES**  
**ACTIVITY #2**

Activity: Broad Outreach Web Employment Program

Date: As Needed

Host/Sponsor: WUPS-FM, WTWS-FM and Black Diamond Broadcast Holdings, LLC

Employment Opportunities posted at [www.blackdiamondbroadcasting.com](http://www.blackdiamondbroadcasting.com) when opportunities arise.

Description of Activity and Scope of Station(s) Participation: When opportunities arise, an advertisement is posted to the Black Diamond Broadcast Holdings, LLC corporate web site. These ads are administered by Norman L McKee, Member/CFO