

Employment Opportunities EEO Public File Report Form 2020

Section 1: Vacancy Information

Covering Period *June 1, 2019 - May 31, 2020*

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	C	4

Section 2: Recruitment Source Information

Covering Period *June 1, 2019 - May 31, 2020*

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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		
	Women's Center 1310 S. Front St.		

E	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		
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	1	0

*** 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, 2019 – May 31, 2020

Stations Comprising Station Employment Unit: WFXD, WKQS, WRUP

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, Todd Pasanen, Eric Tasson, and Charles Williams) attended the Northern Michigan University Job Fair on Wednesday October 16, 2019. Our team had also paid to attend the Northern Michigan University Winter Job Fair on March 18, 2020 however due to extenuating circumstances with the 2020 COVID-19 Outbreak, the local job fair was cancelled with all other community events. While attending the local college job fair, we displayed information about our available part and full time positions including: Computer Network Technican, Marketing Advisor, Studio Producer and Internship opportunities for our Multi-Media Internship. Skills emphasized were sales experience, graphic 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. Annually the station also participates in many events such as Pioneer Days on July 13, 2019 where our staff participated in the annual parade. During the 2019-2020 time frame our stations also attended events like the "Catch the Christmas Spirit" Tree Lighting Ceremony where we broadcasted continuous Christmas Music to the public. Other events included Community Car Shows like the one from the Marquette Business Association, Marquette Township Community Day, Christmas is for Veterans, and HarborFest. 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 2019, mediaBrew Communications had a five month long intern from Northern Michigan University. The intern completed a 4-credit 206 hour Multi-Media Internship toward her degree in Communications. During her time as an intern she learned HTML5 and CSS, how to build websites and pages with WordPress and how to write engaging and well ranking content. She also learned about social media best practices, how to write radio scripts and how to engage with clients during meetings or sales calls. Focusing on software, she gained experience recording and editing audio with Adobe Audition, editing video with Adobe Premiere and creating graphics with Adobe Photoshop and Illustrator.

Along with our intern, all mediaBrew persons received regular training. 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 - 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:

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, 2020-2021, we have already added found several new organizations to reach out to when sharing job opening information including:

- Alger County Chamber of Commerce
- TRIO Student Services Program at Finlandia University
- Northern Michigan University - David Buhl
- Michigan Technological University - Jean Mayo
- Michigan Technological University - Soner Onder
- Michigan Technological University - Charles Wallace