

Employment Opportunities EEO Public File Report Form 2015

Section 1: Vacancy Information

Covering Period: June 1, 2014 – May 31, 2015

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
1	New Media Sales Team	G	1
3	Marketing Executive	A, E	10

Section 2: Recruitment Source Information

Covering Period: June 1, 2014 – May 31, 2015

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

	Recruitment Source (Name, Address, Telephone No., Contact Person)	Total # of Interviewees Provided by this Source	Full-Time Positions Generated from this Source
A	Michigan Works 1498 O'Dovero Drive, #B Marquette, MI 49855 906-280-0002 Contact: LeAnne Kachmarsky website: www.michiganworks.org	3	2
B	Northern Michigan University Career Services 1401 Presque Isle Marquette, MI 49855 906-227-2800, ext. 2803 Contact: Melissa Sprouse website: www.nmu.edu/careerservices/	0	0
C	Great Lakes Radio, Inc. Job Broadcasts On-Air 3060 U.S. 41 West Marquette, MI 49855 906-228-6800	0	0

	Contact: Todd Noordyk website: www.broadcast-everwhere.net		
D	Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, MI 48906 800-968-7622 website: www.broadcast-everwhere.net	0	0
E	Great Lakes Radio, Inc. - Websites 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 Contact: Todd Noordyk website: www.broadcast-everwhere.net	7	1
F	Multicultural Education & Resource Center / Diversity Student Services, Northern Michigan University 1401 Presque Isle Marquette, MI 49855 906-227-1554 Contact: Rena Gregorich website: www.nmu.edu/multiculturaldandres/	0	0
G	Great Lakes Radio, Inc. - Public Wall Posting 3060 U.S. 41 West Marquette, MI 49855 906-228-6800 Contact: Todd Noordyk website: www.broadcast-everwhere.net	1	1
H	Women's Center 1310 S. Front St. Marquette, MI 49855 906-2256-1356, ext. 113 Contact: Phyllis Loonsfoot website: www.wcmgt.com	0	0
I	Michigan Technological University 1400 Townsend Drive Houghton, MI 49931 906-487-2313 Contact: Renae Des Rochers website: www.mtu.edu	0	0

J	<p>Gogebic Community College E-4946 Jackson Road Ironwood, MI 49938 800-682-5910, ext. 217 Contact: Mark Wendt, Career Counselor website: www.gogebic.cc.mi.us</p>	0	0
K	<p>Lake Superior State University 650 W. Easterday Avenue Sault Ste. Marie, MI 49783 906-635-2733 Contact: Theresa Weaver, Career Services website: www.lssu.edu/careerservices</p>	0	0
L	<p>Bay College Main 2001 N. Lincoln Rd. Escanaba, MI 49829 906-786-5802 Contact: Kathy Wolak website: www.baycollege.edu/students/services</p>	0	0
M	<p>Bay College West 2801 N. US 2 – Box 130 Iron Mountain, MI 49801 906-392-3010 Contact: Laura Moloney, Student Services Coordinator website: www.baycollege.edu</p>	0	0
N	<p>NMU Job Fair Northern Michigan University Career Services 1401 Presque Isle Ave. Marquette, MI 49855 906-227-2800 Contact: Kara Cox, Career Services website: www.nmu.edu/careerservices</p>	10	0
O	<p>Finlandia University 601 Quincy Hancock, MI 49930 Contact: Karin VanDyke, Human Resources Email: karin.vanddyke@finlandia.edu website: www.finlandia.edu</p>	0	0

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

Undertaken by Employment Unit

Covering Period: June 1, 2014 – May 31, 2015

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 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 (Rita) attended the Northern Michigan University Job Fair on October 8, 2014. At the job fair, we posted our available positions for Marketing Executives and New Media Sales Team member. 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.

Training and Internships:

Great Lakes Radio, Inc. Employment Unit had 1 college intern (Brian) who completed his intern in the summer of 2014. 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. 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.