

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2020 - May 23, 2021

- 1) **Employment Unit: Sovereign Communications - Sault Ste. Marie**
- 2) **Unit Members (Stations and Communities of License): WMKD FM – Pickford, WYSS FM – Sault Ste. Marie, WNBY FM – Newberry, WNBY AM Newberry, WKNW AM Sault Ste. Marie, WSUE FM Sault Ste. Marie, WSOO AM Sault Ste. Marie**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address:  P.O. Box 1230 Sault Ste. Marie, MI 49783	Telephone Number: 906-632-2231
	Contact Person/Title: Keith Neve C.O.O.
	E-mail Address: Keith@sovcomm.net

4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

No full-time positions were filled during this reporting period.

5) **Total # of Interviewees Referred:** No interviews occurred as no positions were available.

6) **Supplemental Recruitment Initiatives.**

**(a) Initiative: Internship Program**

Sovereign Communications Sault Ste Marie Operations/Program Director, who has substantial responsibility in the making of hiring decisions, contacted the Sault and Area District Schools counseling center in September 2020, and created a paid internship opportunity through the school district for a student to work at the stations, be trained in aspects of board operation and broadcast production, and acquire skills needed for broadcast employment. The student was brought on in October 2020. The internship continues through the end of June 2021.

**(b) Initiative: Management training in preventing discrimination and harassment.**

Sovereign Communications required all key management personnel to take an online course provided by Traliant regarding the prevention of discrimination and harassment in the hiring process and work environment. Topics covered in the training included definitions and examples of discrimination, harassment and sexual harassment; avoiding discrimination in the hiring process, retaliation, bystander intervention, diversity and inclusion, unconscious bias, and the role of managers and supervisors in responding to complaints.

**(c) Initiative: Management EEO training**

Management personnel from the employment unit reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies.

**(d) Initiative: Lake Superior State University Marketing Zoom Lecture**

Sovereign Communications Chief Operating Officer, who has substantial responsibility in the making of hiring decisions, participated in a marketing class at Lake Superior State University on November 19, 2020 via Zoom. Topic of the lecture was marketing as a profession. Various opportunities for careers in broadcasting were covered. A portion of the lecture focused on the details and requirements for a successful career in radio sales/marketing.

**Stations WYSS FM, WMKD FM, WSUE FM, WNBY FM, WNBY AM, WKNW AM, AND WSOO AM  
are Equal Opportunity Employers.**