

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2022 - May 30, 2023

- 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 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: There were no full-time job vacancies during this reporting period.
- 5) Total # of Interviewees Referred: Not applicable.

### Supplemental Recruitment Initiatives

#### (a) Initiative: Internship Program.

In association with Sault and Area District Schools, Sovereign Communications Operations/Program Director, who has substantial responsibility in the making of hiring decisions, contacted the Sault and Area District Schools counseling center in September 2022, and renewed a paid internship opportunity through the school district for a student to work at the stations and be trained in the aspects of board operation and production. In October 2022, an intern was brought on. The internship continues through the end of June 2023.

#### (b) Initiative: Management Level EEO Training

The Chief Operating Officer of the Employment Unit participated in a four-week program through the Michigan State University system entitled “Building High-Performance Organizations.” The program provided a firm foundation on which to build, starting with the organization’s greatest asset, its people, by applying effective methodologies for recruiting, evaluating, and hiring the right people, and continually developing, engaging, and rewarding employees to meet and exceed performance goals. Some of the key areas of the program consisted of

- Aligning HR Strategy with Organizational Strategy
- Recruiting Talent for Today and Tomorrow
- Managing and Developing Talent for Today and Tomorrow

The program included a discussion concerning workplace discrimination and harassment and the importance of treating any allegation with complete seriousness and to fully review all facts pertaining to such a claim to ensure that all employees feel comfortable bringing such issues forward to management.

Information and a review of the program was provided to all management personnel at Sovereign Communications.

**(c) Initiative: Michigan Works Job Fair.**

Sovereign Communications Chief Operating Officer, who has substantial responsibility in the making of hiring decisions, participated in a job fair conducted by the State of Michigan on March 19th, 2023. Various opportunities for careers in broadcasting were covered in a general session which was followed by individual conversations and informal interviews with those expressing an interest in seeking a career in broadcasting.