



Northern Broadcast Inc.

Annual EEO Public File Report Form

WKLT-FM, WKLZ-FM, WFCX-FM, WFDX-FM, WSRT-FM, WSRJ-FM

Annual EEO Public File Report for the 12 month period ending 5/31/2018

Prepared by: (Licensee/Permittee) Kristal Flateau-General Manager

This report covers the following employment unit:

WKLT FM Kalkaska, MI

WKLZ FM Petoskey, MI

WSRT FM Elmira, MI

WSRJ FM Honor, MI

WFCX FM Leeland, MI

WFDX FM Atlanta, MI

This is the report required to comply with Section 73.2080(c)(6) of the rules of the Federal Communications Commission for broadcast station employment units with five or more full time employees. The report is required to be placed in the public inspection files of these stations and posted on the websites.

This report contains:

- 1: A list of all full-time vacancies filled by the Station Employment Unit
- 2: For each vacancy, the recruitment source(s) utilized to fill the vacancy identified by name, address, contact person and phone number (listed in full detail in Notification Resource List)
- 3: The recruitment source that referred the hiree for each vacancy during the period
- 4: Total number of persons interviewed for each vacancy and
- 5: A list and description of the initiatives taken by Employment unit.

The information contained in this report covers the time period from 6/1/2017-5/31/2018:

A list of all sources to which notices were sent for full time vacancies is included as Notification Resource List.

A) Full Time Vacancies Filled during time period by title:

Creative Marketing Specialist (4)

Promotions Coordinator (1)

Sales Assistant (1)

B) The following is a list of the sources for the full-time positions shown in Section A above and the recruitment source which provided the hiree for that position:

Michigan Works! Association 2500 Kerry Street – Suite 210 Lansing, MI 48912 517-371-1100 Indeed Website www.indeed.com 6433 Champion Grandview Way – Building 1 Austin, TX 78750 800-475-4361

The Mighty Recruiter Website www.mightyrecruiter.com Calle 48 165#6000 Guaynabo, Puerto Rico 00968

Northern Broadcast Inc. Blarney Stone Broadcasting, Inc. (website and on-air) www.wklt.com/www.943thefoxfm.com www.q100-fm.com 1020 Hastings St Ste 102 6514 Old Lake Road Traverse City, MI 49686 Grayling, MI 49738 231-947-0003 989-348-6171

Facebook www.facebook.com 1 Hacker Way Menlo Park, CA 94025 650-543-4800

C) The following is a list of the sources for full time jobs shown in Section A above and the recruitment source which provided the hiree for that position:

Recruitment Source Total No. of Interviewees

Creative Marketing Specialist – 4 positions – Online Recruit – WQON/WGRY Radio Promotions Coordinator – 1 position – Internal Application Telemarketing/Sales Assistant – 1 – Radio Ad – WQON/WGRY Radio

DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES: 10 interviews – Creative Marketing Specialists 3 interviews – Promotions Coordinator 3 interviews – Telemarketing/Sales Assistant

D) During the previous 12 months, there were a total of 16 people interviewed for vacancies for full time positions. The following recruitment sources are contacted as vacancies for full time jobs opened. Organizations can asked to be added to the notification list by contacting our offices at (231) 947-0003 or sending an email via our websites at [www.wklt.com](http://www.wklt.com), [www.943thefoxfm.com](http://www.943thefoxfm.com) and [www.espnupnorth.com](http://www.espnupnorth.com) Northern Broadcast Inc. is an equal opportunity employer and encourages women and minorities to apply.

#### Notification Resource List

Michiganworks.org 1 800 285 9675

2500 Kerry Street Ste 210

Lansing, MI 48912

Mitalent.org 1 888 522 0103

201 N. Washington Square

Lansing, MI 48913

Traverse City Record Eagle 231 946 2653

Monster.com

120 W. Front St

Traverse City, MI 49684

Northern Michigan Works 800 442 1074

1209 S. Garfield Ave Ste C

Traverse City, MI 49685

All Access [www.allaccess.com](http://www.allaccess.com)

Joel Denver

28955 Pacific Coast Hwy, Ste 210

Malibu, CA 90265

Specs Howard School of Media Arts

Dick Kernen

19900 W. Nine Mile Rd

Southfield, MI 48075

248 358 9000

Indeed Website [www.indeed.com](http://www.indeed.com) 6433 Champion Grandview Way – Building 1 Austin, TX 78750 800-475-4361

The Mighty Recruiter Website [www.mightyrecruiter.com](http://www.mightyrecruiter.com) Calle 48 165#6000 Guaynabo, Puerto Rico 00968

Blarney Stone Broadcasting, Inc. (website and on-air) [www.q100-fm.com](http://www.q100-fm.com) 6514 Old Lake Road Grayling, MI 49738 989-348-6171

Facebook [www.facebook.com](http://www.facebook.com) 1 Hacker Way Menlo Park, CA 94025 650-543-4800

Northern Broadcast Inc. 231 947 0003 97.5/98.9 WKLT/WKLZ

1020 Hastings St Ste 102 Kristal Plateau 94.3/92.5 WFCX/WFDX

Traverse City, MI 49686 106.7/105.5 WSRT/WSRJ

[www.wklt.com](http://www.wklt.com)

[www.943thefoxfm.com](http://www.943thefoxfm.com)

[www.espnupnorth.com](http://www.espnupnorth.com)

E) During the last 12 months, the station employment unit engaged in the following initiatives:

Supplemental (Non-Vacancy Specific) recruitment activity conducted by our employment unit WKLT, WKLZ, WFCX, WFDX, WSRT, WSRJ

#### Internship Program:

Our group offers individuals the opportunity to participate in an internship program where they can learn the various aspects of our industry. Students can, in most cases, receive school credit and get to learn about producing commercials, operating a board, organizing and attending promotional events, and working with broadcast announcers, engineers and sales managers. We currently have an employee that was hired as a result of an internship.

#### On-Air Announcements:

On Air announcements are scheduled to run on a regular basis across all day parts stating that we are an equal opportunity employer and if they are an organization that would like to be contacted or placed on our list of recruitment resources to be placed on a mailing list for future on-air vacancies to contact us, and provide instruction on how to do so.

#### Station Tours:

The employment unit conducts group tours of our station, facilities and studios. From elementary groups, boy/girl scout troops, to high school and college students providing an open environment for observation, Q&A and one on one time within different departments. We will often engage visitors with hands on interaction-having them participate on air, recording segments that they can take home.

#### Job Fairs:

Michigan Works! Job Fairs:

Grayling at the Ramada Inn – April 18, 2018 Gaylord at the Eagles Club - May 5, 2018

Programs and Training: Why Radio? Training Initiatives for Creative Marketing Specialists - Ongoing since Corporate Inception.

MAB Sales P1 Learning Trainings - Webinars - Ongoing since Corporate Inception.

Creative Marketing Specialists are required to attend two training seminars per year.



Northern Broadcast Inc. LMA Blarney Stone Broadcasting Inc. is an equal opportunity employer. If your organization would like to be notified of future full time job vacancies within Northern Broadcast, Inc. please contact us with your information including the name of your organization, address, phone number, email address and contact person or department:

- 1) Call (231) 947-0003 and ask to speak to a member of Human Resources
- 2) Contact the General Manager, Kristal Flateau at (231) 947-0003 ex.11 or email at [Kristal@wklt.com](mailto:Kristal@wklt.com)
- 3) Stop by our offices located at 1020 Hastings Street, Suite 102, Traverse City, MI 49686

