

EEO PUBLIC FILE REPORT

For the 12-month Period Ending: 5/21/07

Prepared by: (Licensee/Permittee) Charlie Ferguson – General Manager

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
WKLT	49591	Class 2	Kalkaska, MI	
WKLZ	49590	Class 1	Petoskey, MI	
WSRT	1159	Class 1	Elmira, MI	
WSRJ	82684	Class A	Honor, MI	
WFCX	49575	Class 2	Leeland, MI	
WFDX	49573	Class 1	Atlanta, MI	

- A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
1. Sales Supervisor	5/15/06	6/1/06
2. Salesperson (4)	4 - 7/1/06	3 - 7/27/06 1 - 8/1/06
3. Receptionist/Sales Assistant	5/15/06	8/21/06
4. Salesperson (1)	8/1/06	8/21/06
5. Morning Announcer (1)	8/5/06	9/18/06
6. Morning Announcer (1)	8/5/06	10/12/06
7. Production Director	10/1/06	10/19/06

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8. Alpena Salesperson	9/20/06	10/24/06
9. Salesperson (2)	10/15/06	11/20/06
10. Salesperson (3)	3/15/07	4/9/07
11. Morning Announcer	3/23/07	4/9/07

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred:

Recruitment Source & Address	Contact Person	Telephone/ Fax #	Date Listed	Did Source Request to be Listed
Traverse City Record Eagle 120 W. Front St. Traverse City, MI 49684	Miesha	231-946-2653 F-231-946-8273	6/18/06 7/23/06 9/17/06	NO
Petoskey News Review P.O. Box 528 Petoskey, MI 49770	Denise Frederick	231-347-2544 F-231-347-6833	6/30/06 7/14/06 9/8/06	NO
Gaylord Herald Times P.O. Box 598 Gaylord, MI 49734	Kim	989-732-1111 F-989-732-3490	5/24, 6/17, 21, 24, 24, 28, 28, 2006 7/1, 5, 26, 29, 2006, 8/16, 19, 2006 9/9, 13, 16, 2006	
Northern Michigan Works 1209 S. Garfield Ave., Ste C Traverse City, MI 49685		800-442-1074 F-231-922-3735	6/30/06 7/14/06 9/8/06	YES
All Access 28955 Pacific Coast Hwy, Ste 210 Malibu, CA 90265	Joel Denver	www.allaccess.com jdenver@allaccess.com	8/5/06	YES
www.wklt.com	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/06	YES
www.943thefoxfm.com	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/06	YES

www.1067wsrt.com Michelle 231-947-0003 x 18 5/22/06 YES
 F 231-947-0003 x 18

LIST OF RECRUITMENT SOURCES
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97.5/98.9 WKLT-FM Michelle 231-947-0003 x 18 YES
 F 231-947-7002

9/26 – 10/6/06 – WKLZ-FM 98.9
 3/8 – 3/15/07 – WKLT/WKLZ

94.3/92.5 WFCX/WFDX-FM
 Michelle 231-947-0003 x 18 5/22/06 YES
 F 231-947-7002

9/26 – 10/6/06 – WFDX-FM
 3/8 – 3/15/07 – WFCX/WFDX

106.7/100.7 WSRT/WSRJ-FM
 Michelle 231-947-0003 x 18 5/22/06 YES
 F 231-947-7002

3/8 – 3/15/07 – WSRT/WSRJ

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:

<u>Job Title</u>	<u>Recruitment Source</u>
1. Sales Supervisor	Employee Referral
2. Salesperson (4)	2 – Traverse City Record Eagle 1 – Gaylord Herald Times 1 – Petoskey News Review
3. Receptionist/Sales Assistant	Gaylord Herald Times
4. Salesperson	Traverse City Record Eagle
5. Morning Announcer	www.allaccess.com
6. Morning Announcer	Employee Referral
7. Production Director	Employee Referral

- 8. Alpena Salesperson Radio ads on 92.5 WFDX & 98.9 WKLZ
- 9. Salesperson (2) 1 – Gaylord Herald Times
 1 – Referred by Programming Consultant
- 10. Salesperson (3) 1 - Employee Referral
 2 – Radio ad on WKLZ
- 11. Morning Announcer Employee Referral

D. During the previous 12 months, there were a total of 49 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

<u>Recruitment Source</u>	<u>Total No. of Interviewees</u>
1. Radio Ads on WKLZ/WKLZ-WFCX/WFDX WSRT/WSRJ	19
2. Traverse City Record Eagle	3
3. Gaylord Herald Times	6
4. Petoskey News Review	2
5. Employee Referral	5
6. Unknown/Other	13
7. Michigan Works	1

E. During the last 12 months, the station employment unit engaged in the following (menu option) initiatives (provide full details, including an explanation if no such initiatives were conducted during the period involved):

Prong 3 Menu Option

- 1. October 2006, Mark (Elliott) Hansell attended the MAFB Career Fair held in Lansing, MI. He set up a display and handed out information on employment opportunities that may be available at NBI stations to interested Fair attendees.
- 2. 11/10/06, Ms. Ann Varga, a student at North Central Michigan College, conducted a ½ day Job Shadow with Mark (Elliott) Hansell, WFCX/WFDX Program Director. Mark answered many questions for her as they pertained to her college courses and career choices.

3. 3. January 2007 – General Manager Charlie Ferguson gave a presentation to a Marigold Women in Business luncheon. The topic of the presentation was selling for Women, and included an invitation for attendees to stop at the WSRT Northern Broadcast, Inc display and get information on employment opportunities at the company. There were 65 people in attendance at the luncheon.

While not completed during the term covered in this report, WKLT/WKLZ started a unique Employment Opportunity Outreach on 4/21/07 called “American Anchor.” The station invited anyone interested to apply and audition to become the morning Newsperson on WKLT. The results of this promotion will be reported on the 2007 – 2008 EEO Prong 3 Menu.