

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending: 5/21/08

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. Salesperson	5/07/07	6/04/07
2. WKLT Morning News	4/21/07	7/09/07
3. Salesperson	6/18/07	7/23/07
4. Gaylord Receptionist	7/02/07	8/07/07
5. Salesperson (2)	10/22/07	2/11/08
6. Traffic Assistant	1/21/08	3/03/08
7. Salesperson (5)	1/30/08	3/10/08
8. Radio Announcer	1/28/08	4/13/08

**LIST OF RECRUITMENT SOURCES**  
**5/22/07 to 5/21/08**

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:

<u>Recruitment Source &amp; Address</u>	<u>Contact Person</u>	<u>Telephone/ Fax #</u>	<u>Date Listed</u>	<u>Did Source Request to be Listed</u>
Traverse City Record Eagle 120 W. Front St. Traverse City, MI 49684	Miesha	231-946-2653 F-231-946-8273	1/21/08 2/07/08	NO
Petoskey News Review P.O. Box 528 Petoskey, MI 49770	Denise Frederick	231-347-2544 F-231-347-6833	5/21/07 1/21/08 2/07/08	NO
Gaylord Herald Times P.O. Box 598 Gaylord, MI 49734	Kim	989-732-1111 F-989-732-3490	7/18/07 1/21/08 2/07/08	NO
Northern Michigan Works 1209 S. Garfield Ave., Ste C Traverse City, MI 49685		800-442-1074 F-231-922-3735	All on page 1	YES
All Access 28955 Pacific Coast Hwy, Ste 210 Malibu, CA 90265	Joel Denver	<a href="http://www.allaccess.com">www.allaccess.com</a> jdenver@allaccess.com	1/28/08 – 3/31/08 (Announcer)	YES
<a href="http://www.wklt.com">www.wklt.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/07 thru 5/21/08	YES
<a href="http://www.943thefoxfm.com">www.943thefoxfm.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/07 thru 5/21/08	YES
<a href="http://www.1067wsrt.com">www.1067wsrt.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/07 thru 5/21/08	YES
WKLT/WKLZ WFCX/WFDX WSRT/WSRJ		231-947-0003 x 45 F 231-947-7002	4/21/07 thru 6/22/07 (WKLT News) 1/08/08 thru 1/25/08 (Job Fair) 1/30 – 2/10/08 (Sales + Traffic)	

97.5/98.9 WKLT-FM Michelle 231-947-0003 x 18 5/22/06 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. Salesperson	Employee Referral
2. WKLT Morning News	Heard on WKLT
3. Salesperson	Employee Referral
4. Gaylord Receptionist	Gaylord Herald-Times
5. Salesperson (2)	1 – Employee referral 1 – Heard on Radio
6. Traffic Assistant	Job Fair – Traverse City Record Eagle
7. Salesperson (5)	2 – Employee referral, 1 – Gaylord Herald-Times 2 – Heard on Radio
8. Radio 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 WKLT/WKLZ-WFCX/WFDX WSRT/WSRJ	19
2. Traverse City Record Eagle	7
3. Gaylord Herald Times	2
4. Petoskey News Review	1
5. Employee Referral	9
6. Unknown/Other	10
7. Michigan Works	1
8. Northern Broadcast, Inc. Websites	2

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. 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. Our morning newsperson, Kathryn VanOcker was hired full-time on 7/9/07 as a result.
2. On Saturday, 1/26/08, Northern Broadcast, Inc. hosted a Job Fair at our studio location, 1020 Hastings, Suite 102, Traverse City, MI 49686. A total of 16 people came to the Job Fair, received tours of the facility and job descriptions for positions that were open at the stations, including Radio Sales, Receptionist and Traffic Assistant. The Job Fair resulted in the hiring of a Traffic Assistant.
3. In November 2007, Charlie Ferguson addressed two DECA classes at Traverse City Central High School. The purpose of the classroom visits was to acquaint students with Radio sales and solicit their interest in making Radio a career choice.

On 4/24/08, Northern Broadcast, Inc. hosted 6 students from Mancelona Middle School for a ½ day "Job Shadow" experience. Dennis Winslow was the station representative, and the students were addressed by Sales Management, Programming Management, Production, Promotions, Traffic and On-Air personalities.

## LIST OF RECRUITMENT SOURCES

Date list last reviewed: 5/5/08

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