

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending: 5/31/10

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 FM	Kalkaska, MI	
WKLZ	49590	Class 1 FM	Petoskey, MI	
WSRT	1159	Class 1 FM	Elmira, MI	
WSRJ	82684	Class A FM	Honor, MI	
WFCX	49575	Class 2 FM	Leeland, MI	
WFDX	49573	Class 1 FM	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. Radio Salesperson (3)	9/1/09	10/13/09
2. Cadillac Salesperson (1)	9/1/09	10/19/09
3. Marigold Promotion Dir.	10/1/09	11/2/09
4. Marigold Salesperson (1)	10/1/09	11/9/09
5. Promotion Director	4/29/10	5/4/10

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with YES in the right column 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		NO
Petoskey News Review P.O. Box 528 Petoskey, MI 49770	Denise Frederick	231-347-2544 F-231-347-6833	8/27 – 9/5/08	NO
Gaylord Herald Times P.O. Box 598 Gaylord, MI 49734	Kim	989-732-1111 F-989-732-3490	8/27 – 9/5/08	NO
Northern Michigan Works* 1209 S. Garfield Ave., Ste C Traverse City, MI 49685		800-442-1074 F-231-922-3735		YES
All Access* 28955 Pacific Coast Hwy, Ste 210 Malibu, CA 90265	Joel Denver	<a href="http://www.allaccess.com">www.allaccess.com</a> <a href="mailto:jdenver@allaccess.com">jdenver@allaccess.com</a>		YES
Specs Howard School 19900 W. Nine Mile Rd. Southfield, MI 48075	Dick Kernen	<a href="mailto:dkernen@specshoward.edu">dkernen@specshoward.edu</a>		YES
gomarigold.com 1020 Hastings, Suite 102 Traverse City, MI 49686	Erin Cheney	231-947-0003 ext. 42		YES
<a href="http://www.wklt.com">www.wklt.com</a>	Josh	231-947-0003 x 18 F 231-947-7002		YES
<a href="http://www.943thefoxfm.com">www.943thefoxfm.com</a>	Josh	231-947-0003 x 18 F 231-947-7002		YES
<a href="http://www.1067youfm.com">www.1067youfm.com</a>	Erin	231-947-0003 x 18 F 231-947-7002		YES

**LIST OF RECRUITMENT SOURCES**  
**Page 2 – Continued – 5/22/08 to 5/21/09**

97.5/98.9 WKLT-FM Michelle 231-947-0003 x 18 5/22/06 YES  
 F 231-947-7002

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

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

3/25/09 – 4/5/09 – Marigold Salesperson opening

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. Morning Show Producer	All Access
2. Marigold Director	www.gomarigold.com
3. Maridold Salesperson (1)	www.gomarigold.com
4. Administrative Assistant	employee referral
5. Salesperson (1)	www.gomarigold.com
6. Salesperson (1)	experienced walk-in applicant
7. Promotions Assistant	Specs Howard School of Broadcasting

- D. During the previous 12 months, there were a total of 44 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	16
2. Traverse City Record Eagle	8
3. Gaylord Herald Times	0
4. Petoskey News Review	0
5. Employee Referral	1
6. Unknown/Other	3
7. Michigan Works	
8. Northern Broadcast, Inc. Websites	2
9. All Access	1
10. Specs Howard School of Broadcasting	3
11. <a href="http://www.gomarigold.com">www.gomarigold.com</a>	10

- 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. In November 2009, Charlie Ferguson addressed the DECA class 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.
2. At various times during the year, Northern Broadcast, Inc. hosted students from area schools for a day of “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: 5/11/10

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Traverse City Record Eagle 120 W. Front St. Traverse City, MI 49684	Miesha	231-946-2653 F-231-946-8273		NO
Petoskey News Review P.O. Box 528 Petoskey, MI 49770	Denise Frederick	231-347-2544 F-231-347-6833		NO
Gaylord Herald Times P.O. Box 598 Gaylord, MI 49734	Kim	989-732-1111 F-989-732-3490		NO
Northern Michigan Works 1209 S. Garfield Ave., Ste C Traverse City, MI 49685		800-442-1074 F-231-922-3735		YES
CareerBuilder.com 8420 W. Bryn Mawr, Suite 1000 Chicago, IL 60631		773-527-2195 Jay.Cimala@CareerBuilder.com		
All Access 28955 Pacific Coast Hwy, Ste 210 Malibu, CA 90265	Joel Denver	<a href="http://www.allaccess.com">www.allaccess.com</a> <a href="mailto:jdenver@allaccess.com">jdenver@allaccess.com</a>		YES
Specs Howard School of Broadcasting 19900 W. Nine Mile Rd. Southfield, MI 48075	Dick Kernen	866-617-6327		
<a href="http://www.wklt.com">www.wklt.com</a>	Josh Janowiak	231-947-0003 x 18 F 231-947-7002		
<a href="http://www.943thefoxfm.com">www.943thefoxfm.com</a>	Josh	231-947-0003 x 18 F 231-947-7002		
<a href="http://www.1067youfm.com">www.1067youfm.com</a>	Erin	231-947-0003 x 18		
<a href="http://www.gomarigold.com">www.gomarigold.com</a>	Erin	F 231-947-0003 x 18		