

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending: 5/20/09

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	Leland, 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. Morning Show Producer	6/2/08	9/15/08
2. Marigold Director	9/8/08	10/27/08
3. Marigold Salesperson (1)	10/28/08	11/10/08
4. Administrative Assistant	11/10/08	2/16/09
5. Salesperson	4/8/09	4/8/09
6. Marigold Salesperson (1)	3/1/09	4/20/09
7. Promotions Assistant	4/23/09	4/27/09

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Ads run in the various media are followed by a notation of the appropriate opening from Section A on page 1 of this report. Those with YES in the right column 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		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	Openings listed for #2 thru #6	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>	8/1//08 – 9/1/09 #1	YES Producer
Specs Howard School 19900 W. Nine Mile Rd. Southfield, MI 48075	Dick Kernen	<a href="mailto:dkernen@specshoward.edu">dkernen@specshoward.edu</a>	4/23/09 – 4/25/09 (Promotions Assistant)	YES
gomarigold.com 1020 Hastings, Suite 102 Traverse City, MI 49686	Mary Rogers	231-947-0003 ext. 42	9/8/08 – 10/10/08 9/8/08 – 10/10/08 3/1/09 – 4/10/09	YES Director Salesperson Salesperson
<a href="http://www.wklt.com">www.wklt.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/08 thru 5/21/09	YES
<a href="http://www.943thefoxfm.com">www.943thefoxfm.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/08 thru 5/21/09	YES
<a href="http://www.1067wsrt.com">www.1067wsrt.com</a>	Michelle	231-947-0003 x 18 F 231-947-7002	5/22/08 thru 5/21/09	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 48 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	0
WSRT/WSRJ	4
2. Traverse City Record Eagle	0
3. Gaylord Herald Times	8

4. Petoskey News Review	6
5. Employee Referral	1
6. Unknown/Other	3
7. Michigan Works	2
8. Northern Broadcast, Inc. Websites	2
9. All Access	8
10. Specs Howard School of Broadcasting	1
11. <a href="http://www.gomarigold.com">www.gomarigold.com</a>	13

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 2008, 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. On 3/23/09, 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.
3. On April 28<sup>th</sup> from 9 AM to Noon, Heather Strole, WSRT Morning Show Producer and Duce Olson, a Sales Manager, attended Career Day at the Traverse City College Prep Academy. They visited with about 80 young people in grades 9 thru 12 about potential careers in Radio Broadcasting.