

## EEO Report for the Period of June 1, 2006 to May 31, 2007

**Stations: WKLA (AM/FM), WMTE (AM/FM), WKZC (FM)**

### 1. Full-time Hires During Period.

Position:	Assistant News Director
Total Number of Applicants:	12
Total Number of Interviews:	3
Referral Source of Hire:	Walk-in
Date of Hire:	February 26, 2007
Position:	Director of Sales & Marketing
Total Number of Applicants:	10
Total Number of Interviews:	3
Referral Source of Hire:	MAB Job Bank
Date of Hire:	10/26/06
Position:	On Air Personality
Total Number of Applicants:	9
Total Number of Interviews:	5
Referral Source of Hire:	WKZC (FM) Employment Ad
Date of Hire:	10/26/06
Position:	Account Executive
Total Number of Applicants:	11
Total Number of Interviews:	6
Referral Source of Hire:	Pers. Referral from Radio Ad
Date of Hire:	11/07/06
Position:	Account Executive
Total Number of Applicants:	20
Total Number of Interviews:	5
Referral Source of Hire:	WKLA (FM) Website job posting
Date of Hire:	5/14/07

### 2. Recruitment Sources

Recruitment Sources	Contact Person	Telephone
WSCC 3000 N. Stiles Road Scottville, MI 49454	Student Services	231-845-6211
Michigan Works West Central Service Center		231-843-2563

MAB  
819 N.Washington Ave.  
Lansing, MI 48906

Mabmich.com  
Job bank

517-484-7444

Lake Michigan  
Broadcasting, Inc.  
5941 West US 10  
Ludington, MI 49431

Lynn Baerwolf  
Richard Young  
Jason Wilder

231-843-3438

Walk-in

### **3. Non-Vacancy Specific Outreach**

During the year we accepted resumes and applications from four people looking for administrative positions and four people looking for engineering positions. We interviewed one of the administrative candidates, however, we have no openings in these areas currently.

### **4. Outreach Prong 3 – Menu Option Initiatives**

On 12/7/06, we participated in Career Day at Mason County Central Schools in Scottville, MI. We spoke about careers in Radio Broadcasting.

On 4/14/07, two of our on-air personalities went to Casman Academy in Manistee, MI and participated in a fundraising event for the Academy.

On 5/1 and 5/2/07, we had four separate station tours for special ed. high school students that were brought in by West Shore Community College. The tours were designed to explain the broadcast environment in the work force. Alayne Speltz was the woman in charge at West Shore Community College.

On 10/9/07, our News Director will speak at a meeting of the Ludington Optimists regarding a career in Broadcasting and News in particular.