

ANNUAL EEO PUBLIC FILE REPORT

This report covers the period: **June 1, 2015 to May 31, 2016**

- 1.) Employment Unit: Mt. Pleasant, Michigan

- 2.) Stations in Employment Unit: WCZY (FM)-Mt. Pleasant, Michigan
 WMMI (AM)-Shepherd, Michigan

- 3.) EEO Contact Information for Employment Unit:

Contact Person/Title:

Laurie Peters, Owner-Business Manager

laurie@wczy.net

Mailing Address:

Latitude Media LLC

4895 E. Wing Road

Mt. Pleasant MI 48858

Telephone/Fax

(989) 772-9664

(989) 773-5000 (fax)

- 4.) Full-Time Positions Filled By job Title & Date Filled:

TWO FULL TIME POSITIONS FILLED DURING THIS REPORTING PERIOD

	Job Title	Date Filled	Recruitment Source Referring Hiree	Number of Interviews
1.	Marketing Consultant	10/12/15	Linked In	4
2.	Promotions Director/On-Air	1/25/16	Internal Posting	1

Total Number of People Interviewed for All Job Positions: 5

5.) Recruitment Sources:

	Recruitment Source (Name, Address, Telephone, Contact Person)	Total Number of Interviewees this Source Provided During This Period	Full-Time Positions for Which This Source Was Utilized
1.	Michigan Association of Broadcasters www.michmab.com/cgi-bin/dn_query.pl/JobBank/list_jobs.html Attn: Carol White 819 N. Washington Lansing MI 48906 800-968-7622	0	Position 2
2.	Central Michigan University www.bca.cmich.edu/Academics/jobpostings	0	Position 2
3.	MY104.3 WCZY/AM 830 WMMI Recruitment Ad On Air 4895 E. Wing Road Mt. Pleasant MI 48858 989-772-9664 Contact: Bob Peters	0	Position 1
4.	LinkedIn Corporation 2029 Stierlin Ct Mountain View, CA 94043	4	Position 1
5.	All Access.com All Access Music Group Malibu CA	0	Position 1
6.	Internal Job Posting Attn: Bob Peters 4895 E. Wing Road Mt. Pleasant MI 48858 989-772-9664	1	Position 2

6.) Supplemental Recruitment Initiatives:

10-30-15 General Sales Manager, Bob Peters, attended the MAB Foundation's Broadcasting Career Builder Conference (BCBC). The purpose of the BCBC is to provide mentoring to student attendees interested in the broadcast industry.

3-19-15 Owners, Bob and Laurie Peters, attended the BCA Career Fair on the campus of Central Michigan University. Career opportunities in marketing were discussed with students and internship opportunities with MY1043 were detailed.

Weekly All Marketing Consultants participate in weekly sales training utilizing the P1 Selling System. This training is held consistently throughout the year. This training strengthens the skills necessary for advancement in broadcast sales management.

Beginning 1-1-14, an internship program was established for students attending high school, trade school, community college, or university. Each student is given the opportunity, over the course of an academic semester, to gain skills in on-air broadcasting, copywriting, social media and web writing, promotions, and on-air show preparation. Students must be enrolled in a program related to the broadcast industry, and their internship must be endorsed, supported, and monitored by the sponsoring school. As part of the internship program established, many academic programs offer students' academic credits for their internship experience. During the period covered by this report, Latitude Media LLC has had two student interns involved in the program.