

## ANNUAL EEO PUBLIC FILE REPORT

This report covers the period: **June 1, 2016 to May 31, 2017**

- 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@wczynet.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**

	<b>Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source Referring Hire</b>	<b>Number of Interviews</b>
<b>1.</b>	Marketing Consultant	10/25/16	WCZY Website	3
<b>2.</b>	Marketing Consultant	5/15/17	WCZY Website	3

**Total Number of People Interviewed for All Job Positions:** \_\_\_\_\_

- 5.) Recruitment Sources:

	<b>Recruitment Source (Name, Address, Telephone, Contact Person)</b>	<b>Total Number of Interviewees this Source Provided During This Period</b>	<b>Full-Time Positions for Which This Source Was Utilized</b>
1.	Michigan Association of Broadcasters <a href="http://www.michmab.com/cgi-bin/dn_query.pl/JobBank/list_jobs.html">www.michmab.com/cgi-bin/dn_query.pl/JobBank/list_jobs.html</a> Attn: Carol White 819 N. Washington Lansing MI 48906 800-968-7622	0	Position 1
2.	National Alliance of State Broadcaster Assoc Career Page <a href="mailto:info@careerpage.org">info@careerpage.org</a> 800-622-2414	0	Position 1

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	1	Position 1
4.	LinkedIn Corporation 2029 Stierlin Ct Mountain View, CA 94043	2	Position 2
5.	All Access.com All Access Music Group Malibu CA	0	Position 1
6.	My 1043 WCZY web site job posting My1043.net	3	Position 1 & 2
7.	Facebook posting-My 1043 WCZY	0	Position 1

6.) Supplemental Recruitment Initiatives:

Sept 2015 Taste of Mid Michigan-Latitude Media worked with PSE Marketing Fraternity in presenting an event. Taught students about event marketing, challenges, & helped with promoting the event. CMU students scored high in a national competition featuring this collaborative event.

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 had one student intern involved in the program.

2/22/16 Booth at the My 1043 WCZY Winter Kid's Expo featuring the CMU Meteorological Society as children were allowed to practice doing TV weather reports in front of a green screen.

10/29/16 Booth at the My 1043 WCZY Boo Bash featuring the CMU Meteorological Society as children were allowed to practice doing TV weather reports in front of a green screen.

Spring 2017 General Manager Bob Peters became a contributing member of the Student Advisory Board at the Gratiot Isabella Career Technical Center, working with broadcast students and educators discussing future skills and needs for careers in the broadcast industry.

5/10/17 General Manager Bob Peters participated in a student career day presented by the Gratiot Isabella Career Technical Center. He spoke about careers in the radio and television industry as well as the skill sets that students could strive to acquire to advance their opportunities in the broadcast industry.

Jan 2017 Production Director and Morning Show Co-Host, Tina Sawyer, participated in a documentary directed by Dr. Patti Williamson of Central Michigan University. The documentary is about the challenges and rewards facing women working in the male dominated broadcast industry and covers the period of the late 1980's to now.