

ANNUAL EEO PUBLIC FILE REPORT

This report covers the period: **June 1, 2023 to May 31, 2024**

Please note that for ALL of this reporting period, the employment unit had 4 or fewer full-time employees.

- 1.) Employment Unit: Mt. Pleasant, Michigan
- 2.) Stations in Employment Unit: WCZY (FM)-Mt. Pleasant, Michigan
WMMI (AM) and 92.3 W222CP (FM)-Shepherd, Michigan
- 3.) EEO Contact Information for Employment Unit:

Contact Person/Title:

Laurie Peters, Owner
laurie@wcyz.net

Mailing Address:

Latitude Media LLC
4895 E. Wing Road
Mt. Pleasant MI 48858

Telephone

(989) 772-9664

- 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.	On-Air Personality	2/5/24	1	1
2.	On-Air Personality	5/6/24	2	1

Total Number of People Interviewed for All Job Positions: 1

- 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.	Department of Defense-Skillbridge	1	Position 1
2.	In-house recruitment-Part time to Full time Contact Person-Bob Peters 989-772-9664	1	Position 2

6.) Supplemental Recruitment Initiatives:

5/2023 to 6/2023 All Marketing Consultants participated in a certification/training program utilizing the Radio Advertising Bureau. This training strengthens the skills necessary for advancement in broadcast sales management and gave an opportunity to all marketing personnel to become certified as "Radio Marketing Professionals".

Ongoing Latitude Media LLC has an internship program 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 who came to us via CMU.

Ongoing General Manager, Bob Peters, is 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.

Ongoing General Manager, Bob Peters, attends weekly Chamber of Commerce networking groups where he can share information about broadcast marketing as well as careers in the field of broadcasting.

Ongoing Office Manager, Laurie Peters, schedules approximately 10 EEO Recruiting Announcements on each station each month. These notices request local organizations to let us know if they would like to be notified whenever the station employee unit has an opening.

10/2/23 Sports Producer/On Air Personality, Chris Spachman, was a guest speaker at Central Michigan University BCA 512, Electronic Media Promotions, as a guest of Dr. Will Andersen. Chris gave students an overall view of podcasting including, best specific audience member, benefits for the receiver, effectiveness of promotion for a specific podcast.

11/29/23 Station Management, Bob Peters, Laurie Peters, Jason Phillips, participated in a Webinar on political advertising presented by the Michigan Association of Broadcasters. This program benefits the ongoing broadcasting education necessary to gain promotion.

3/20/24 Owners, Bob, and Laurie Peters, were invited to read to elementary school classrooms at Pullen Elementary School via the Gratiot Isabella RESD and their Reading Month Promotion. The Gratiot-Isabella RESD chose the book "Radio Man" as the topic pertains to radio. Bob and Laurie each read to two second grade classrooms. They answered questions about working at a radio station.

April 24, 2003 until February 5, 2024 Latitude Media sponsored three military veterans through the Department of Defense's "Skillbridge" program. This collaborative program between employers and the DOD offers transitioning military members the opportunity to learn new skills and certifications in the public sector.