

ANNUAL EEO PUBLIC FILE REPORT

This report covers the period: **June 1, 2018 to May 31, 2019**

- 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@wczy.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.	Marketing Consultant	5/6/19	CMU Business/Marketing Program Intern with Latitude Media LLC for the previous 48 months	1
2.	Local Sales Manager	5/13/19	Linked-In	7

Total Number of People Interviewed for All Job Positions: 8

- 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.	LinkedIn Corporation 1000 W Maude Ave Sunnyvale CA 94085	7	Position 2
2.	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

3.	My 1043 WCZY web site job posting My1043.net	0	Position 2
4.	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 2

6.) Supplemental Recruitment Initiatives:

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.

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 six students intern involved in the program.

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, is an elected board member of the Workforce Development Board of the Great Lakes Bay Region Michigan Works! The purpose of this Federal program is to meet the needs of today's employers by assisting in specific training to their needs including the broadcast industry.

2/22/19 Operations Manager, Shawn Powers, attended a job fair hosted by the department of Broadcast and Cinematic Arts. He spoke to students about internship and job opportunities in the production and sports departments of the radio stations.

3/12/19 General Manager, Bob Peters, attended a College & Career fair hosted by Clare High School. He had the opportunity to highlight careers at Latitude Media LLC as well as to answer questions specific to the broadcast industry.