

## **BROAD OUTREACH STATEMENT**

During the past two years, WHMI-FM has had only one full-time job vacancy. We achieved broad outreach in our market area (Livingston County, Michigan) by using WHMI air, website, and posting; our county's daily newspaper (including some of its secondary weekly publications such as a shopper); our state broadcasting association's "Job Bank" website; and notifications to organizations requesting job vacancy information. We also received several unsolicited job inquiries. Our efforts resulted in 32 applicants for the single position. The seven applicants who were interviewed came from three of the seven sources listed above. WHMI's air, WHMI's website, the daily newspaper, and the "Job Bank" website generated the greatest number of applicants, and continue to be our best sources.

We use regular on-air announcements and a notice on our website to solicit requests from groups who might want to request notification of job vacancies, but to this date we have received just three, all educational institutions located in other parts of Michigan.

WHMI-FM has conducted several non-job-specific outreach activities in the past two years including: Job-shadowing, internships, stations tours, participation in career days and job fairs, and a scholarship program.