

## ANNUAL EEO PUBLIC FILE REPORT

This report covers the period: **June 1, 2019 to May 31, 2020**

- 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	5/18/20	1	3

**Total Number of People Interviewed for All Job Positions:** 3

- 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.	My 1043 WCZY web site job posting My1043.net 92.3 FM web site job posting 923.net	2	Position 1
2.	All Access Job Posting	0	Position 1
3.	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	1	Position 1

6.) Supplemental Recruitment Initiatives:

**Weekly** All Marketing Consultants participate in weekly sales training utilizing the “Local Broadcast Sales” program. 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 two student interns 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.

**Ongoing** General Manager, Bob Peters, is an elected board member of the Career Education Advisory Committee. He is working with technical centers in region 7B of Michigan Works!

**9/19/19** General Manager, Bob Peters, Operations Manager, Shawn Powers, and Local Sales Manager, Jason Osterberg, attended a job fair at Mid-Michigan College. They spoke to students about internship and job opportunities in the production and sports departments of the radio stations as well as local sales.

**10/8/19** Job Shadow opportunity for a senior at Shepherd High School. The student spent the morning with Morning Show Host and Co-Host, Shawn Powers and Tina Sawyer, where she learned how a morning show was put together, produced and executed. Other aspects covered were imaging, production/creative writing services, promotions/marketing, social media distribution, music selection & rotations. The student requested a re-visit for October of 2020 which was scheduled.

**10/11/19** Local Sales Manager, Jason Osterberg, attended “Discover Great Lakes Bay-Coming Home”, hosted by Middle Michigan Development Corporation. The event focused on keeping young professionals in our region as well as having them “come home” to start their career and to encourage out of town young professionals to return to the area.

**2/28/20** Operations Manager, Shawn Powers, and Local Sales Manager, Jason Osterberg, attended a job fair hosted by the department of Broadcast and Cinematic Arts at CMU. They spoke to students about internship and job opportunities in the production and sports departments of the radio stations as well as local sales.

**3/4/20** 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.

