

EEO RECRUITMENT NARRATIVE

DURING THE TWENTY-FOUR MONTHS COVERED BY THE EEO PUBLIC FILE REPORTS THAT HAVE BEEN FILED ALONG WITH THIS FCC FORM 396 BROADCAST EQUAL EMPLOYMENT OPPORTUNITY REPORT, AS EVIDENCED IN THOSE EEO PUBLIC FILE REPORTS, WE HAVE ENGAGED IN THE FOLLOWING RECRUITMENT AND OUTREACH ACTIVITIES:

1. POSTED JOB OPENINGS WITH AT LEAST FIFTEEN RECRUITMENT SOURCES, INCLUDING LOCAL AND REGIONAL COLLEGES AND UNIVERSITIES, THE CORPORATION FOR PUBLIC BROADCASTING, AND THE MICHIGAN ASSOCIATION OF BROADCASTERS. THESE SOURCES HAVE TRADITIONALLY BEEN EFFECTIVE IN OUR SEARCH FOR JOB CANDIDATES THAT MIGHT WISH TO BE EMPLOYED BY BLUE LAKE PUBLIC RADIO.

2. WE PARTICIPATE IN NUMEROUS MUSIC CONFERENCES THROUGHOUT THE COUNTRY EACH YEAR, IN SUCH LOCATIONS AS TAMPA (FLORIDA), GRAND RAPIDS (MICHIGAN), COLUMBUS (OHIO) AND SAN ANTONIO (TEXAS).

3. SINCE 2010, BLUE LAKE PUBLIC RADIO HAS CONDUCTED A RADIO BROADCASTING MENTORING PROGRAM WHICH IS A 12-DAY CLASS OFFERED FOUR TIMES EACH YEAR.

ALL OF THESE ACTIVITIES (AS MORE FULLY DESCRIBED IN THE ATTACHED EEO PUBLIC FILE REPORTS) HELP US ASCERTAIN THE INTERESTS AND NEEDS OF THE WORKFORCE AND PUBLIC PARTICIPANTS OFTEN FOLLOW UP WITH INQUIRIES ABOUT POSSIBLE JOB OPPORTUNITIES WITH US.

WITH REGARD TO POSSIBLE PROBLEMS WITH OUTREACH AND RECRUITMENT, WE WERE SUCCESSFUL IN FINDING COMPETENT NEW EMPLOYEES WHEN THE NEED AROSE.