

2020 Annual EEO Public File Report

The purpose of the EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules: WHSB (FM) Alpena, Michigan WHAK (FM) Rogers City Michigan, and WWTH (FM) Oscoda Michigan.

PERIOD COVERED: June 1, 2019-May 31, 2020

I. LIST OF FULL-TIME JOB VACANCIES FILLED BY OUR EMPLOYMENT UNIT DURING THE PERIOD:

1 Sales Position: October 3, 2019

II. RECRUITMENT SOURCE FOR FILLING EACH OF THE FOREGOING JOB CATEGORIES:

Recruitment ads on WHSB-FM, WHAK-FM, and WWTH-FM

www.truenorthradionetwork.com(the station’s web site)

1491 M 32 West
Alpena, Mi. 49707
989-354-4611

The True North Radio Network Facebook page

III. RECRUITMENT SOURCE FOR WHICH REFERRED EACH OF THE HIREES FOR THE VACANCIES LISTED ABOVE:

Sales Position – Facebook page
Radio Ads

DATA REFLECTING THE TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME VACANCIES DURING THE PERIOD COVERED BY THIS REPORT, AND THE TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE UTILIZED IN CONNECTION WITH SUCH VACANCIES:

3 interviews were conducted

One interview from radio ad and 2 from facebook ad

V. DESCRIPTION OF INITIATIVES LISTED IN 47 CFR 73.2080 (c)(2) TAKEN BY OUR EMPLOYMENT UNIT:

ON-GOING INTERNSHIP PROGRAM FOR AREA HIGH SCHOOL AND COLLEGE STUDENTS

This on-going internship program welcomes students from area high schools and colleges who are motivated and excited about expanding their knowledge and hands-on experience in a vibrant broadcasting environment. Students are rewarded with credit hours and it is monitored by the high school, college and staff at the radio station. 2 students have been involved during the period covered by this report.

TRAINING OF MANAGEMENT LEVEL PERSONNEL

January 20th, 2020-All department heads attended a meeting and were issued refresher instructions on handling of any openings and of new hires. This is done on an annual basis.