

# RESULTS BROADCASTING of IRON MOUNTAIN, INC.

WJNR-FM WOBE-FM WHTO-FM

ANNUAL EEO PUBLIC FILE REPORT  
Results Broadcasting of Iron Mountain, Inc.  
**WJNR-FM, WOBE-FM, WHTO-FM**

Covering the Period from May 21, 2007 to May 20, 2008

### Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>Date of Employment</u>	<u>Total # Interviewed</u>	<u>Recruitment Source of Hire</u>	<u>Recruitment Sources Utilized</u>
Sales Representative (2 Hires)	June-07	7	1, 2	1,2,3,6
Afternoon Announcer	January-08	6	8	1,3,4,5,8
Sales Representative (2 Hires)	January-08	4	2, 2	1,2,3
Total Interviewed		17		
Total Hired		5		

### Recruitment Source Information

<u>Recruitment Sources:</u>	<u>Contact</u>	<u>Address</u>	<u>Method of Contact</u>	<u># of Interviews From Source</u>	<u>Full-time Positions Generated from this Source</u>
1 WJNR-FM, WOBE-FM, WHTO-FM	Trisha Peterson, GM	212 W. J Street, Iron Mountain, MI	906.774.5731	5	1
2 Daily News	Classified Dept.	Iron Mountain, MI	906.774.2772	5	3
3 Station Websites	Trisha Peterson, GM	<a href="http://www.FrogCountry.com">www.FrogCountry.com</a> <a href="http://www.ClassichitsB100FM.com">www.ClassichitsB100FM.com</a> <a href="http://www.HotOlldies106FM.com">www.HotOlldies106FM.com</a>	Internal Post	0	0
4 Michigan Association of Broadcasters ( <a href="http://www.michmab.com">www.michmab.com</a> )	Staff	819 North Washington Ave. Lansing, MI 48906-5135	517.484.7444 Direct Post to Job Bank on Website.	4	0
5 Wisconsin Broadcasters Association, News Letter & Website	Michelle Vetterkind	44 E. Mifflin St., Suite 900 Madison, WI 53703	800.236.1922	0	0
6 Michigan Works Job Bank	Staff	<a href="http://www.michworks.org">www.michworks.org</a>	906.774.3647	2	0
7 Job Fairs (see list)		Nothern Michigan University (10.3.07); WBA Summer Job Fair, Minocqua, WI (6.20.07); Northcentral Technical College, Antigo (5.11.08); Northern Advantage Job Fair, Rhinelander (3.26.08)		0	0
8 Referral By Employee	n/a	n/a	n/a	1	1
Totals				17	5

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## Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Report Time Period:

1. Outreach: Scholarship  
  
Date: September 2004 to Present  
Participating Employees: Bruce Grassman, General Manager  
Event Sponsor: Wisconsin Broadcasters Association Foundation Scholarship  
Description: Our Company, Results Broadcasting, Inc. funded the Wisconsin Broadcasters Association Foundation and a Scholarship will be awarded each year in our Company's name. Scholarships are awarded annually at the Wisconsin Broadcasters Association's Winter Conference since January 2005.
  
2. Outreach: Participated in Job/Career Fairs  
  
Date: October 3, 2007  
Participating Employees: Trisha Peterson, General Manager of WJNR-FM, WOBE-FM, WHTO-FM  
Event Sponsor: Northern Michigan University Marquette, MI  
Description: Trisha Peterson fielded employment questions from potential job seekers regarding career opportunities in radio. Job descriptions were handed out and resumes were collected from interested applicants.
  
3. Outreach: Participated in Job/Career Fairs  
  
Date: June 20, 2007  
Participating Employees: Bruce Grassman, President of Results Broadcasting of Iron Mountain and General Manager of Sister Stations WTCH-AM, WOWN-FM, WFCL-AM, WJMQ-FM  
Event Sponsor: Wisconsin Broadcasters Association  
Description: Participation in Wisconsin Broadcasters Association Job/Career Fair held at the The Waters Resort in Minocqua, WI held in conjunction with the Summer Conference. Bruce Grassman fielded employment questions from potential job seekers regarding career opportunities in radio. Job descriptions were handed out and resumes were collected from interested applicants.
  
4. Outreach: Participated in Job/Career Fairs  
  
Date: May 11, 2008  
Participating Employees: Shaughn Novy, General Manager of Sister Stations WATK-AM, WACD-FM  
Event Sponsor: Northcentral Technical College, Antigo, WI  
Description: Participation in Northcentral Technical College's Job Fair. Shaughn Novy fielded employment questions from potential job seekers regarding career opportunities in radio. Job descriptions were handed out and resumes were collected from interested applicants.

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## Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Station Employment Unit during the Report Time Period:

5. Outreach: Participated in Job/Career Fairs  
Date: March 26, 2008  
Participating Employees: Shaughn Novy, General Manager of Sister Stations WATK-AM, WACD-FM and Don Grassman, VP of Operations for Results Broadcasting  
Event Sponsor: Northern Advantage Job Fair held at the Rouman Cinema (10AM-3PM)  
Description: Fielded employment questions from job seekers regarding career opportunities in radio. Job descriptions were handed out and resumes were collected from interested applicants. Over 700 job seekers were in attendance.
6. Outreach: EEO Educational Series  
Date: June 20, 2008 (3PM – 4PM)  
Participating Employees: Bruce Grassman, President of Results Broadcasting of Iron Mountain and General Manager of Sister Stations WTCH-AM, WOWN-FM, WFCL-AM, WJMQ-FM  
Event Sponsor: Wisconsin Broadcasters Association (WBA)  
Description: Bruce Grassman attended on behalf of Results Broadcasting “Non-Discrimination & Outreach in Hiring Part 4” Workshop EEO Educational Series at the WBA Summer Conference at the Waters Resort, Minocqua, Wisconsin.
7. Outreach: Participation in programs by educational institutions relating to career opportunity in broadcasting.  
Date: November 30, 2007  
Participating Employees: Dan Wheeler, Marketing Consultant for WJNR-FM, WOBE-FM, WHTO-FM  
Event Sponsor: Bay College Iron Mountain, MI  
Description: Dan Wheeler spoke to a Business Communications Class at Bay College about careers in Radio Broadcasting.
8. Outreach: Station Tours  
Date: Various Dates  
Participating Employees: Programming Staff  
Event Sponsor: WJNR-FM, WOBE-FM, WHTO-FM  
Description: Station tours are provided to many groups and individuals throughout the year.
9. Outreach: Broadcast – EEO Notice  
Date: Weekly  
Participating Employees: Trisha Peterson, General Manager of WJNR-FM, WOBE-FM, WHTO-FM  
Event Sponsor: WJNR-FM, WOBE-FM, WHTO-FM  
Description: Results Broadcasting has a general announcement that is broadcast weekly on WJNR-FM, WOBE-FM, WHTO-FM encouraging people to apply for open positions and to encourage organizations who can refer job seekers to contact us.

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## **EEO Narrative**

### **License Renewal for WJNR-FM, WOBE-FM, WHTO-FM**

WJNR-FM, WOBE-FM, and WHTO-FM are very active in the community and it shows with all of our outreach and initiatives over time. Over the last three or four years these efforts have increased as we actively search out more opportunities to be visible and showcase our career opportunities.

We have never turned down the opportunity for: job shadowing, internships, career days, job fairs, tours, and speaking at schools and organizations about broadcasting.

**Filed by: Trisha Peterson    General Manager WJNR/WOBE/WHTO**

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## **July 31, 2008 Amendment to Original EEO Report filed with Form 397.**

The below listed outreach activity Job Fair on May 11, 2008 at Northcentral Technical College did not take place. Notes in the EEO file at the time of preparation of this report indicated participation. After discussions, with Shaughn Novy about the event it was discovered that Results Broadcasting was signed up for the event but event was eventually cancelled due to lack of interest by employers.

### 4. Outreach: Participated in Job/Career Fairs

Date: May 11, 2008

Participating

Employees: Shaughn Novy, General Manager of Sister Stations WATK-AM, WACD-FM

Event Sponsor: Northcentral Technical College, Antigo, WI

Description: Participation in Northcentral Technical College's Job Fair. Shaughn Novy fielded employment questions from potential job seekers regarding career opportunities in radio. Job descriptions were handed out and resumes were collected from interested applicants.