

EEO PUBLIC FILE REPORT

Lake Cities Broadcasting Corporation

A. Employment Unit Covered:

WLKI, Angola, Indiana
WLZZ, Montpelier, Ohio
WTHD, LaGrange, Indiana
WMSH AM/FM, Sturgis, Michigan

B. Reporting Period:

April 1, 2006 through April 1, 2007

C. Full-Time Vacancies Filled During Reporting Period:

Job Title	Date Filled	Positions
None		

D. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy: None

Job Title	Date Filled	Hire Source	Recruitment Source

E. Total Number of Persons Interviewed For All Full-Time Vacancies Filled During Reporting Period: None

F. Total Number of Interviewees for All Full-Time Vacancies Filled During Reporting Period Per Recruitment/Referral Sources:

None

Recruitment Source	Number of Interviewees Referred
Employee Referral	0
Internet/Web Site	0
Walk-in/Self Referral	0
Newspaper	0
Outreach	0
Radio Advertising	0

LAKE CITIES BROADCASTING, INC.

EEO OUTREACH ACTIVITIES

April 1, 2006 through April 1, 2007

During the period of April 1, 2006 through April 1, 2007, LCBC had no job openings.

As a part of its efforts to reassess the results of its outreach efforts, LCBC placed a paid advertisement in the Southern Christian Leadership Conference Magazine which appeared on April 17, 2006 and a paid advertisement in the Sentinel, a publication of the Minority Community News Service, which appeared on October 26, 2006. These advertisements were placed to encourage interest in applications on a broader level. In the previous period, LCBC expended considerable effort and expense to promote and host an in-station job fair which was designed to permit interested persons to interview station personnel and to experience the operations of a live, local radio station. Only five persons showed up for that job fair causing the stations to rethink its outreach program. These stations are located in very small markets and have few job openings. A possible reason for the low turn-out for the job fair and open house was the fact that, at the time, the stations had no job openings.

In January, 2007, the unit broadcast press releases seeking assistance with its recruitment and outreach efforts from a variety of local and national organizations. No organization has responded to any of the unit's efforts.

During the period, management personnel continued to study the book "EEO Personnel Practices and the Law", by Arthur Gutman in an effort to provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. The management personnel which are studying this book are Thomas Andrews, Owner; William Kerner, Vice President Sales and Carter Snider, Assistant Manager.

During the upcoming period, the unit plans to restructure its job fair/open house initiative by rotating the event at its four station locations in Angola, LaGrange, Montpelier and Sturgis. Hopefully, by rotating the event to the four locations, it will be more convenient for people to visit the facilities and inquire about job opportunities. The unit plans to host four open house/job fairs during the upcoming two year period.