The purpose of this EEO Public File Report (Annual EEO Report) is to document compliance by Northern Star Broadcasting, L.L.C. (NSB) with Section 73.2080(c)(6) of the Equal Employment Opportunity (EEO) Rules of the United States Federal Communication Commission (FCC). This Annual EEO Report summarizes the relevant hiring and EEO outreach activities conducted by the following radio stations, which collectively form a single Station Employment Unit (SEU) for purposes of the EEO Rules.

**Call Sign City of License Facility Identification Number**
WCBY-AM Cheboygan, MI 56074
W264CF-FM St Ignace, MI 148065
WCKC-FM Cadillac, MI 22183
WGFM-FM Cheboygan, MI 56073
WGFN-FM Glen Arbor, MI 10750
WQEZ-FM Glen Arbor, MI 15631
WMKC-FM Indian River, MI 42141
WOEZ-FM Onaway, MI 189540

The information contained in this Annual EEO Report is for the period beginning June 1, 2015 and ending May 31, 2016 (the Applicable Period). In accordance with the FCC’s EEO Rules, this Annual EEO Report contains the following information:

1. A list of full-time vacancies filled by the SEU during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information form the SEU about any new job openings, which are separately identified;
3. The recruitment source that referred the hired individual for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and total number of the interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the open job positions, undertaken by the SEU during the Applicable Period.

The following sections provide the required information, and summarize the NSB’s EEO efforts during the Applicable Period. This Annual EEO Report was placed in each station’s public inspection file on June 1, 2016, and posted on the stations’ existing web sites, in accordance with the FCC’s EEO Rules.
SECTION 1:
Full-Time Job Openings Filled During the Applicable Period
Full-time Positions Filled by Job Title Recruitment Source

Integrated Marketing Consultant
6/29/15 - Previous Station Owner Referral (source)

Integrated Marketing Consultant
1/11/16 (On Line Source- Northern Star Broadcasting web site)

On Going Recruitment Efforts:
On Air Recruitment Commercials on these signals:
WGFM//WGFN/WCKC/WOEZ/
WQEZ/WMKC/WCBY/WCHY

Web Sites:
www.nsbroadcasting.com
www.classicrockthebear.com
www.1029bigcountry.com
www.rock105.fm
www.wqez.fm

SECTION 2:
Recruitment Sources
Recruitment Source Total Number of Interviewees Full Time Position for
This Source Has Provided Which This Source Was Utilized
On Air Recruitment Commercials: 1
WGFM/WGFN/WCKC/WOEZ/
WQEZ/WMKC/WCBY
Web Sites:
www.nsbroadcasting.com  2
www.classicrockthebear.com  1
www.1029bigcountry.com  1
www.rock105.fm  1
www.wqez.fm  0

SECTION 3:
Supplemental (Non-Vacancy Specific)
Recruitment Activities Undertaken

Participation in Job Banks, Internet Programs, and Other General Outreach
Programs NSB prominently displays tiles on its various radio format websites which permit site visitors interested in careers in broadcasting to access the website maintained by the Michigan Association of Broadcasters, a professional organization promoting all aspects of the broadcasting industry. NSB supports
the Michigan Association of Broadcasters’ efforts by providing air time for use in general as well as broadcast career oriented promotions. From time to time NSB has promoted careers in broadcasting through on-air announcements designed to encourage listeners to explore careers in broadcasting.

3. Participation in Programs Sponsored by Educational Institutions NSB maintains an ongoing presence with Specs Howard School of Media Arts, a regional institution serving those interested in careers in broadcasting (www.specshoward.com). Among other contributions, NSB staff, some of whom have graduated from the institution, maintain a constant dialogue with the Institute which, more recently, involved suggestions regarding curriculum changes necessary to address webmaster/social media skills of radio broadcasting professionals. NSB maintains an ongoing relationship with the Cheboygan High School Broadcast Program, Local Boy Scout & Girl Scout Troops exposing high school students and elementary age children to the broadcasting industry opportunities through studio visits and meetings with SEU broadcast professionals. The group toured studios, learned about current broadcast technology and possible opportunities for the future of broadcasting.

4. Provision of Training to Management Level Personnel During the Applicable Period NSB management obtained employee relationship related materials prepared by PBP Executive Reports in order that management might be better equipped to manage the SEU employee group, including specific focus on nondiscrimination requirements and behavior. Management receives periodic newsletters from labor professionals providing alerts and information on employee relationship matters including equal employment opportunity and preventing discrimination. Also training was provided on employee documentation.

5. Establishment of Training Programs for Station Personnel. NSB maintains ongoing training requirements for all staff personnel with the objective of enhancing the capabilities of the staff. The Traffic Department personnel trained with a software provider on software updates and enhancements; personnel involved in selling received training in methods of improving client relationship skills and methods of providing internet based opportunities for clients; programming staff trained with a NSB website provider in methods to modernize and enhance radio station web sites; also trained in industry related software to better provide market performance information; programming staff received training in methods of improving and enhancing on air presentation, internet social media skills as it can be utilized in radio broadcasting.

6. Other Outreach Activities NSB encourages its most public staff members, on-air personalities, to engage members of the public that might approach and contact them from time to time. The personalities are involved in numerous personal appearances during which interested parties are informed of the duties of various members of a radio broadcasting operation. The personalities respond to questions as well as provide personal histories of career paths and development.
7. Tours of the broadcast facilities are encouraged to community groups to educate students and interested citizens about the aspects of radio broadcasting. The tours give a broad overview of radio broadcasting, radio traffic, production and how traditional radio broadcasting is integrating with online and social media.

8. Job Shadowing Opportunities in Studio – providing time in studios for students and to general public the opportunity to watch, observe and ask questions about the on air process of broadcasting. The Job Shadow opportunity provides individuals to spend up to 6 hours in studio with follow up questions in following weeks and opportunity to apply for any open part time board operator positions that may become available.