

Equal Employment Opportunity Public File Report
for the Station Employment Unit Consisting of
WBLU 88.9 (Grand Rapids, MI) and WBLV 90.3 (Twin Lake, MI)
June 1, 2024 through May 31, 2025

The purpose of this Federal Communications Commission (FCC) Equal Employment Opportunity (EEO) Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WBLU 88.9 (Grand Rapids) and WBLV 90.3 (Twin Lake) collectively known as "Blue Lake Public Radio." It is required to be placed in the public inspection files of these stations and posted on their website. The web address for Blue Lake Public Radio is <https://www.bluelakeradio.org/>. The information contained in this report covers the time beginning June 1, 2024, and including, May 31, 2025 (the "Applicable Period"). The FCC's 2002 EEO Rules requires this report contain the following:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period (see Appendix 1);
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number (see Appendix 1);
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period (see Appendix 1);
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies (see Appendix 1); and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules (see Appendix 2).

Appendices 1, and 2, have been designed, in aggregate, to provide the required for items 1 through 5. "Full-time Position and Sources Cited: refers to the number of full-time jobs listed on Appendix 1. For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1
Available Full-Time Job Positions

The Station Employment Unit consisting of WBLU and WBLV had no (0) full-time employment vacancies in the Applicable Period of June 1, 2024 through May 31, 2025.

External Notification of Available Job Positions

Depending on the skills noted in a job description, either full-time or part-time, positions are posted with one or more of the institutions below. Other organizations can request to be added to this notification list by contacting Blue Lake

Public Radio at (231) 894-2616, or by e-mail to radio@bluelake.org. Blue Lake Public Radio is an Equal Opportunity Employer and encourages all eligible persons to apply for positions. All external job postings include a statement that Blue Lake Fine Arts Camp is an Equal Opportunity Employer.

Aquinas College 1607 Robinson Road SE Grand Rapids, MI 49506 (616) 632-8900	Hope College 141 East 12th Street Holland MI 49423 (616) 395-7000
Baker College 1903 Marquette Avenue Muskegon, MI 49442 (231) 777-5200	Lakeshore Nonprofit Alliance 96 W 15th St. – Ste. 105 Holland, MI 49423 (616) 594-7133
Calvin University 3201 Burton Street SE Grand Rapids MI 49546 (616) 526-6000	Michigan Association of Broadcasters 819 North Washington Avenue Lansing, MI 48906 (517) 484-7444
Central Michigan University 340 Moore Hall Mount Pleasant, MI 48859 Phone: (989)774-3851	Michigan State University 220 Trowbridge Road East Lansing, MI 48824 (517) 355-1855
Ferris State University 1201 S. State Street Big Rapids, MI 49307 (231) 591-2000	Muskegon Community College 221 South Quarterline Road Muskegon, MI 49442 (231) 773-9131
Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207	Lawrence Technological University 21000 West 10 Mile Road Southfield, MI 48075 (800) 225-5588
Grand Valley State University 1 Campus Drive Allendale, MI 49401 (616) 331-5000	State of Michigan - Michigan Works! 2500 Kerry Street – Suite 210 Lansing, MI 48912 (800) 285-9675
	Western Michigan University 1903 W. Michigan Avenue Kalamazoo, MI 49008-5200 (269) 387-1000

Depending on the skills noted in a job description, either full or part-time, WBLU 88.9 and WBLV 90.3 may also advertise the position in the following ways:

- Blue Lake Public Radio on-air announcements
- Blue Lake Public Radio website post notifications
- *Mlive* (statewide) digital newspaper classified ads
- Indeed job listings (<https://www.indeed.com/>)

- “Pubradio” and “Apreps” email lists through NPR (<https://www.npr.org/careers/>)
- Corporation for Public Broadcasting “Jobline” (<https://www.cpb.org/jobline>)
- “Public Media Jobs” listings of *Current* (<https://jobs.current.org/>)
- LinkedIn job listings (<https://business.linkedin.com/talent-solutions>)

Appendix 2

Full-Time Staff

The Station Employment Unit consisting of WBLU and WBLV began, the Applicable Period with five (5) full-time employees and ended the period with five (5) full-time employees.

Market Population Served

WBLU and WBLV primarily serves a five county area in Michigan with a population of 1,197,805 persons (Source: 2020 census). The Station Employment Unit is not a religious broadcaster.

External Recruitment

State Educator Music Conferences with BL Participation

Blue Lake Fine Arts Camp representatives operate exhibitor booths at State Educator Music Conferences each year that include job recruitment components. The Number of attendees per conference ranges from approximately 3,000 to 30,000. These conferences include:

Michigan Art Educators Conference in Kalamazoo

Michigan Music Conference in Grand Rapids

Midwest Clinic in Chicago

Illinois Music Conference in Peoria

Florida Music Educators Conference in Tampa, Florida

Ohio Music Education Conference in Columbus

Indiana Music Conference in Fort Wayne

Texas Music Conference in San Antonio

Minimally, three Blue Lake employees participate at each conference. Blue Lake representatives distribute information cards to college students and teacher attendees, also answering questions about Blue Lake Public Radio - WBLU and WBLV. Approximately 500 summer camp catalogs, 40 staff applications and 20 faculty applications are distributed per conference.

Education Programs

Camp Wolverine at Owasippe Scout Reservation

In the summer of 2024, Blue Lake Public Radio Director of Broadcasting, Klay Woodworth, developed an educational program in support of the Radio Merit Badge given by Scouting America. The half-hour presentation covers the operation of Blue Lake Public Radio including both broadcast and digital functions and careers in broadcasting. The program served 44 scouts over five weeks.

Oceana County College & Career Fair 2025

On February 20, 2025, Blue Lake Public Radio Director of Broadcasting, Klay Woodworth, attended the Oceana County College & Career Fair in Shelby, Michigan. The event provided high school juniors with ideas about possible careers and contact with institutions of higher education in the state. Approximately 400 students from five area schools

attended the event. The Blue Lake Public Radio table provided a handout of broadcasting and journalism programs at area colleges and university. Klay Woodworth answered questions about broadcasting as a career.

Blue Lake Fine Arts Camp Students' Radio Broadcasting Class

In 2010, Blue Lake Fine Arts Camp instituted a class taught by Blue Lake Public Radio employees for summer camp students interested in learning about radio broadcasting. There is one 12-day class offered during each of the camp's four sessions. Each class has a maximum enrollment of 24 students. The Blue Lake Fine Arts Camp "Radio Minor Elective Class" is a hands-on, experience-based educational program through which students (working together in groups of four) create hour-long, music-centered radio programs. Students receive a digital recording of their completed coursework. This recording exemplifies how well they learned writing, production, and voice recording skills, musical appreciation; plus, their ability to follow an hourly broadcast program "clock." Students may participate with in-studio musical performances recorded for broadcast. In addition to the software-based recording in the classroom, they have an opportunity to record a segment of their programs from one of the station's production studios.

Appendix 3

Internal Notification of Available Job Positions

The WBLU and WBLV licensee, Blue Lake Fine Arts Camp, notifies employees of all available positions and provides the opportunity to apply for them. All internal job postings state Blue Lake Fine Arts Camp provides Equal Employment Opportunities. Blue Lake's Interim President, Heidi Stansell, is responsible for implementing and analyzing the organization's EEO recruitment program (including WBLU and WBLV) in coordination with the station's Director of Broadcasting.

Appendix 4

Efforts to analyze the organization's EEO program effectiveness are undertaken during Blue Lake Fine Arts Camp's Board of Trustees Diversity Committee's annual analysis of hiring, EEO recruitment, and other actions. No problems were found as a result of such analysis.

Appendix 5

Blue Lake Fine Arts Camp's Management Committee has a policy of reviewing salary levels annually in conjunction with developing the budget. The committee, if raises are given, determines the process for either merit-based, or across-the-board, increases. Seniority practices, promotions, and selection techniques are also reviewed to ensure EEO policies are followed. Blue Lake Fine Arts Camp has no union agreements.