

Federal Communications Commission Washington, D.C. 20554 <p style="text-align: center;">FCC 396-C</p>	OMB 3060-1033 September 2003	FOR FCC USE ONLY
Multi-Channel Video Program Distributor EEO Program Annual Report Read INSTRUCTIONS Before Filling Out Form		FOR COMMISSION USE ONLY FILE NO. B396 - 20130930ARK

SECTION I IDENTIFYING INFORMATION

A. Name of Operator:
 NORTHLAND COMMUNICATIONS CORPORATION

MSO Name:
 NORTHLAND COMMUNICATIONS CORPORATION

B. Employment Unit's Mailing Address
 101 STEWART ST SUITE 700

City SEATTLE	State WA	Zip Code 98101-
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FCC Registration Number:
 0001568971

Emp. Unit ID # 5604

Application Purpose
 New Program Report
 Amendment to Program Report

Supplemental Investigation Sheet (SIS) Attached

C. County and State in which unit's employment office is located
 BONNER COUNTY, ID

D. Category of Respondent (check applicable box)

<input type="checkbox"/>	Fewer than six (6) full-time employees during the selected payroll period: Complete Sections I, II and V
<input checked="" type="checkbox"/>	Six (6) or more full-time employees during the selected payroll period: Complete ALL sections of the Form 396-C and the Supplemental Investigation Sheet, if attached

E. Pay Period Covered by this Report (inclusive dates) 07/15-31/2013

F. Attachments: (See "Exhibit" buttons, below.)

SECTION II COMMUNITY INFORMATION

System Communities Comprising Local Employment Unit			
Ident No.	Name of Community	Location (State)	Type

Review the list of communities served on the previous year's submission and attach as Exhibit A [Exhibit 1] any additions or deletions, using the format noted above. NOTE: APPLICABLE ONLY TO CABLE OPERATORS AND NOT TO OTHER MVPD UNITS.

SECTION III EEO POLICY AND PROGRAM REQUIREMENTS

Check YES or NO to each of the following questions. If answer to any question below is NO, attach as Exhibit B an explanation.

[Exhibit 2]

1.	Have you complied with the outreach provisions of the FCC's MPVD Equal Employment Opportunity Rule, 47 C.F.R. Section 76.75(b), during the twelve month period prior to filing this form?	<input checked="" type="radio"/> Yes <input type="radio"/> No
2.	Do you disseminate widely your EEO Program to job applicants, employees, and those with whom you regularly do business?	<input checked="" type="radio"/> Yes <input type="radio"/> No
3.	Do you contact organizations, media, educational institutions, and other potential sources of applicants for referrals whenever job vacancies are available in your organization?	<input checked="" type="radio"/> Yes <input type="radio"/> No
4.	Do you undertake to offer promotions to positions of greater responsibility in a nondiscriminatory manner?	<input checked="" type="radio"/> Yes <input type="radio"/> No
5.	To the extent possible, do you seek out entrepreneurs in a nondiscriminatory manner and encourage them to conduct business with all parts of your organization?	<input checked="" type="radio"/> Yes <input type="radio"/> No
6.	Do you analyze the results of your efforts to recruit, hire, promote, and use services in a nondiscriminatory manner and use these results to evaluate and improve your EEO program?	<input checked="" type="radio"/> Yes <input type="radio"/> No
7.	Do you define the responsibility of each level of management to ensure a positive application and vigorous enforcement of your policy of equal employment opportunity and maintain a procedure to review and control managerial and supervisory performance?	<input checked="" type="radio"/> Yes <input type="radio"/> No
8.	Do you conduct a continuing program to exclude every form of prejudice or discrimination based upon race, color, religion, national origin, age, or sex from your personnel policies and practices and working conditions?	<input checked="" type="radio"/> Yes <input type="radio"/> No
9.	Do you conduct a continuing review of job structure and employment practices and maintain positive recruitment training, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility?	<input checked="" type="radio"/> Yes <input type="radio"/> No

SECTION IV ADDITIONAL INFORMATION

You may provide as Exhibit C any additional information that you believe might be useful in evaluating your efforts to comply with the Commission's EEO provisions. There is no requirement to provide additional data or information.

[Exhibit 3]

SECTION V CERTIFICATION

This report must be certified as follows:

- A. By the individual owning the reporting system if individually owned;
- B. By a partner, if a partnership; or
- C. By an officer, if a corporation or association.

I certify that to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Title PRESIDENT
Date 9/29/2013	Name of Respondent GARY S. JONES
Telephone No. (include area code) 2066211351	

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FORM FCC 396-C - SUPPLEMENTAL INVESTIGATION SHEET

Part I Employee Job Descriptions

Give brief job descriptions for employees in the job categories specified below. The number specified in the box indicates the number of different job descriptions that are to be submitted for each category. Job descriptions should include the position title and a brief description of the major duties and responsibilities of the individual(s) in the position.

1. Officials and Managers	<input type="text"/>	[Exhibit 4]
2. Professionals	<input type="text"/>	[Exhibit 5]
3. Technicians	<input type="text" value="1"/>	[Exhibit 6]
4. Sales Workers	<input type="text"/>	[Exhibit 7]
5. Office and Clerical	<input type="text"/>	[Exhibit 8]
6. Craft Workers (skilled)	<input type="text"/>	[Exhibit 9]
7. Operatives (semi-skilled)	<input type="text"/>	[Exhibit 10]
8. Laborers (unskilled)	<input type="text"/>	[Exhibit 11]
9. Service Workers	<input type="text"/>	[Exhibit 12]

Part II Inquiries Concerning EEO Program and Practices

Submit responses to the inquiries indicated by a "check" Responses should be brief, but must provide sufficient information to describe the employment unit's activity and efforts in the area of inquiry.

1. Describe the employment unit's efforts to comply with the outreach provisions of 47 C.F.R. Section 76.75(b). [Exhibit 13]
2. Describe the employment unit's efforts to disseminate widely its equal employment opportunity program to job applicants, employees, and those with whom it regularly does business. [Exhibit 14]
3. Name the organizations, media, educational institutions, and other recruitment sources used to attract applicants whenever job vacancies become available. [Exhibit 15]
4. Explain the employment unit's efforts to promote in a nondiscriminatory manner to positions of greater responsibility. [Exhibit 16]
5. Describe the employment unit's efforts to encourage entrepreneurs to conduct business in a nondiscriminatory manner with all parts of its operation and provide an analysis of the results of those efforts. [Exhibit 17]
6. Report the findings of the employment unit's analysis of its efforts to recruit, hire and promote in a nondiscriminatory manner and explain any difficulties encountered in implementing its EEO program. [Exhibit 18]
7. Describe the responsibility of each level of the employment unit's management with respect to application and enforcement of its EEO policy and explain the procedure for review and control of managerial and supervisory performance. [Exhibit 19]
8. Describe the manner in which the employment unit conducts its continuing review of job structure and employment practices. [Exhibit 20]
9. Other Inquiries: [Exhibit 21]

Part III EEO Public File Report

Attach a copy of the EEO public file report from the previous year. Cable entities are required to place [Exhibit 22]

Northland Communications Corporation
Employment Unit No.5604
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 7

Northland Communications Corporation’s Employment Unit No. 5604 in Sandpoint, ID does not employ individuals in the category of “Technicians.”

Northland Communications Corporation
Employment Unit No. 5604
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 4
Exhibit 16

It is Northland Communications Corporation's Employment Unit No. 5604 in Sandpoint, Idaho's policy to promote from within the organization to the greatest extent practical. Northland's Management and each Manager provide promotional and upgrading opportunities to all qualified employees on a non-discriminatory basis through the following actions:

- a. Managers who make decisions on placement and promotion are instructed on the company's EEO policy (the "EEO Policy") and are required to acknowledge, in writing, their review and understanding of the EEO Policy and EEO program and that they will abide by its mandates. The employment unit's efforts to promote in a nondiscriminatory manner to positions of greater responsibility are guided by the EEO program.
- b. Managers work to ensure that individuals who make decisions on hiring, placement and promotion consider all applicants without discrimination.
- c. Managers endeavor to give all those who apply equal opportunity to compete for higher paid positions. Managers encourage employees to obtain training in order to qualify for higher-paid positions, followed by assistance and counseling during annual employee reviews, and provide effective measures to enable employees with interest and potential to qualify themselves for such positions through informal and formal training.
- d. Managers provide opportunities to perform overtime work regardless of race, color, religion, national origin, age, sex or the presence of disability.
- e. Job vacancies are circulated internally through verbal notification during employee meetings.
- f. Career advancement opportunities are available to all qualified employees. Northland fosters career advancement through the company's training programs: a) NOTC training program that enables unit personnel to acquire skills that could qualify them for higher level positions, b) CSR Certification Program that supports and rewards unit personnel who demonstrate outstanding sales, product knowledge and customer service skills and qualify to earn additional compensation and c) Education Assistance program that encourages employees to further job related skills and improve performance.
- g. All employees are notified of their right to equal opportunity to compete for higher paid positions for which they are qualified through a Notice to Employees and Applicants ("EEO Notice"). The EEO Notice is displayed in a location visible to all employees.

Northland Communications Corporation
Employment Unit No. 5604
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 7
Exhibit 19

Northland Communications Corporation's Employment Unit No. 5604 in Sandpoint, Idaho's description of responsibility of each level of the employment unit's management with respect to application and enforcement of its EEO policy includes the following operations and procedures:

1. The Business Manager is responsible for application and enforcement of the EEO policy at the Employment Unit. Responsibilities include:
 - a. Review and acknowledgment of the company's EEO manual.
 - b. Annual program review of the EEO policies where management at the Employment Unit is required to complete a checklist verifying its compliance with the company's EEO policies and program.
 - c. Post notices to applicants and employees regarding the Employment Unit's commitment to EEO.
 - d. Ensure that all candidates who are interviewed are reminded of their EEO rights by asking them to review and complete the company's employment application, which discusses their EEO rights and reviews the company's EEO Policy.
 - e. Conduct an annual EEO meeting informing employees of the company's EEO policies and requirements and to confirm its enforcement.
 - f. Post annual advertisement in the local newspaper informing the public of the Employment Unit's commitment to EEO.
 - g. Together with the corporate office, manage the recruiting process including:
 - i. Making a good faith effort to conduct broad and inclusive outreach by advertising with media having significant circulation in the community and by supplementing this advertising by using recruitment sources that further outreach for each and every full-time position.
 - ii. Ensuring that hiring decisions are made in a non-discriminatory manner.

Northland Communications Corporation's Employment Unit No. 5604 in Sandpoint Idaho's procedures for review and control of managerial and supervisory performance are as follows:

1. The Business Manager is responsible for the system's positive application and enforcement of the EEO policies of the company.
2. The Business Manager's performance with respect to the EEO policies is subject to review by legal counsel.
3. The Business Manager's supervisory performance is subject to review by the Vice President, Operations.
4. All managers who make employment decisions are expected to abide by the letter and spirit of the company's EEO program.

Northland Communications Corporation
Employment Unit No. 5604
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 8
Exhibit 20

Northland Communications Corporation's Employment Unit No. 5604 in Sandpoint, Idaho conducts its continuing review of job structure and other employment practices by:

1. Strategic Review – Periodically, the overall job structure of Employment Unit operations are reviewed by upper management for efficiency and analysis of the overall job structure's application to the company's evolving operations.
2. System Site Visits - System offices are periodically visited by upper management and representatives from the corporate office. During these visits and together with Employment Unit local management, operations are reviewed, and when business necessities arise, job structure is changed to accommodate changing business needs. An example of this type of change includes the inclusion of additional training in new technologies, such as the implementation of VoIP services.
3. Employment practices are periodically reviewed by the divisional office, corporate office and, when appropriate, legal counsel prior to changes being made. These employment practices reviews include:
 - a. Evaluation of new positions;
 - b. Evaluation of position eliminations and terminations;
 - c. Evaluation and modification of disciplinary procedures;
 - d. Evaluation of company employment policies and procedures; and,
 - e. Evaluation of promotions, demotions, transfers and wage increases.
4. The Employment Unit's operating procedures are periodically reviewed by Employment Unit management and updated accordingly.



THIS REPORT COVERS OCTOBER 1, 2012 THROUGH SEPTEMBER 30, 2013.

Total Number of Full-Time Vacancies Filled During This Period: 2

Total Number of People Interviewed For Full-Time Vacancies During This Period: 4

FULL-TIME POSITIONS FILLED

#	Position Title	Number Hired	Recruitment Source of Successful Applicant(s)	Recruitment Source(s) Used to Fill the Vacancy <i>Please see attached Recruitment Resource List for recruitment source contact information.</i>	Number of Interviewees Referred by Each Recruitment Source	Total Number Interviewed
1	Installer	1	Walk-In	Idaho Dept of Labor Bonner County Daily Bee Walk-in	2 1 1	4
2	Technical Services Rep.	1	Internal Promotion	Internal Promotion	n/a	n/a

SUPPLEMENTAL OUTREACH INITIATIVES

1. Training Programs: a) NOTC training program that enables unit personnel to acquire skills that could qualify them for higher level positions, b) CSR Certification Program that provides a means for customer service representatives to improve their product knowledge and customer service skills and improve their wage earnings and c) Education Assistance program that encourages employees to further job related skills and improve performance.
2. Participation in Internet and other programs designed to promote outreach: Positioning on Featured Employer on WICT and NAMIC and local newspapers/local origination channel regarding Equal Opportunity commitment and policies.



RECRUITMENT RESOURCE LIST

Name of Recruitment Source	Address	Contact Person	Telephone Number	Entitled to Notification [Yes/No]	Total Number of Interviewee Referrals
Idaho DOL/Sandpoint Job Service	2101 W. Pine Street Sandpoint, Idaho 83864-1794	A. Bangerman	(208) 263-7544	No	2
Bonner County Daily Bee	310 Church St Sandpoint, ID 83864			No	1
Walk-in				n/a	1