

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
<p>Multi-Channel Video Program Distributor EEO Program Annual Report</p> <p>Read INSTRUCTIONS Before Filling Out Form</p>		FOR COMMISSION USE ONLY FILE NO. B396 - 20120928AQR

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:
 0001579747

Emp. Unit ID # 9344

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
 TOOMBS COUNTY, GA

D. Category of Respondent (check applicable box)

- Fewer than six (6) full-time employees during the selected payroll period: Complete Sections I, II and V
- 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) 07/15-31/12

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 9/28/2012	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	1	[Exhibit 4]
2. Professionals		[Exhibit 5]
3. Technicians		[Exhibit 6]
4. Sales Workers		[Exhibit 7]
5. Office and Clerical		[Exhibit 8]
6. Craft Workers (skilled)		[Exhibit 9]
7. Operatives (semi-skilled)		[Exhibit 10]
8. Laborers (unskilled)		[Exhibit 11]
9. Service Workers		[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 minority organizations, organizations for women, media, educational institutions, and other recruitment sources used to attract minority and female 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 annually such information as is required by 47 C.F.R. Section 76.1702 in their public files. [Exhibit 22]

EMP UNIT ID: 9344	MSO NAME: NORTHLAND COMMUNICATIONS CORPORATION
	OPR NAME: NORTHLAND COMMUNICATIONS CORPORATION

Approved by OMB
3060-1033

Exhibits

Exhibit 4

Description: PART I, EMPLOYEE JOB DESCRIPTIONS

Attachment 4

Description
Exhibit 4, Part I: Employee Job Descriptions

Exhibit 15

Description: PART II: QUESTION 3

Attachment 15

Description
Exhibit 15: Response to Question 3

Exhibit 17

Description: PART II: QUESTION 5

Attachment 17

Description
Exhibit 17: Response to Question 5
Exhibit 17a: Response to Question 5
Exhibit 17b: Response to Question 5

Exhibit 19

Description: PART II: QUESTION 7

Attachment 19

Description
Exhibit 19: Response to Question 7

Exhibit 22

Description: PART III: EEO PUBLIC FILE REPORT

Attachment 22

Description
Exhibit 22: EEO Public File Report

**Northland Communications Corporation
Employment Unit No.9344
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 4**

Northland Communications Corporation’s Employment Unit No. 9344 in Vidalia, GA does not employ individuals in the category of “Officials and Manager.”

Northland Communications Corporation
Employment Unit No. 9344
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 3
Exhibit 15

Name the minority organizations, organizations for women, media, educational institutions, and other recruitment sources used to attract minority and female applicants whenever job vacancies become available.

Recruitment Source	Address
Southeastern Technical Institute	3001 First St. E Vidalia, GA 30474 Tel: (912) 537-3207 Contact: L. Helms
Manpower Temp Agency	2337 First St. E Vidalia, GA 30474 Tel: (912) 537-3240 Contact: M. English
GA Southern University	P.O. Box 8069 Statesboro, GA 30459 Tel: (912) 681-5197 Contact: W. Riles
Brewton Parker College, Career and Placement Department	GA Highway 280 E Mt. Vernon GA 30445 Tel: (912) 583-2241 Contact: K. Cunningham
NAACP	P. O. Box 12 Vidalia, GA 30475 Tel: (912) 839-4416 Contact: J. R. Turner
GA Department Of Labor	206 Queen St. Ste 16 Vidalia, GA 30474-4232 Tel: (912) 538-3231 Contact: S. Roberson
Chamber of Commerce	2805 E. First St. Vidalia, GA 30474 Tel: (912) 537-4466 Contact: D. Evans
Vidalia Advance Progress (Newspaper)	PO Box 669 205 East First St Vidalia, GA 30474 Tel: (912)537-3131 Contact: G. Cauley
Northland Communications Website	www.yournorthland.com

Northland Communications Corporation
Employment Unit No. 9344
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 5
Exhibit 17

It is the policy of Northland Communications Corporation, on behalf of Employment Unit No. 9344, Vidalia, GA to send an annual letter (please see Exhibit 17a) to certain minority and female-owned businesses within approximately 75 to 100 miles of the system office to determine whether they can provide a needed product or service. The letter notifies each minority and female-owned business that supporting minority and female-owned businesses is a part of Northland's Equal Employment Opportunity Policy, and the system affords equal opportunity in employment and business transactions regardless of race, color, religion, sex, national origin, age, disability or any other protected classes.

As a result of this outreach, Northland Communications receives inquiries from minority and female-owned businesses which are used in consideration for future business use.

The system also places an annual advertisement (please see Exhibit 17b) in the local newspaper explaining Northland's EEO policy and encouraging business relationships with minority and female entrepreneurs.

**Northland Communications Corporation
Employment Unit No. 9344
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 5
Exhibit 17a**

“Date”

“Name”

“Company”

“Address”

“City, State Zip”

Dear “Name”:

Northland Communications (“Northland”) is dedicated to providing the best possible telecommunication service to our subscribers, as well as supporting the communities we serve.

It is the policy of Northland to afford equal opportunity in employment and business transactions regardless of race, color, religion, sex, national origin, age, or disability. Supporting local minority and female-owned businesses is a part of our Equal Employment Opportunity Policy. We are therefore sending you this letter to inform you of Northland’s policy and to encourage future opportunities for Northland to conduct business with your company.

Sincerely,

Jane Doe

Northland Communications Corporation
Employment Unit No. 9344
Supplemental Investigation Sheet
Part II -- Inquiries Concerning EEO Program and Practices
Response to Question No. 5
Exhibit 17b



**NOTICE OF EQUAL EMPLOYMENT
OPPORTUNITY POLICY**

It is the policy of Northland Communications and its affiliates to afford equal opportunity in employment and business transactions to all qualified individuals regardless of race, color, religion, sex, national origin, age, or disability, and any other protected classes. All employees and applicants are afforded equal opportunity with respect to all aspects of employment, including recruitment, hiring, compensation, training, advancement and all other terms, conditions, and privileges of employment.

Any organization that wishes to qualify as a Referral Organization (to refer qualified applicants for employment) should contact Northland in writing, giving the organization's mailing address, e-mail address (if any), telephone number and contact person and stating what kind of vacancies it is interested in. Northland will notify qualified Referral Organizations of employment opportunities in accordance with their request. All personnel and business decisions will be made in accordance with the principles of Northland's equal employment opportunity. www.yournorthland.com

Northland Communications Corporation
Employment Unit No. 9344
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. 9344 in Vidalia, GA'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 on 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. 9344 in Vidalia, GA'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 Divisional Vice President.
4. All managers who make employment decisions are expected to abide by the letter and spirit of the company's EEO program.



2012 EEO Public File Report
VIDALIA – FCC EMPLOYMENT UNIT #9344

THIS REPORT COVERS OCTOBER 1, 2011 THROUGH SEPTEMBER 30, 2012.

Total Number of Full-Time Vacancies Filled During This Period: 2
Total Number of People Interviewed For Full-Time Vacancies During This Period: 6

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	Account Executive	1	Department of Labor	Bulloch County NBPW Stabuc RHO NU Club Phoebe Floyd Ogeechee Tech College NAACP Georgia Southern University GA Department of Labor American Legion Ladies Northland Community Channel Northland Website Employee Referral Word of mouth	0 0 0 0 0 0 0 1 0 0 0 1 1	3



2012 EEO Public File Report
VIDALIA – FCC EMPLOYMENT UNIT #9344

2	TSR	1	Northland Website	Southeastern Tech Institute GA Southern University Brewton Parker College NAACP GA Department of Labor Chamber of Commerce Vidalia Advance Newspaper Northland Community Channel Northland Website Walk-in Internal Applicant	0 0 0 0 0 0 0 0 2 0 1	3
3	Network Engineer	1	Internal Promotion	N/A	N/A	1

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, c) Education Assistance program that encourages employees to further job related skills and improve performance and d) Video training reviewed by employment unit management regarding prevention of discrimination and harassment.
2. Participation in Internet and other programs designed to promote outreach: Positioning on Featured Employer on WICT and NAMIC, Monster.com 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
Southeastern Technical Institute	3001 First St. E Vidalia, GA 30474	L. Helms	(912) 537-3100	No	0
Manpower Temp	2337 First St. E	M. English	(912) 537-3240	No	0



2012 EEO Public File Report
VIDALIA – FCC EMPLOYMENT UNIT #9344

Agency	Vidalia, GA 30474	W. Riles	(912) 681-5197	No	0
GA Southern University	P.O. Box 8069 Statesboro, GA 30459	W. Riles	(912) 681-5197	No	0
Brewton Parker College, Career and Placement Department	GA Highway 280 E Mt. Vernon GA 30445	K. Cunningham	(912) 583-2241	No	0
NAACP	P. O. Box 12 Vidalia, GA 30475	J. R. Turner	(912) 839-4416	No	0
GA Department Of Labor	P. O. Box 1106 Vidalia, GA 30475	S. Brennan	(912) 538-3231	No	0
Chamber of Commerce	2805 E. First St. Vidalia, GA 30474	D. Evans	(912) 537-4466	No	0
Vidalia Advance Progress Newspaper	PO Box 669 205 East First St Vidalia, GA 30474	G. Cauley	(912)537-3131	No	0
Walk-in				N/A	0
Northland Community Channel	PO Box 547 Vidalia, GA 30475	P. Lott	(912) 537-3200	No	0
Northland Community Channel	32 E. Vine St. Statesboro, GA 30458	T. Richards	(912) 489-8715	No	0
Northland Communications Website	101 Stewart St., Suite 700 Seattle, 98101 www.yournorthland.com	Human Resources	(206) 621-1351	No	2
Georgia Dept. of Labor	PO Box 558 Statesboro, GA 30458	B. Yawn	(912) 681-5156	No	1
Ogeechee Technical College	One Joe Kennedy Blvd Statesboro, GA 30460	C. Ellis	(912) 871-1620	No	0
Georgia Southern University	L Box 8069 Statesboro, GA 30460	A. Jones	(912) 681-5611	No	0
Phoebe Floyd Temple 1002	PO Box 202 Statesboro, GA 30459			No	0
Rhonu Club	234 Bulloch St. Statesboro, GA 30458	R. Brock	(912) 764-2669	No	0
American Legion Ladies	7 James St. Statesboro, GA 30458	Q. Nunally	(912) 764-5392	No	0
Stabuc, Inc	119 Morris St.	M. Ward	(912) 764-3426	No	0



2012 EEO Public File Report
VIDALIA – FCC EMPLOYMENT UNIT #9344

	Statesboro, GA 30458	G. Martin	(912) 764-3291	No	0
Bulloch County N.B.P.W NAACP	619 West Jones Ave Statesboro, GA 30458 P.O. Box 271 Statesboro, GA 30459			No	0
Referral/Word of Mouth	n/a	n/a	n/a	n/a	2
Internal Applicant	n/a	n/a	n/a	n/a	1
Internal Promotion	n/a	n/a	n/a	n/a	1