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| 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. - 20100929AGG |

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- |
|-----------------|-------------|--------------------|

FCC Registration Number:
 0001579747

Emp. Unit ID # 4639

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
 SISKIYOU COUNTY, CA

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) 07/15/31/10

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 any [Exhibit 1] 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 9/29/2010 | 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 | | [Exhibit 4] |
| 2. Professionals | | [Exhibit 5] |
| 3. Technicians | | [Exhibit 6] |
| 4. Sales Workers | 3 | [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: 4639 | MSO NAME: NORTHLAND COMMUNICATIONS CORPORATION |
| | OPR NAME: NORTHLAND COMMUNICATIONS CORPORATION |

Approved by OMB
3060-1033

Exhibits

Exhibit 7**Description:** PART I: EMPLOYEE JOB DESCRIPTIONS**Attachment 7**

| Description |
|--|
| Exhibit 7: Sales Workers |

Exhibit 16**Description:** PART II: RESPONSE TO QUESTION 4**Attachment 16**

| Description |
|---|
| Exhibit 16: Part II, Question 4 |

Exhibit 19**Description:** PART II: RESPONSE TO QUESTION 7**Attachment 19**

| Description |
|---|
| Exhibit 19: Part II, Question 7 |

Exhibit 20**Description:** PART II: RESPONSE TO QUESTION 8**Attachment 20**

| Description |
|---|
| Exhibit 20: Part II, Question 8 |

Exhibit 22**Description:** PART III: EEO PUBLIC FILE REPORT**Attachment 22**

| Description |
|--|
| Exhibit 22: EEO Public File Report |

Northland Communications Corporation
Employment Unit No.4639
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 7

Northland Communications Corporation’s Employment Unit No. 4639 in Yreka, CA employs individuals in the category of “Sales Workers” in only two positions: Sales Representative and Account Executive. See next page for a copies of the job description in this category.

Northland Communications Corporation
Employment Unit No.4639
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 7

SALES REPRESENTATIVE

Northland Cable Television (“Northland”) strives to provide its customers with the highest quality service at the best possible price. To meet this challenge, Northland sets high standards for its staff. Northland expects that employees abide by all Northland policies and standards as described in the employee handbook and by management. Northland expects its staff to publicly represent the company in a pleasant, cheerful and professional manner at all times. Staff should treat each customer contact as an opportunity to improve system goals through the use of effective sales techniques. All staff is expected to work as a team with co-workers, management and other Northland offices to meet or exceed system goals.

The Sales Representative is responsible for selling Northland services including video, high speed Internet, and telephone in the local marketplace. This position reports to the Marketing Coordinator or a person designated by General Manager. The duties and responsibilities include the following:

- Maintain a neat, clean professional appearance that reflects a positive image of the company.
- Knock on customer doors to assess potential interest and sell promotional products to the customer.
- Ensure potential and existing customer homes are correctly tagged with marketing and promotional material using specific addresses identified by Northland.
- Maximize current approved specials and service bundles through acquisition of new customers.
- Coordinate the signature of subscriber agreement forms achieved through direct sales.
- Conduct telemarketing.
- Report on daily activity as instructed.

Abide by all Northland Policies and standards as described in the employee handbook and by management.

Knowledge, Skills and Abilities

- Ability to work independently with minimal supervision
- Excellent oral and written communication skills
- Access to reliable transportation for independent use during work hours
- Ability to recognize addresses and read maps accurately
- Ability to work evenings and weekends

Working Conditions

- Regularly work in various weather conditions;
- Regularly encounter customers and face rejection;
- Regularly operate independent vehicle to travel between customer homes.

**Northland Communications Corporation
Employment Unit No.4639
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 7**

Qualifications:

Education: High school diploma or equivalent.

Experience: Knowledge of telecommunications is preferred. Sales experience preferred. Must possess and maintain valid driver's license and provide proof of insurance.

The above is a summary of responsibilities. Northland anticipates that the job responsibilities described herein may change from time to time as the needs of the system are developed.

Acknowledgment

I acknowledge that I received, reviewed and understand the job responsibilities stated above.

Employee Signature: _____

Date: _____

Name Printed: _____

Northland Communications Corporation
Employment Unit No.4639
Supplemental Investigation Sheet
Part I – Employee Job Descriptions
Exhibit 7

ACCOUNT EXECUTIVE

The Account Executive is responsible for conducting all advertising sales activity for the sales region. This person reports to the Regional Sales Manager. The primary duties include the following:

- Selling both spot and local sales in the local marketplace to achieve and surpass each system's budget for ad sales. This includes cold calling, presentations, renewals and arranging production.
- Coordinating the signature of advertising contracts.
- Servicing existing accounts at least once per month.
- Setting rate schedules for system advertising, which are then approved by the Regional Manager and Divisional Vice President.
- Acting as liaison between Northland's Production Department and the advertising client.
- Preparing copy for the advertising client when needed, and expediting the client's approval of the copy and the finished advertising product.
- Collection of past due accounts.

Minimum Requirements

- Four-year college degree or equivalent sales experience.
- Proficiency in Microsoft Office products, particularly Excel and Word.

The above is a summary of responsibilities. Northland anticipates that the job responsibilities described herein may change from time to time as the needs of the system are developed

Northland Communications Corporation
Employment Unit No. 4639
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. 4639 in Yreka California'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 in the employee hallway.

Northland Communications Corporation
Employment Unit No. 4639
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. 4639 in Yreka California'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 General Manager, with assistance from the Business Manager is responsible for 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 brought in for interview are reminded of their EEO rights by having them fill out and review the company's application which discusses their 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 discern its enforcement.
 - f. Post annual advertisement on the community channel informing the public of the Employment Unit's commitment to EEO.
 - g. Manage a majority of 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. 4639 in Yreka, California's procedures for review and control of managerial and supervisory performance are as follows:

1. The General Manager, with assistance from 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 is subject to review by the General Manager.
3. The General Manager's performance with respect to the EEO policies is subject to review by legal counsel.
4. The General Manager's supervisory performance is subject to review by the Divisional Vice President.
5. 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. 4639
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. 4639 in Yreka, California 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.

**Northland Communications Corporation
Employment Unit No. 4639
Supplemental Investigation Sheet
Part III – EEO Public File Report
Exhibit 22**

**2010 EEO Public File Report
YREKA, CA – FCC EMPLOYMENT UNIT #4639**

THIS REPORT COVERS OCTOBER 1, 2009 THROUGH SEPTEMBER 30, 2010.

Total Number of Full-Time Vacancies Filled During This Period: 0

Total Number of People Interviewed For Full-Time Vacancies During This Period: 0

This Employment Unit did not fill any full-time vacancies during the reporting period listed above.

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 SCTE, WICT and NAMIC, Monster.com and local newspapers/local origination channel regarding Equal Opportunity commitment and policies.