Federal Communications Commission Washington, D.C. 20554	OMB 3060-1033 September 2003	FOR FCC USE ONLY
FCC 396-C	September 2003	
Multi-Channel Video Program Distributor EEO Program Annual Report		FOR COMMISSION USE ONLY FILE NO. B396 - 20190925ABQ
Read INSTRUCTIONS Before Filling C	Dut Form	
SECTION I IDENTIFYING INFORMATION		
A. Name of Operator: NORTHLAND COMMUNICATIONS CORPORATION	1	
MSO Name: NORTHLAND COMMUNICATIONS CORPORATION	1	
B. Employment Unit's Mailing Address 101 STEWART ST SUITE 700		
City SEATTLE	State WA	Zip Code 98101-
FCC Registration Number: 0001568971		
Emp. Unit ID # 5641		
Application Purpose		
New Program Report		
O Amendment to Program Report		
Supplemental Investigation Sheet (SIS) Attached		
C. County and State in which unit's employment office i RUTHERFORD COUNTY, NC	s located	
D. Category of Respondent (check applicable box)		
C Fewer than six (6) full-time employees during the se		
Six (6) or more full-time employees during the selec Supplemental Investigation Sheet, if attached	ted payroll period: Comp	lete ALL sections of the Form 396-C and the
E. Pay Period Covered by this Report (inclusive dates) 0	7/15-07/31/19	
F. Attachments: (See "Exhibit" buttons, below.)		
SECTION II COMMUNITY INFORMATION		
System Commun	ities Comprising Local E	nployment Unit
Ident No. Name of Com	munity	Location (State) Type
Review the list of communities served on the previous y additions or deletions, using the format noted above. NC 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,

https://licensing.fcc.gov/cgi-bin/ws.exe/prod/cdbs/forms/prod/cdbsmenu.hts?context=25&formid=596&appn=1809804&acct=273574

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	47 C.F.R. Section 76.75(b), during the twelve month period prior to filing this form?	• Yes O No
2.	Do you disseminate widely your EEO Program to job applicants, employees, and those with whom you regularly do business?	• Yes • 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?	• Yes O No
4.	Do you undertake to offer promotions to positions of greater responsibility in a nondiscriminatory manner?	• Yes O 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?	• Yes • 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?	• Yes • 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?	⊙ _{Yes} O _{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?	• Yes O 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?	• Yes O 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
	CHIEF FINANCIAL OFFICER
Date	Name of Respondent
9/25/2019	ROD SIEMERS
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

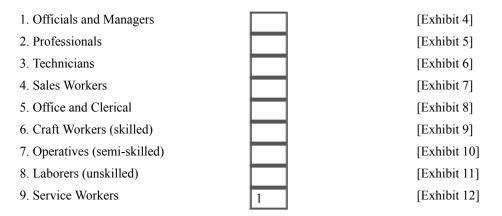
Give brief job descriptions for employees in the job categories specified below. The number specified in the box indicates the number of different job descriptions that are to be submitted for each category. Job descriptions should include the position title and a brief

https://licensing.fcc.gov/cgi-bin/ws.exe/prod/cdbs/forms/prod/cdbsmenu.hts?context=25&formid=596&appn=1809804&acct=273574

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description of the major duties and responsibilities of the individual(s) in the position.



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. Solution 8. Solution 8. Solution and 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 conv of the EEO nublic file report from the previous year. Cable entities are required to place annually	[Exhibit 22]

Attach a copy of the EEO public file report from the previous year. Cable entities are required to place annually [Exhibit 22] such information as is required by 47 C.F.R. Section 76.1702 in their public files.

EMP UNIT ID: 5641	MSO NAME: NORTHLAND COMMUNICATIONS CORPORATION
	OPR NAME: NORTHLAND COMMUNICATIONS CORPORATION

Approved by OMB 3060-1033

Exhibits

Exhibit 1 Description: F. ATTACHMENTS

Attachment 1

Description

Employment Unit Corporate Restructuring

Exhibit 12

Description: RESPONSE TO PART I EMPLOYEE JOB DESCRIPTIONS

Attachment 12

Description

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Exhibit 12, Service Workers

Exhibit 16

Description: RESPONSE TO PART II, QUESTION 4

Attachment 16

	Description
Exhibit 16 Response to Question 4	

Exhibit 17

Description: RESPONSE TO PART II, QUESTION 5

Attachment 17

Description

Exhibit 17 Response to Question 5

Exhibit 20

Description: RESPONSE TO PART II, QUESTION 8

Attachment 20

Description

Exhibit 20 Response to Question 8

Exhibit 22

Description: RESPONSE TO PART III, EEO PUBLIC FILE REPORT

Attachment 22

Description

Exhibit 22 EEO Public File Report

Northland Cable Television, Inc. Employment Unit No. 5641 F. Attachments Exhibit 1

The Employment Unit was owned by Northland Communications Corporation ("NCC") through December 31, 2018. Effective January 1, 2019, as part of a corporate restructuring, NCC's wholly owned subsidiary, Northland Cable Television, Inc. ("NCTV"), was merged into NCC, with NCTV being the surviving corporation. This report covers all relevant time periods for the employment unit regardless of ownership.

Northland Cable Television, Inc. Employment Unit No. 5641 Supplemental Investigation Sheet Part I – Employee Job Descriptions Exhibit 7

Northland Cable Television's Employment Unit No. 5641 in Forest City, North Carolina does not employ individuals in the category of "Service Workers."

Northland Cable Television, Inc. Employment Unit No. 5641 Supplemental Investigation Sheet Part II -- Inquiries Concerning EEO Program and Practices Response to Question No. 4 Exhibit 16

It is Northland Cable Television's Employment Unit No. 5641 in Forest City, North Carolina'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, through Northland's website, office job board and digital poster in the office.
- f. Career advancement opportunities are available to all qualified employees. Northland fosters career advancement through the company's training programs: a) NCD training program that enables unit personnel to acquire skills that could qualify them for higher level positions, b) Sales 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 Cable Television, Inc. Employment Unit No. 5641 Supplemental Investigation Sheet Part II -- Inquiries Concerning EEO Program and Practices Response to Question No. 5 Exhibit 17

It is the policy of Northland Cable Television, on behalf of Employment Unit No. 5641, Forest City, NC to send an annual letter (please see Exhibit 17a) to certain minority and femaleowned businesses within approximately 75 to 100 miles of the system office to determine whether they can provide a needed product or service. If an organization responds to Northland's letter, system personnel are instructed to consider these minority and female-owned businesses whenever they are seeking a new 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.

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

Northland Cable Television, Inc. Employment Unit No. 5641 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 Cable Television ("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 Cable Television, Inc. Employment Unit No. 5641 Supplemental Investigation Sheet Part II -- Inquiries Concerning EEO Program and Practices Response to Question No. 5 Exhibit 17b



Northland Cable Television, Inc. Employment Unit No. 5641 Supplemental Investigation Sheet Part II -- Inquiries Concerning EEO Program and Practices Response to Question No. 8 Exhibit 20

Northland Cable Television's Employment Unit No. 5641 in Forest City, North Carolina 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 updating and revision of Northland technical training program.
- 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, regional management and/or the corporate office and updated accordingly.



This Report covers October 1, 2018 through September 30, 2019.

Total Number of Full-Time Vacancies Filled During This Period:1	
Total Number of People Interviewed For Full-Time Vacancies During This Period:	16

FULL-TIME POSITIONS FILLED

0	0
0	2
0	
1	
0	
0	
0	
0	
0	
0	
0	
0	
0	
1	
	0 0 0 0 1



#	Position Title	Hired	of Successful Applicant(s)	Recruitment Source(s) Used to Fill the Vacancy Please see attached Recruitment Resource List for recruitment source contact information.	Interviewees Referred by Each Recruitment Source	Total Number Interviewed
2	Service	3	Employee Referral x2		0	4
	Technician		Glassdoor.com	Rutherford Weekly	0	
				Northland Communications Website	0	
				Northland Communications	0	
				Community Channel		
				NC Works	0	
				Rutherford County Chamber	0	
				of Commerce		
				Indeed.com	0	
				(Forest City, Shelby, Asheville, Charlotte, Rutherfordton, Boiling Springs)		
				Google.com (Forest City, Shelby, Asheville, Charlotte,	0	
				Rutherfordton, Boiling Springs)		
				LinkedIn.com	0	
				(Forest City, Shelby, Asheville, Charlotte, Rutherfordton, Boiling Springs)	0	
				Glassdoor.com	1	
				(Forest City, Shelby, Asheville, Charlotte, Rutherfordton, Boiling Springs)		
				Ziprecruiter.com	0	
				(Forest City, Shelby, Asheville, Charlotte, Rutherfordton, Boiling Springs)	-	
				Employee Referral	3	
3	Sr.Service	3	Internal Candidate	Daily Courier	0	3
	Technician		Northland Website x2	Rutherford Weekly	0	
				Northland Communications Website	2	
				Northland Communications	0	
				Community Channel		
				NC Works	0	
				Rutherford County Chamber	0	
				of Commerce		
				Indeed.com	0	
				Google.com	0	



#	Position Title	Number Hired	Recruitment Source of Successful Applicant(s)	Recruitment Source(s) Used to Fill the Vacancy Please see attached Recruitment Resource List for recruitment source contact information.	Number of Interviewees Referred by Each Recruitment Source	Total Number Interviewed
				LinkedIn.com	0	
				Glassdoor.com	0	
				Ziprecruiter.com	0	
				Internal Candidate	1	
4	Plant Operations	1	Employee Referral	Daily Courier	0	3
	Manager			Rutherford Weekly	0	
				Northland Communications Website	0	
				NC Works	0	
				Rutherford County Chamber of Commerce	0	
				Indeed.com (Forest City, Ashville, Charlotte & Shelby)	0	
				Google.com (Forest City, Ashville, Charlotte & Shelby)	0	
				LinkedIn.com (Forest City, Ashville, Charlotte & Shelby)	1	
				Glassdoor.com (Forest City, Ashville, Charlotte & Shelby) Ziprecruiter.com	0	
				((Forest City, Ashville, Charlotte & Shelby)	0	
				Cablefax.com	0	
				Internal Candidate	1	
				Employee Referral	1	
5	Broadband	1	Internal Candidate	Daily Courier	0	2
	Technician			Rutherford Weekly	0	
				Northland Communications Website (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	0	
				Northland Communications Community Channel	0	
				NC Works	0	
				Rutherford County Chamber	0	
				of Commerce		



#	Position Title	Number Hired	Recruitment Source of Successful Applicant(s)	Recruitment Source(s) Used to Fill the Vacancy Please see attached Recruitment Resource List for recruitment source contact information.	Number of Interviewees Referred by Each Recruitment Source	Total Number Interviewed
				Indeed.com (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	0	
				Google.com (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	0	
				LinkedIn.com (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	0	
				Glassdoor.com (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	0	
				Ziprecruiter (Forest City, Shelby, Asheville, Charlotte, Clemson, & Greenwood)	1	
				Internal Candidate	1	
				Tri-County Tech	0	
				SC Works- Seneca Center SC Dept.	0	
				Employment and Workforce (Clemson & Greenwood)		
				Clemson University	0	
				Piedmont Technical College	0	
				Sizemore Employee Agency	0	
				SC Employment Security	0	
				Commission/Job Service		
	o <i>i</i>	4		Lander University	0	
6	Customer Support Tech	1	Internal Promotion	Internal Promotion	Internal Promotion	1
7	Service	1	Walk-in	Northland Communications Website	0	1
	Technician			Northland Communications	0	
				Community Channel	-	
				Indeed.com	0	
				Google.com	0	
				LinkedIn.com	0	



#	Position Title	Number Hired	Recruitment Source of Successful Applicant(s)	Recruitment Source(s) Used to Fill the Vacancy Please see attached Recruitment Resource List for recruitment source contact information.	Interviewees Referred	Total Number Interviewed
				Glassdoor.com Ziprecruiter.com Adzuna.com	0 0 0	
				Walk-in	1	

SUPPLEMENTAL OUTREACH INITIATIVES

- 1. Training Programs: a) NCD training program that enables unit personnel to acquire skills that could qualify them for higher level positions, b) Sales Certification Program that provides a means for Sales Associates to improve their product knowledge, customer service and sales skills and their earnings c) Education Assistance program that encourages employees to further job related skills and improve.
- 2. Participation in Internet and other programs designed to promote outreach: Posting on Featured Employer on SCTE and WICT and in the local newspaper and community channel and community 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
Daily Courier Newspaper	601 Oak Street Forest City, NC 28043	Erica	(828) 245-6431	No	0
Rutherford Weekly	369 Butler Rd. Forest City, NC 28043	Nancy	(828) 248-1408	No	0
Northland Communications Website	101 Stewart St. Suite 700 Seattle, WA 98101	HR	(206) 621-1351	No	3

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FOREST CITY - FCC EMPLOYMENT UNIT #5641

Name of Recruitment Source	Address	Contact Person	Telephone Number	Entitled to Notification [Yes/No]	Total Number of Interviewee Referrals
NC Works	PO Box 25903 Raleigh, NC 27611 www.ncworks.gov	n/a	(919) 212-3849	No	0
Employee Referral	n/a	n/a	n/a	n/a	5
Rutherford Chamber of Commerce	162 North Main Street Rutherfordton, NC 28139 Rutherfordcoc.org	n/a	(828) 287-3090	n/a	0
Internal Candidate	n/a	n/a	n/a	n/a	4
Indeed	Indeed.com	n/a	n/a	No	0
Google Jobs	Careers.google.com/jobs	n/a	n/a	No	0
LinkedIn	LinkedIn.com	n/a	n/a	No	1
Glassdoor	Glassdoor.com	n/a	n/a	No	1
Ziprecruiter	Ziprecruiter.com	n/a	n/a	No	1
Adzuna	Adzuna.com	n/a	n/a	No	0
Piedmont Technical College	620 N Emerald Rd Bldg A Greenwood, SC 29648	D. Rosenbaum	(864) 941-8709	No	0
SC Employment Security Commission/Job Service	519 Monument St. Greenwood SC 29646	V. Gilchrist	(864) 223-4523	No	0 Deportunity Employer

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Equal Opportunity Employer



Name of Recruitment Source	Address	Contact Person	Telephone Number	Entitled to Notification [Yes/No]	Total Number of Interviewee Referrals
Sizemore Employee Agency	464 Bypass 72 NW Greenwood, SC 29649	D. Ellis	(864) 229-3988	No	0
Northland Communications Community Channel	Northland Communications 1108 W. Main St. Forest City, NC 28043	P. Bolden	(864) 882-0002	No	0
Lander University	320 Stanley Ave, Greenwood, SC 29649 https://landeru- csm.symplicity.com/students	n/a	(864) 388-8000	No	0
SC Works/ SC Department of Employment & Workforce	11091 N. Radio Station Rd. Seneca, SC 29678	J. Carter	(864) 882-5638	No	0
Tri-County Tech	PO Box 1086 7900 Hwy 76 Pendleton, SC 29670	HR Representati ve	(864) 646-8361	No	0
Clemson University Job Link	Michelin Career Center 316 Hendrix Student Center Box 344007 Clemson, SC 29634-4007	L. Dunson	(864) 656-2160	No	0
CableFax	www.cablefax.com	n/a	n/a	No	0
Walk-in	n/a	n/a	n/a	n/a	1