



## IMMEDIATE RELEASE

***Michigan based marketing company launches recruitment web-site [michiganforhire.org](http://michiganforhire.org) to enhance recruitment capabilities for Northern Michigan businesses.***

**Traverse City, Michigan: Aug. 20th, 2018** – Black Diamond Broadcasting, a Michigan based broadcasting company joins forces with Binary trail's after consulting with numerous Northern Michigan business owners and community leaders to help solve the on-going employment epidemic plaguing Michigan businesses. On July 1<sup>st</sup>, 2018, michiganforhire.org was launched by Black Diamond Broadcasting in partnership with local Traverse City Media Firm, Binary Trail.

In the fall of 2017 Black Diamond Broadcasting started to see trending with clients their internal challenges of employee recruitment. In a recent interview with Black Diamond Broadcasting, President co-owner and CEO Mike Chires, stated *“Not only is it our responsibility to help each one of our Digital and Radio clients grow and sustain their Northern Michigan businesses, we must acknowledge the community challenges our clients are experiencing while attempting to procure and retain quality employees.”* Norm McKee, co-owner and COO/CFO; added *“By utilizing Black Diamond Digital Solutions and our multi radio signals, michiganforhire.org now enables us to offer companies effective recruitment plans by combining digital marketing and an effective recruitment web-site, at an equal or lower cost than many companies spend with a single nationally based recruitment site.”* Mr. Ben Jameson; President and CEO of Northwest Service Solutions in Traverse City, had this to say in a recent marketing meeting - *“We are spending \$1200.00 per month on the Indeed web-site and it’s just not working. With Black Diamond’s ability to talk about our jobs on the radio, post them on their high-volume social media, and then back it up with a simple to use community-based recruitment site, it’s just a no brainer. We have pulled our Indeed advertising and moved those dollars to michiganforhire.org”* michiganforhire.org has now been up and running in BETA mode for several weeks, and has seen significant daily increases in web traffic for both employer and candidate registrations. Nick Dennis, founder of Binary Trail stated – *“Right now the goal is to populate the site and allow it to gain momentum in becoming a valuable resource in local Northern Michigan Communities. Therefore, the site is offering 30 days of free employer listings during the BETA period.”*

Phase two of michiganforhire.org is already in progress adding recruitment features such as community resources for housing, transportation, and local area day care. michiganforhire.org continues to focus on its ease of use while connecting prospective employers and candidates.

**Michiganforhire.org is a division of Black Diamond Broadcasting.**