

**WFBE(FM), WWCK(AM), WDZZ-FM, WTRX(AM), WWCK-FM  
EEO PUBLIC FILE REPORT  
June 1, 2021 – May 31, 2022**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
On-Air Host	1-29, 33-39, 44-45	1
On-Air Host	1-31, 33-39	30
Account Executive	1-29, 33-43	8
Afternoon Drive Host – WDZZ	1-30, 33-39, 44-45	30

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Cumulus Careers Website</b> www.cumulusmedia.jobs.net/en-US/	N	5
2	<b>Adzuna Website</b> www.adzuna.com/	N	0
3	<b>Job Is Job Website</b> www.jobisjob.com/	N	0
4	<b>MyJobHelper Website</b> www.myjobhelper.com/	N	0
5	<b>Oodle Website</b> www.jobs.oodle.com/careers/careers/	N	0
6	<b>The Job Spider</b> www.jobspider.com/	N	0
7	<b>Trovit Website</b> www.trovit.com/	N	0
8	<b>Indeed Website</b> (not directly contacted by SEU) www.indeed.com	N	3
9	<b>Glassdoor Website</b> (not directly contacted by SEU) www.glassdoor.com/index.htm	N	0
10	<b>LinkedIn Website</b> (not directly contacted by SEU) www.linkedin.com/jobs/	N	0
11	<b>Abilities in Jobs</b> www.abilitiesinjobs.com	N	0
12	<b>Asian in Jobs</b> www.asianinjobs.com	N	0
13	<b>Black In Jobs</b> www.blackinjobs.com	N	0
14	<b>Hispanic In Jobs</b> www.hispanicinjobs.com	N	0
15	<b>LGBTQ In Jobs</b> www.lgbtqinjobs.com	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
16	<b>Diversity in Jobs</b> www.diversityinjobs.com	N	0
17	<b>Seniors in Jobs</b> www.seniorsinjobs.com	N	0
18	<b>Women in Jobs</b> www.womeninjobs.com	N	0
19	<b>Job Opportunities for Disabled Veterans</b> www.JOFDAV.com	N	0
20	<b>Disabled Person</b> www.disAbledperson.com	N	0
21	<b>Hire Black Now</b> www.hireblacknow.com	N	0
22	<b>Hispanic Job Exchange</b> www.hispanicjobexchange.com	N	0
23	<b>African American Job Search</b> www.africanamericanjobsearch.com	N	0
24	<b>Asian Job Search</b> www.asianjobsearch.com	N	0
25	<b>LGBT Job Search</b> www.lgbtjobsearch.com	N	0
26	<b>Disabled Job Seekers</b> www.disabledjobseekers.com	N	0
27	<b>US Diversity Job Search</b> www.usdiversityjobsearch.com	N	0
28	<b>Veteran Career Center</b> www.veterancareercenter.com	N	0
29	<b>Seniors to Work</b> www.seniorstowork.com	N	0
30	<b>Employee Referral</b>	N	3
31	<b>Word-of-Mouth Referral</b>	N	1
32	<b>Internal Transfer/Promotion</b>	N	0
33	<b>The St. Daniel Community Job &amp; Help Ministry Group - St. Daniel</b> mike.weightman@yahoo.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	<b>GST Michigan Works! Lapeer</b> County Service Center 550 Lake Drive 810-664-1680 gagnoni@michigan.gov jkerbyson@gstmiworks.org belcherr1@michigan.gov cadyi@michigan.gov tuckeyr@thumbworks.org	N	0
35	<b>Sylvester Broome Jr. Training and Technology Center</b> 4119 North Saginaw St blahad@michigan.gov	N	0
36	<b>Michigan Works! Service Center in Midland County</b> 1409 Washington 989-631-3073 smb@michiganworks.com	N	0
37	<b>Michigan Works! Service Center - Bay County</b> 4061 North Euclid Avenue 989-667-0500 smb@michiganworks.com annmarieb@michiganworks.com	N	0
38	<b>Great Lakes Bay Michigan Works</b> 312 E Genesee 989-752-3145 smb@michiganworks.com	N	0
39	<b>GST Michigan Works! - Genesee County</b> 711 N. Saginaw Street, Suite 122 810-234-9880 sgoble@gstmiworks.org blahad@michigan.gov wyattr1@michigan.gov	N	0
40	<b>Saginaw Valley State University</b> 7400 Bay Rd 989-964-4954 careers@svsu.edu	N	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	<b>Station Website Postings</b> ( <i>all SEU stations</i> )	N	0
42	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	N	0
43	<b>Job Fair(s)</b> ( <i>see Section III</i> )	N	0
44	<b>All Access</b> www.allaccess.com 89 Pacific Coast Highway Suite 210 Malibu, CA 90265 310.457.6616	N	0
45	<b>Michigan Association of Broadcasters</b> www.michmab.com 819 N. Washington Avenue Lansing, MI 48906-5815 517.484.7444	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			13

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Career Fair	On March 25, 2022, our SEU participated in the 2022 Spring University Wide Employment and Networking Fair held on the Saginaw Valley State University campus. Our Market Manager spoke with interested participants about careers in broadcasting, with an emphasis on radio sales, as well as job opportunities and internships within our SEU. Resumes were provided by interested participants.
<b>2</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 27, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race &amp; Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don't look, think, act, and problem solve like them.
<b>3</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU's Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed five segments entitled “Working Well With Others,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.
5	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of November and December 2021, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.
6	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 24, 2022, our Market and Business Managers as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Vice President, Human Resources entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers, Business Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.