

**WDZZ-FM, WFBE-FM, WTRX-AM, WWCK-AM & WWCK-FM
EEO PUBLIC FILE REPORT
June 1, 2016 – May 31, 2017**

I. VACANCY LIST

SEE SECTION II, THE "MASTER RECRUITMENT SOURCE LIST" ("MRSL") FOR RECRUITMENT SOURCE DATA

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
General Sales Manager	6, 10, 12, 14, 20, 33, 47	47
Account Executive	6, 10, 12, 14, 20, 33, 43, 47	14
Account Executive	6, 10, 12, 14, 20, 29, 33, 47	14

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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	All Access Forum Job Posting 28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 310.457.6616 P 313.457.8058 F http://www.allaccess.com/forum/viewforum.php?f=10	No	0
2	American Indian Services, Inc. 1110 Southfield Road Lincoln Park, MI 48146 313.388.4100 P 313.388.6566 F	No	0
3	Baker College 1050 W Bristol Road Flint, MI 48507 810.766.7600 P https://baker-csm.symplicity.com/employers/	No	0
4	Central Michigan University Broadcast and Cinematic Arts Department 340 Moore Hall Mt Pleasant, MI 48859 989.774.3851 P 989.774.2426 F https://cmich.experience.com/emp/login	No	0
5	Creative Jobs Central 222 East 34th Street New York, NY 10016 732.996.3224 P http://www.creativejobscentral.com/employer/login.php	No	0
6	Cumulus Job Board www.cumulus.hrmdirect.com	No	0
7	Davenport University 4318 Miller Road Flint, MI 48507 810.732.9977 P 810.732.9128 F https://davenportuniversity.experience.com/emp/sblogin	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Delta College 1961 Delta Road University Center, MI 48710 989.686.9077 P 989.686.1395 F https://myinterfase.com/deltacollege/employer/home.aspx	No	0
9	Eastern Michigan University 200 McKenny Hall Ypsilanti, MI 48197 734.487.0400 P 734.487.0940 F http://www.emich.edu/uacdc/	No	0
10	Facebook www.facebook.com	No	0
11	Ferris State University 410 Oak Street Alumni Building 113 Big Rapids, MI 49307 231.591.2340 P https://ferris-csm.symplicity.com/employers/	No	0
12	Glass Door www.glassdoor.com	No	0
13	Grand Valley State University 290 Lake Superior Hall Allendale, MI 49401 616.331.3311 P 616.331.2070 F https://www.myinterfase.com/gvsu/employer/	No	0
14	Indeed, Inc. http://www.indeed.com/	No	8
15	Internal Transfer/Promotion	No	0
16	Jobspider.com http://www.jobspider.com/job/UserLogin.asp	No	0
17	Kettering University 1700 University Avenue Flint, MI 48504 810.762.9500 P https://www.myinterfase.com/kettering/employer/	No	0
18	Lansing Community College P.O. Box 40010 Lansing, MI 48901-7210 517.483.1957 P https://lcc.experience.com/emp/sblogin	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Lawrence Technological University Office of Career Services Taubman Student Services Center, C404 21000 West Ten Mile Road Southfield, MI 48075-1058 248.204.3140 P https://ltu-csm.symplicity.com/employers/	No	0
20	Link Up www.linkup.com	No	0
21	Macomb Community College 14500 E. 12 Mile Road Warren, MI 48088 586.445.7999 P https://www.myinterfase.com/macomb/employer/	No	0
22	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517.484.7444 P 517.484.5810 F http://www.michmab.com/Careers/JobBank/SubmitaJobOpeningtotheMABJobBank	No	0
23	Michigan Back to Work http://www.michiganbacktowork.com/index.php	No	0
24	Michigan State University 290 Spartan Way East Lansing, MI 48824 517.355.9510 P 517.353.2597 F https://msu-csm.symplicity.com/employers/index.php?signin_tab=0&js_disabled=0	No	0
25	Mott Community College 1401 East Court Street Flint, MI 48503 810.762.5620 P 810.232.2042 F http://www.mcc.edu	No	0
26	National Alliance of State Broadcasters Associations 2333 Wisconsin Street, NE Albuquerque, NM 87110 505.881.4444 P http://www.careerpage.org/members/index.php	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Northern Michigan University Career Services 1401 Presque Isle Avenue Marquette, MI 49855-5301 906.227.2800 P https://www.myinterfase.com/nmu/employer/home.aspx	No	0
28	Northwood University 4000 Whiting Drive Midland, MI 48540 989.837.4335 P 989.832.9590 F http://www.northwood.edu/forms/careercenter/jobposting/	No	0
29	On-Air Announcements (<i>one or more SEU stations</i>)	No	1
30	Pure Michigan Talent Connect 201 N. Washington Square Lansing, MI 48913 888.522.0103 P https://jobs.mitalent.org/signin/	No	0
31	Saginaw Valley State University 7400 Bay Road University Center Saginaw, MI 48710 989.964.4954 P 989.964.2602 F https://svsu-csm.symplicity.com/employers/	No	0
32	Sienna Heights University 1247 E. Siena Heights Drive Adrian, MI 49221 800.521.0009 P http://www.openop.com/employerlogin.asp	No	0
33	Simply Hired www.simplyhired.com	No	0
34	Specs Howard School of Broadcast Arts 19900 W 9 Mile Road Southfield, MI 48075-3953 248.358.9000 P 248.746.9772 F http://www.collegecentral.com/specshoward	No	0
35	Spring Arbor University 106 E. Main Street Spring Arbor, MI 49283 800.968.0011 P https://arbor-csm.symplicity.com/employers/index.php?signin_tab=0&js_disabled=0	No	0
36	Station Website Postings (<i>all SEU stations</i>)	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	Traffic Director's Guild of America 26000 Avenida Aeropuerto #114 San Juan Carpistrano CA 92675 949.429.7063 P 509.471.5765 F http://media411.tvjobs.com/cgi-bin/search.cgi?c=9&k=1920	No	0
38	University of Michigan – Ann Arbor 500 S. State Street Ann Arbor, MI 48109 734.764.1817 P http://careercenter.umich.edu/topic/employers/travel-campus	No	0
39	University of Michigan – Flint 240 University Pavillion 303 E. Kearsley Street Flint, MI 48502 810.762.3250 P https://flint-umich-csm.symplicity.com/employers/	No	0
40	University of Toledo 2801 W. Bancroft Toledo, OH 43606 800.586.5336 P Email: COBusiness@UToledo.edu	No	0
41	Urban Insite Email: webmaster@urbaninsite.com	No	0
42	Urban League of Detroit & Southeastern Michigan 208 Mack Avenue Detroit, MI 48201-2418 313.832.4600 P 313.832.3222 F www.detroiturbanleague.org	No	0
43	Walk-in Employment Inquiry	No	1
44	Wayne State University Career Services 1001 Faculty/Administration Building Detroit, MI 48202 313.577.3390 P https://www.myinterfase.com/wayne/employer/	No	0
45	Western Michigan University Career and Student Employment Services 1401 Ellsworth Hall Kalamazoo, MI 49008 269.387.2745 https://wmich.experience.com/emp/sblogin	No	0
46	Women in Communications Inc. Email: info@womcomdetroit.org	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
47	Word-of-Mouth/Cumulus Employee Referral	No	4
48	Zip Recruiter 877.252.1062 P https://www.ziprecruiter.com/login	No	0
49	SEU Job Fair (see Section III)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			14

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host Job Fair	<p>On March 21, 2017, the SEU hosted a Career Job Fair at the Dort Federal Event Center - Flint MI. Over 25 companies participated and over 500 applicants attended. Our SEU solicited local employers to participate in this event and assisted with their exhibition needs. Our SEU also participated as an exhibitor, providing attendees with information about careers in broadcasting and job opportunities within the SEU. Interested attendees were encouraged to fill out an application and/or submit a resume. Attending personnel included the SEU's Market Manager, Local Sales Manager and Sales Representatives. This event was promoted on all SEU stations and website.</p>
2	Participate in Job Fair	<p>On March 21, 2017, the SEU participated as an exhibitor at the Career Job Fair they hosted, providing attendees with information about careers in broadcasting and job opportunities within the SEU. Interested attendees were encouraged to fill out an application and/or submit a resume. Attending personnel included the SEU's Market Manager, Local Sales Manager and Sales Representatives. This event was promoted on all SEU stations and website.</p>
3	Internship Program	<p>During this reporting period, our SEU hosted seven (7) student interns from regional colleges as follows: Three (3) interns from University of Michigan-Flint: one (1) May-June 2016; (1) September–December 2016 and one (1) May-July 2016.</p> <p>Two (2) interns from Michigan State University: one (1) April – May 2017 and one (1) July- August 2016</p> <p>One (1) intern from Mott Community College: January – May 2017</p> <p>One (1) Specs Howard: June – September 2016</p> <p>All interns worked/work in the SEU's Promotions and Marketing Department and were/are supervised by the SEU's Promotions Director. While at the SEU, the interns were/are afforded opportunities to implement book promotions, attend remote promotional events, develop skills using standard promotional software applications, and draft sales proposals.</p>

