

WHNN(FM), WILZ(FM), WIOG(FM) and WKQZ(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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
On-Air Host	1-29, 32-39, 42-49	1
Account Executive	1-29, 32-39, 42-43, 45-49	10
Account Executive	1-30, 32-39, 42-43, 45-49	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	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	7
2	Adzuna Website www.adzuna.com/	N	0
3	Job Is Job Website www.jobisjob.com/	N	0
4	MyJobHelper Website www.myjobhelper.com/	N	0
5	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
6	The Job Spider www.jobspider.com/	N	0
7	Trovit Website www.trovit.com/	N	0
8	Indeed Website (not directly contacted by SEU) www.indeed.com	N	1
9	Glassdoor Website (not directly contacted by SEU) www.glassdoor.com/index.htm	N	0
10	LinkedIn Website (not directly contacted by SEU) www.linkedin.com/jobs/	N	3
11	Abilities in Jobs www.abilitiesinjobs.com	N	0
12	Asian in Jobs www.asianinjobs.com	N	0
13	Black In Jobs www.blackinjobs.com	N	0
14	Hispanic In Jobs www.hispanicinjobs.com	N	0
15	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
16	Diversity in Jobs www.diversityinjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Seniors in Jobs www.seniorsinjobs.com	N	0
18	Women in Jobs www.womeninjobs.com	N	0
19	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
20	Disabled Person www.disAbledperson.com	N	0
21	Hire Black Now www.hireblacknow.com	N	0
22	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
23	African American Job Search www.africanamericanjobsearch.com	N	0
24	Asian Job Search www.asianjobsearch.com	N	0
25	LGBT Job Search www.lgbtjobsearch.com	N	0
26	Disabled Job Seekers www.disabledjobseekers.com	N	0
27	US Diversity Job Search www.usdiversityjobsearch.com	N	0
28	Veteran Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	2
31	Internal Transfer/Promotion	N	0
32	Great Lakes Bay Michigan Works smb@michiganworks.com annmarieb@michiganworks.com	N	0
33	Saginaw Valley State University Education 7400 Bay Road 989-964-4954 careers@svsu.edu	N	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Bay - Arenac Career Center 4155 Monitor Road 989-686-4770 sewardk@baisd.net sheppardt@baisd.net	N	0
35	Michigan Works! Service Center in Midland County 1409 Washington 989-631-3073 smb@michiganworks.com	N	0
36	Michigan Works! Service Center - Bay County 4061 North Euclid Avenue 989-667-0500 smb@michiganworks.com annmarieb@michiganworks.com	N	0
37	Great Lakes Bay Michigan Works 312 E Genesee 989-752-3145 smb@michiganworks.com annmarieb@michiganworks.com	N	0
38	Station Website Postings (<i>all SEU stations</i>)	N	0
39	Internal Posting	N	0
40	On-Air Announcements (<i>all SEU stations</i>)	N	0
41	Open House (<i>see Section III</i>)	N	0
42	Word-of-Mouth Referral	N	0
43	Michigan Association of Broadcasters www.michmab.com 819 N. Washington Avenue Lansing, MI 48906-5815 517.484.7444	N	0
44	All Access www.allaccess.com 289 Pacific Coast Highway Suite 210 Malibu, CA 90265 310.457.6616	N	0
45	Delta College 4605 Webber Street Saginaw, MI 48601 989.752.7500	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Northwood University 4000 Whiting Drive Midland, MI 48640-2398 989.837.4200	N	0
47	NAACP (Flint chapter) 3455 Lippincott Boulevard Flint, MI 48507	N	0
48	NAACP (Saginaw chapter) 515 N Washington Avenue., #400, Saginaw, MI 48607	N	0
49	Job Fair(s) (<i>see Section III</i>)	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			16

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	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.
2	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 & 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.
3	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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
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.