

WOOD-FM, WKBZ-AM, WMRR-FM, WMUS-FM

EEO PUBLIC FILE REPORT

June 1, 2012 – May 31, 2013

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
Account Executive – Outside Sales	1 - 7	7

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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	Current Employee	N	1
2	Michigan Association of Broadcasters 819 N Washington Ave Lansing, Michigan 48906 Phone : 517-484-7444 Email : dkelley@michmab.com Don Kelley	N	0
3	Michigan Works Employment Service 3391 Plainfield Northeast Grand Rapids, Michigan 49505 Phone : 616-336-4460 Email : rkneelan@gbcc.edu Regin Kneelan	N	0
4	My Air Check #1-771 Gibsons Way Gibsons, Texas Phone : 604-740-1374 Email : registration@myaircheck.com Scott Russell	N	0
5	Company/Station Website	N	2
6	The Freeform Radio Initiative, Inc. Post Office Box 530369 Miami, Florida 33153-0369 Phone : 305 982 7233 Email : announcements@thefreeformradioinitiative.org Scott McWilliams	N	0
7	Employee Referral	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity
1	Internship Program	Throughout the reporting period our SEU hosted a total of 21 interns from the following colleges and Universities: Ferris State, Grand Valley State University, Northwood University, Compass, Central Michigan University, and Hope University. The interns worked in our Promotions and Programming departments where they were trained on station programming, content research, event coordination, event set-up and breakdown, and the distribution of promotional materials. Interns also performed various administrative tasks that allowed them to interface with clients and the listener population. Interns were supervised by department heads.
2	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	During the Fall 2012 semester, our program director taught an Introduction to Media class at Aquinas College. The content of the course covered broadcasting careers, including opportunities in the local West Michigan market, and station personnel were invited to the class to share their real-life work experiences.
3	Host an event/program for or on behalf of an educational institution related to careers in broadcasting.	In October 2012, a group of students from the Introduction to Media class at Aquinas College were given a station tour by our program director. Participants were able to experience first-hand how our Business, Sales, and Programming departments work and to ask questions about our SEU or the broadcasting industry generally.
4	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting.	On October 10, 2012 our Program Director participated in a Career Fair at Western Michigan University where broadcasting careers were discussed, career and internship opportunities were discussed. Participants had the opportunity to ask questions.
5	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting.	On October 17, 2012 our Program Director participated in a Career Fair at Central Michigan University where broadcasting careers were discussed, career and internship opportunities were discussed. Participants had the opportunity to ask questions.
6	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting.	On October 19, 2012, our Program Director spoke to a group of 40 students in at Central Michigan School of Broadcasting discussing careers in broadcasting and presenting information about SEU's internship program. Students had the opportunity to ask questions.
7	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	During the Spring 2013 semester, our program director taught an Introduction to Media class at Aquinas College. The content of the course covered broadcasting careers, including opportunities in the local West Michigan market, and station personnel were invited to the class to share their real-life work experiences.

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8	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	On October 17, 2012 our Program Director participated in a Career Fair at Central Michigan University where broadcasting careers were discussed, career and internship opportunities were discussed. Participants had the opportunity to ask questions.
9	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	On March 9, 2013 our Market Manager was participant in an event at Hope College where he spoke to a group of 50 students in regards to broadcasting careers, SEU specific career and internship opportunities were discussed. Participants had the opportunity to ask questions.
10	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	On March 12 – 13, 2013 our Market Manager was a key note speaker and host for High School and College Broadcasting Excellence Awards as part of the Michigan Association of Broadcasters Great Lakes Broadcasting Conference & Expo where broadcasting careers were discussed.
11	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting	On March 13, 2013 our Business Manager and National Sales Representative participated in a Career Fair hosted by Michigan Association of Broadcasters as part of the Michigan Association of Broadcasters Great Lakes Broadcasting Conference & Expo where broadcasting careers, SEU specific career and internship opportunities were discussed. Participants had the opportunity to ask questions.
12	Host an event/program for or on behalf of an educational institution related to careers in broadcasting	On April 24, 2013 a group of students from the Introduction to Media class at Aquinas College were given a station tour by our program director. Participants were able to experience first-hand how our Business, Sales, and Programming departments work and to ask questions about our SEU or the broadcasting industry generally.