

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

## EEO PUBLIC FILE REPORT

June 1, 2013 – May 31, 2014

### 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>
Account Executive – I	1 - 2	1

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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@grcc.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	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>2</b>

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### III. RECRUITMENT INITIATIVES

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	Internship Program	Throughout the reporting period our SEU hosted a total of 13 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.
4	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting.	On October 15, 2013 our Executive Admin Assistant participated in a Career Fair at Western Michigan University where broadcasting careers were discussed, career and internship opportunities were discusses. 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 March 22, 2014 our Program Director participated in a Career Fair at Central Michigan University where broadcasting careers were discussed, career and internship opportunities were discusses. 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 March 22, 2014 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 2014 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.