Meredith G. Singer 202.719.7507 msinger@wiley.law



wiley.law

December 14, 2023

## VIA E-MAIL & POSTING TO FCC ONLINE PUBLIC INSPECTION FILE

Elizabeth E. Goldin Assistant Chief, Investigations & Hearings Division Enforcement Bureau Federal Communications Commission

Re: Response to Broadcast EEO Audit Letter

WOOD-FM, Muskegon, Michigan (Fac. ID No. 25086)

Dear Ms. Goldin:

On behalf of iHM Licenses, LLC, licensee of WOOD-FM, Muskegon, Michigan (Fac. ID No. 25086), as well as the commonly owned stations in the Grand Rapids, Michigan station employment unit ("SEU"), the undersigned submits the SEU's response to your letter of October 30, 2023 concerning compliance with the Commission's Equal Employment Opportunity rules, 47 C.F.R. § 73.2080 ("Audit Letter"). Per your request, this submission consists of a sworn statement by Tim Feagan, Market President with copies of documentation responsive to your inquiry.

Should any questions arise concerning this submission, kindly contact the undersigned.

Respectfully Submitted,

Meredith G. Singer

Meredith G. Singer

cc: Lynn Kalagian (FCC) (via email)

#### DECLARATION OF TIM FEAGAN, MARKET PRESIDENT

#### I, Tim Feagan, hereby declare as follows:

- 1. I am a Market President for iHM Licenses, LLC, the licensee of WOOD-FM, Muskegon, Michigan (Fac. ID No. 25086), which is part of a station employment unit based in Grand Rapids, Michigan and which includes WSRW-FM, Grand Rapids, MI (Fac. ID No. 73605), WTKG, Grand Rapids, MI (Fac. ID No. 51729), WBCT, Grand Rapids, MI (Fac. ID No. 73606), WBFX, Grand Rapids, MI (Fac. ID No. 51727), WMAX-FM, Holland, MI (Fac. ID No. 27471), WSNX-FM, Muskegon, MI (Fac. ID No. 24644), WKBZ, Muskegon, MI (Fac. ID No. 25087), WMUS, Muskegon, MI (Fac. ID No. 70635), and WMRR, Muskegon Heights, MI (Fac. ID No. 24640) (the "SEU" or "Unit"). The stations in this SEU are commonly owned through subsidiaries ultimately owned and controlled by iHeartMedia, Inc. (collectively, "iHeartMedia"). This Statement and relevant attachments are being submitted in response to the October 30, 2023 letter of Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division of the Commission's Enforcement Bureau, concerning a random audit of EEO compliance (the "EEO Audit Letter").
- 2. This SEU employs five or more full-time employees as the term is defined in the broadcast EEO rule of the Federal Communication Commission ("FCC" or the "Commission"), 47 C.F.R. § 73.2080(e)(1).
- 3. In response to Question 2(b)(i) of the EEO Audit Letter, the SEU's two most recent EEO Public File Reports, as described in 47 C.F.R. § 73.2080(c)(6), are appended at Attachment A.
- 4. In response to Question 2(b)(ii) of the EEO Audit Letter, the web addresses of the stations in this SEU are as follows: westmichiganstar.iheart.com, wtkg.iheart.com, b93.iheart.com, 1013big.iheart.com, 961thegame.iheart.com, 1045snx.iheart.com, newstalk1090.iheart.com, 107MUS.iheart.com, rock1017.iheat.com. A copy of the current EEO Public File Report is included on or linked to each of these websites.
- 5. In response to Question 2(b)(iii), the date of each full-time hire listed in the SEU's above-referenced EEO Public File Reports, in accordance with 47 C.F.R. § 73.2080(c)(5)(vi), is included in the internal business records appended at Attachment B. Further, the licensee acknowledges that it is required to retain records to document its outreach to the recruitment sources used to fill its full-time positions pursuant to 47 C.F.R. § 73.2080(c)(5)(iii), including the recruitment reflected in the above EEO Public File Reports. However, pursuant to the EEO Audit Letter, only one such job notice per position is included at Attachment B.
- 6. In response to Question 2(b)(iv) of the EEO Audit Letter, the internal business records appended at Attachment B also provide data concerning (a) the total number of interviewees for each vacancy and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the above EEO Public File Reports.
- 7. In response to Question 2(b)(v) of the EEO Audit Letter, documentation concerning the Unit's performance of four points worth of recruitment initiative activity during the period covered by the above EEO Public File Reports and as described in § 73.2080(c)(2) is appended at Attachment C with participating personnel noted therein. This SEU employs a total of 26 full-time employees and all of our stations are located in a market with a population of more than

250,000. Accordingly, the SEU is required to perform at least four points worth of recruitment initiative activity during each two-year period measured from the date the stations in the SEU are required to file license renewal applications.

- 8. In response to Question 2(b)(vi) of the EEO Audit Letter, the licensee affirms that it is not aware of any complaints alleging unlawful discrimination in the employment practices of the stations in this SEU based on race, color, religion, national origin or sex filed before a body with jurisdiction under federal, state, territorial or local law during the current license term.
- 9. In response to Question 2(b)(vii) of the EEO Audit Letter, the licensee affirms that iHM Licenses, LLC deployed an EEO compliance plan, with the assistance of outside communications counsel, known as the Broadcast Diversity Recruitment Plan (the "Recruitment Plan" or "Plan") in conjunction with the effective date of the current EEO regulations. The Plan contains directives as to how iHeartMedia SEUs are to engage in broad recruitment for job vacancies and undertake recruitment initiatives, details the required recordkeeping requirements and provides a quarterly self-assessment program.

At the corporate level, iHeartMedia assists SEUs in understanding and following the Recruitment Plan, employing a team of corporate HR specialists that respond to SEU requests for FCC EEO compliance assistance and/or that call upon outside counsel for additional guidance when warranted. Furthermore, iHeartMedia has a team of internal public inspection file auditors that surveys FCC EEO performance of iHeartMedia SEUs as part of their routine review of overall public file compliance. Finally, in connection with the deployment of HR software throughout the company, iHeartMedia HR's department has conducted training sessions for its SEUs on its hiring policies and procedures, including compliance with the FCC's EEO broad outreach rules, and continues to provide access to training on FCC EEO matters to SEUs via its online HR portal.

At the local level, this SEU's Manager of Digital Content is responsible for overseeing our day-to-day EEO compliance efforts, including recordkeeping and compliance monitoring. Our Manager of Digital Content is also responsible for overseeing the recruitment initiatives that our SEU participates in and managing our master recruitment source list. Additionally, our Manager of Digital Content oversees our SEU's implementation of and compliance with iHeartMedia's EEO policies and procedures. This SEU's EEO compliance measures include identifying efforts to afford equal employment opportunities to employees and applicants through statements disseminated in job applications and posted in conspicuous areas within the workplace. This SEU's employment practices are my ultimate responsibility, working in conjunction with in-house counsel at iHeartMedia corporate headquarters and, when applicable, outside employment and labor counsel.

10. In response to Question 2(b)(viii) of the EEO Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of sources on its recruitment list and the outcome of its recruitment initiatives. The company's Recruitment Plan, through the quarterly self-assessment mechanism, provides SEUs with an opportunity to consult the corporate headquarters about these issues. To boost the effectiveness of outreach efforts on an ongoing basis, the SEU also includes language on its station websites encouraging qualified community organizations to contact the SEU to request its

job notices. Further, this SEU routinely offers training programs to management-level employees as to methods of ensuring equal employment opportunities and participates in local job fairs to increase community awareness of career opportunities in broadcasting.

11. In response to Question 2(b)(ix) of the EEO Audit Letter, this SEU strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect.

Dated: December 14, 2023

[SIGNATURE PAGE FOLLOWS]

## SIGNATURE PAGE TO DECLARATION OF Tim Feagan, Market President

As of the date set forth above, I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information, and belief.

Tim Feagan, Market President

## **ATTACHMENT A**

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# WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG 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
Outside Sales Account Executive	1-9	7
Outside Sales Account Executive	1-9	5

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **EEO PUBLIC FILE REPORT**

June 1, 2021 - May 31, 2022

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Baker College of Muskegon 1903 Marquette Muskegon, Michigan 49442 Phone: 231-777-5200 Email: careerresourcecenter@baker.edu Michael Legalley	N	0
2	Direct Employers 9002 N. Purdue Rd Ste 1000 Indianapolis, Indiana 46268 Phone: 1-866-268-6206 Url: http://www.directemployers.org Direct Employers Manual Posting	N	0
3	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
4	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
5	LinkedIn - Not directly contacted by SEU	N	1
6	Michigan Works Employment Service 3391 Plainfield Northeast Grand Rapids, Michigan 49505 Phone: 616-336-4460 Email: ktarkington@westmiworks.org Kyle Tarkington	N	0
7	Unknown (source not adequately identified upon inquiry by SEU)	N	1

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **EEO PUBLIC FILE REPORT**

June 1, 2021 - May 31, 2022

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Western Michigan University 1903 W. Michigan Ave Kalamazoo, Michigan 49008 Phone: 269-387-2745 Email: broncojobs@wmich.edu Buffy Nespodzany	N	0
9	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com	N	0
	TOTAL INTERVIEWS OVER REPO	ORTING PERIOD:	2

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# WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG EEO PUBLIC FILE REPORT

June 1, 2021 - May 31, 2022

## III. RECRUITMENT INITIATIVES

Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11/30/2021	or programs sponsored by educational institutions	Our On air talent talked to high school seniors about careers in broadcast and specifically her journey into becoming an on air personality. Lauren and Nicole Discussed different career opportunities in Radio/ with iHeart Media. Hudsonville promoted the event to all seniors through school announcements.	2	On air talent sales assistant

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

### EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

### 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
Outside Sales Account Executive	1-14	5

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **EEO PUBLIC FILE REPORT**

June 1, 2022 - May 31, 2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Aquinas College 1700 Fulton St. E. Grand Rapids, Michigan 49506 Career Services Manual Posting	N	0
2	Baker College 1020 S Washington St Owosso, Michigan 48867 Phone: 800-964-4299 Career Services Manual Posting	N	0
3	Baker College of Muskegon 1903 Marquette Muskegon, Michigan 49442 Phone: 231-777-5200 Email: careerresourcecenter@baker.edu Michael Legalley	N	0
4	Central Michigan University 1200 S. Franklin St. Mount Pleasant Mount Pleasant, Michigan Career Services Manual Posting	N	0
5	Employee Referral	N	3
6	Ferris State University 1201 S State St, Big Rapids Big Rapids, Michigan 49503 Career Services Manual Posting	N	0
7	Grand Rapids Community College 143 Bostwick Ave NE Grand Rapids, Michigan 49503 Career Services Manual Posting	N	0
8	Grand Valley State University 1 Campus Dr, Allendale Michigan, Michigan 49401 Career Services Manual Posting	N	0

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
10	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
11	LinkedIn – automatically posted from iHeartMediaCareers.com 1000 W Maude Ave Sunnyvale, California 94085 Phone: 650-687-3600 Url: https://www.linkedin.com/company/linkedin/ Career Services Manual Posting	N	1
12	Michigan Works Employment Service 3391 Plainfield Northeast Grand Rapids, Michigan 49505 Phone: 616-336-4460 Email: ktarkington@westmiworks.org Kyle Tarkington	N	0
13	Western Michigan University 1903 W. Michigan Ave Kalamazoo, Michigan 49008 Phone: 269-387-2745 Email: broncojobs@wmich.edu Buffy Nespodzany	N	0

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com	N	0
	TOTAL INTERVIEWS OVER REPO	RTING PERIOD:	4

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

## III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	5/4/2023	Provision of training to management	In May 2023, our SEU's Program Manager took the Valuing Diversity Training Course provided by iHeartMedia Learning Center. The online course emphasized the many ways in which a diverse workforce and a culture of inclusion are a source of strength for an organization.	1	Program Manager
2	5/22/2023	Provision of training to management	In May 2023, our SEU's SVPP took the Uncovering Unconscious Bias In Recruiting And Interviewing training course provided by iHeartMedia Learning Center. The course focuses on strategies for minimizing bias in the recruiting and interview process, including using diverse panel interviews and other approaches for identifying diverse candidates to fill positions.	1	SVP of Programming
3		Provision of training to management	In May 2023, our SEU's SVPP took the Be An Inclusive Organization People Won't Leave training course provided by iHeartMedia Learning Center. The course focuses on leveraging inclusion practices to provide an equitable workplace for all and retain a diverse workforce.		SVP of Programming
4	5/22/2023	Provision of training to management	In May 2023, our SEU's SVPP took the Addressing Unconscious Bias As A Leader training course provided by iHeartMedia Learning Center. The course focuses on identifying bias and leveraging proven tools for removing barriers and ensuring equity throughout the workplace.	1	SVP of Programming

## **ATTACHMENT B**

## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **Vacancy Data Form**

#### **Outside Sales Account Executive**

Recruitment source referring hiree: LinkedIn - Not directly contacted by SEU

**Date of hire: 2/22/2022** 

Recruitment source referring hiree: Unknown (source not adequately identified upon inquiry by SEU)

Date of hire: 4/26/2021

Recruitment source referring hiree: Unknown (source not adequately identified upon inquiry by SEU)

Date of hire: 11/1/2021

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
1	Baker College of Muskegon 1903 Marquette Muskegon, Michigan 49442 Phone: 231-777-5200 Email: careerresourcecenter@baker.edu Michael Legalley	N	0
2	Direct Employers 9002 N. Purdue Rd Ste 1000 Indianapolis, Indiana 46268 Phone: 1-866-268-6206 Url: http://www.directemployers.org Direct Employers Manual Posting	N	0
3	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
4	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
5	LinkedIn - Not directly contacted by SEU	N	1

This Vacancy Data Form contains recruitment and referral source information for a position hired before the beginning of the reporting period. That information is not reflected on the 2021-2022 EEO Public File Report.

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **Vacancy Data Form**

### **Outside Sales Account Executive**

Recruitment source referring hiree: LinkedIn - Not directly contacted by SEU

**Date of hire: 2/22/2022** 

Recruitment source referring hiree: Unknown (source not adequately identified upon inquiry by SEU)

Date of hire: 4/26/2021

Recruitment source referring hiree: Unknown (source not adequately identified upon inquiry by SEU)

Date of hire: 11/1/2021

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
6	Michigan Works Employment Service 3391 Plainfield Northeast Grand Rapids, Michigan 49505 Phone: 616-336-4460 Email: ktarkington@westmiworks.org Kyle Tarkington	N	0
7	Unknown (source not adequately identified upon inquiry by SEU)	N	2
8	Western Michigan University 1903 W. Michigan Ave Kalamazoo, Michigan 49008 Phone: 269-387-2745 Email: broncojobs@wmich.edu Buffy Nespodzany	N	0
9	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com	N	0
	TOTAL INTERVIEWS OVER REPO	RTING PERIOD:	3

#### Outside Sales Account Executive

Job Requisition

Req22155 Outside Sales Account Executive (Pipeline) (Closed)

Job Family Start Date

Description

Outside Account Executive - 100% Commission (Inactive) 06/14/2021

End Date Primary Posting

No

01/18/2022

Current employees and contingent workers click <u>here</u> to apply and search by the Job Posting Title.

#### iHeartMedia Stations

#### Job Summary:

Identifies and develops new business opportunities; keeps and grows existing client relationships; offers solutions that help clients achieve their business goals; closes business; meets set sales target.

#### Responsibilities

- Identifies and solicits new business; builds and maintains a full pipeline of sales prospects.
- Services and grows relationships in existing base of clients.
- Identifies client/agency needs and develops persuasive proposals to meet needs and opportunities.
- Delivers effective sales presentations.
- Steers clients based on market, platform and station information.
- Maintains client communication and ensures client satisfaction.
- · Monitors competition to continually find new account leads.
- Negotiates rates based on iHeartMedia's budgets.
- Works collaboratively with internal partners to drive revenue.
- Ensures prompt payments.
- Follows all station procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis.
- Creates effective marketing campaigns in cooperation with iHeartMedia resources.
- Generates revenue and meets/exceeds established sales targets.
- · Candidate must drive their own vehicle with a valid driver's license and state-mandated auto insurance.

#### Qualifications

- Proficient in Microsoft Office suite and social networking platforms
- Adept at prospecting and using effective consultative selling principles and practices
- Strong client service relationship-building skills
- · Ability to plan and organize, set priorities and multi task in a fast-paced environment
- Negotiation and closing proficiency
- Persuasive communication skills: verbal, written and presentation
- Independent; self-motivated; competitive; assertive
- Strong problem-solving and analytical skills
- Understanding of market dynamics including demographics
- Stress tolerance especially with tight deadlines and financial pressures
- · Flexibility and creativity
- · Professional appearance
- · Strong interpersonal skills

#### Work Experience

- 2+ years in media/advertising sales is preferred, but not required
- · SalesForce experience is a plus

#### Education

· High school diploma, college degree preferred

#### Certifications

None required

#### Location

Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

Additional Locations

Position Type

#### Regular

The Company is an equal opportunity employer and will not tolerate discrimination in employment on the basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, protected veteran status, genetic information, or any other legally protected classification or status.

Our organization participates in E-Verify. Click here to learn about E-Verify.

Current employees and contingent workers click here to apply and search by the Job Posting Title.

Worker Sub-Type Regular

> Location Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

Time Type Full time Locations

Supervisory Organization 112 - Sales Subgroup (Amanda K Alexander (Inherited)) (inactive)

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **Vacancy Data Form**

### **Outside Sales Account Executive**

Recruitment source referring hiree: Employee Referral Date of hire: 5/8/2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
1	Aquinas College 1700 Fulton St. E. Grand Rapids, Michigan 49506 Career Services Manual Posting	N	0
2	Baker College 1020 S Washington St Owosso, Michigan 48867 Phone: 800-964-4299 Career Services Manual Posting	N	0
3	Baker College of Muskegon 1903 Marquette Muskegon, Michigan 49442 Phone: 231-777-5200 Email: careerresourcecenter@baker.edu Michael Legalley	N	0
4	Central Michigan University 1200 S. Franklin St. Mount Pleasant Mount Pleasant, Michigan Career Services Manual Posting	N	0
5	Employee Referral	N	3
6	Ferris State University 1201 S State St, Big Rapids Big Rapids, Michigan 49503 Career Services Manual Posting	N	0
7	Grand Rapids Community College 143 Bostwick Ave NE Grand Rapids, Michigan 49503 Career Services Manual Posting	N	0

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **Vacancy Data Form**

### **Outside Sales Account Executive**

Recruitment source referring hiree: Employee Referral Date of hire: 5/8/2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
8	Grand Valley State University 1 Campus Dr, Allendale Michigan, Michigan 49401 Career Services Manual Posting	N	0
9	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
10	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone: 210-253-5126 Url: http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
11	LinkedIn – automatically posted from iHeartMediaCareers.com 1000 W Maude Ave Sunnyvale, California 94085 Phone: 650-687-3600 Url: https://www.linkedin.com/company/linkedin/Career Services Manual Posting	N	1
12	Michigan Works Employment Service 3391 Plainfield Northeast Grand Rapids, Michigan 49505 Phone: 616-336-4460 Email: ktarkington@westmiworks.org Kyle Tarkington	N	0

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## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## **Vacancy Data Form**

### **Outside Sales Account Executive**

Recruitment source referring hiree: Employee Referral Date of hire: 5/8/2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS
13	Western Michigan University 1903 W. Michigan Ave Kalamazoo, Michigan 49008 Phone: 269-387-2745 Email: broncojobs@wmich.edu Buffy Nespodzany	N	0
www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone: 336-553-0620 Url: http://www.mediagignow.com Email: customerservice@mediagignow.com MediaGigNow.com		N	0

#### **Outside Sales Account Executive**

Job Requisition Req29193 Outside Sales Account Executive (Filled)

Job Family Advertising Sales Start Date 10/25/2022

End Date 04/27/2023

Primary Posting No

**Description** iHeartMedia Markets

Current employees and contingent workers click here to apply and search by the Job Posting Title.

#### Job Summary:

Identifies and develops new business opportunities; keeps and grows existing client relationships; offers solutions that help clients achieve their business goals; closes business; meets set sales targets.

#### Responsibilities

- Identifies and solicits new business through prospecting and cold calling; builds and maintains a full pipeline of sales prospects.
- · Services and grows relationships in existing client base.
- Identifies client/agency needs and develops persuasive proposals to meet needs and opportunities.
- Delivers creative and effective sales presentations.
- Steers clients based on market, platform and station information.
- Maintains client communication and ensures client satisfaction.
- Monitors competition to continually find new account leads.
- Negotiates rates based on iHeartMedia's budgets.
- Works collaboratively with internal partners to drive revenue.
- Ensures prompt payments.
- Follows all station procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis.
- Creates effective marketing campaigns in cooperation with iHeartMedia resources.
- Generates revenue and meets/exceeds established sales targets.

#### Qualifications

- Proficient in Microsoft Office suite and social networking platforms
- Adept at prospecting and using effective consultative selling principles and practices
- Strong client service relationship-building skills
- Ability to plan and organize, set priorities and multi task in a fast-paced environment
- · Negotiation and closing proficiency
- Persuasive communication skills: verbal, written and presentation
- · Independent; self-motivated; competitive; assertive
- Strong problem-solving and analytical skills
- · Understanding of market dynamics including demographics
- Stress tolerance especially with tight deadlines and financial pressures
- · Flexibility and creativity
- · Professional appearance
- · Strong interpersonal skills

#### Work Experience

1-2 years' sales experience

#### View Job Posting Details

• Experience in Media/Advertising Sales with proven success is preferable

#### Education

· 4-year college degree, preferably in a related field

#### Certifications

None required

#### Location:

Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

#### Position Type:

#### Regular

#### Benefits:

iHeartMedia's benefits offering is flexible and offers a variety of choices to meet the diverse needs of our changing workforce, including the following:

- Employer sponsored medical, dental and vision with a variety of coverage options
- · Company provided and supplemental life insurance
- · Paid vacation and sick time
- Paid company holidays, including a floating holiday that enable our employees to celebrate the holiday of their choosing
- A Spirit day to encourage and allow our employees to more easily volunteer in their community
- A 401K plan
- Employee Assistance Program (EAP) at no cost services include telephonic counseling sessions, consultation on legal and financial matters, emotional well-being, family and caregiving
- A range of additional voluntary programs, such as spending accounts, student loan refinancing, accident insurance and more!

The Company is an equal opportunity employer and will not tolerate discrimination in employment on the basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, protected veteran status, genetic information, or any other legally protected classification or status.

Our organization participates in E-Verify. Click here to learn about E-Verify.

Worker Sub-Type Regula

Location Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

**Time Type** Full time **Locations** 

Supervisory Organization Sales - Grand Rapids, MI Market (Amanda K Alexander)

#### **Outside Sales Account Executive**

Job Requisition Req29193 Outside Sales Account Executive (Filled)

Job Family Advertising Sales
Start Date 04/27/2023
End Date 05/02/2023

Primary Posting No

**Description** iHeartMedia Markets

Current employees and contingent workers click here to apply and search by the Job Posting Title.

#### Job Summary:

Identifies and develops new business opportunities; keeps and grows existing client relationships; offers solutions that help clients achieve their business goals; closes business; meets set sales targets.

#### Responsibilities

- Identifies and solicits new business through prospecting and cold calling; builds and maintains a full pipeline of sales prospects.
- Services and grows relationships in existing client base.
- Identifies client/agency needs and develops persuasive proposals to meet needs and opportunities.
- Delivers creative and effective sales presentations.
- Steers clients based on market, platform and station information.
- Maintains client communication and ensures client satisfaction.
- Monitors competition to continually find new account leads.
- Negotiates rates based on iHeartMedia's budgets.
- Works collaboratively with internal partners to drive revenue.
- Ensures prompt payments.
- Follows all station procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis.
- Creates effective marketing campaigns in cooperation with iHeartMedia resources.
- Generates revenue and meets/exceeds established sales targets.

#### Qualifications

- Proficient in Microsoft Office suite and social networking platforms
- Adept at prospecting and using effective consultative selling principles and practices
- Strong client service relationship-building skills
- · Ability to plan and organize, set priorities and multi task in a fast-paced environment
- · Negotiation and closing proficiency
- Persuasive communication skills: verbal, written and presentation
- · Independent; self-motivated; competitive; assertive
- Strong problem-solving and analytical skills
- · Understanding of market dynamics including demographics
- Stress tolerance especially with tight deadlines and financial pressures
- · Flexibility and creativity
- Professional appearance
- · Strong interpersonal skills

#### Work Experience

1-2 years' sales experience

• Experience in Media/Advertising Sales with proven success is preferable

#### Education

· 4-year college degree, preferably in a related field

#### Certifications

- None required
  - · Respect for others and a strong belief that others should do this in return
  - · Confidence to prospect and quickly build rapport with customers
  - · Knowledge of the media industry and related sales processes
  - · Desire to broaden sales capabilities and knowledge base
  - · Accountability for your own work and a desire to provide guidance to new team members
  - · Ability to build a territory plan or account approach
  - · Objective judgement and prior experience to solve business problems
  - Strong written and verbal communication, comfortable applying active listening and influencing skills to drive sales
  - · Understanding of impact of your own efforts to meet sales quotas

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Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

Position Type:

Regular

Time Type:

Full time

Pay Type:

Salaried

#### Benefits:

iHeartMedia's benefits offering is flexible and offers a variety of choices to meet the diverse needs of our changing workforce, including the following:

- Employer sponsored medical, dental and vision with a variety of coverage options
- · Company provided and supplemental life insurance
- · Paid vacation and sick time
- Paid company holidays, including a floating holiday that enable our employees to celebrate the holiday of their choosing
- A Spirit day to encourage and allow our employees to more easily volunteer in their community
- A 401K plan
- Employee Assistance Program (EAP) at no cost services include telephonic counseling sessions, consultation on legal and financial matters, emotional well-being, family and caregiving
- A range of additional voluntary programs, such as spending accounts, student loan refinancing, accident insurance and more!

The Company is an equal opportunity employer and will not tolerate discrimination in employment on the

### View Job Posting Details

basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, protected veteran status, genetic information, or any other legally protected classification or status.

Our organization participates in E-Verify. Click here to learn about E-Verify.

Worker Sub-Type Regular

Remote Type Hybrid: Remote + Primary Job Location

Location Grand Rapids, MI: 77 Monroe Center Nw, Suite 800, 900 and 1000, 49503

Time Type Full time

Locations

**Supervisory Organization** Sales - Grand Rapids, MI Market (Amanda K Alexander)

## **ATTACHMENT C**

## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## RECRUITMENT INITIATIVES FORM

June 1, 2021 - May 31, 2022

	Type of Recruitment Initiative	Date	Brief Description of Activity & Scope of Broadcaster's Participation
1.	Participation in events or programs sponsored by educational institutions	11/30/2021	Our On air talent talked to high school seniors about careers in broadcast and specifically her journey into becoming an on air personality. Lauren and Nicole Discussed different career opportunities in Radio/ with iHeart Media. Hudsonville promoted the event to all seniors through school announcements.

#### Gonzales, Bonnie

From: @hpseagles.net>
Sent: Monday, November 29, 2021 7:00 AM

**To:** Marlink, Nicole; Smith, Lauren

**Subject:** [EXTERNAL] Career Connections at Hudsonville High School - Tuesday Nov 30

**Attachments:** 21-22 Career Connections Information.pdf

Follow Up Flag: Follow up Flag Status: Flagged

Hi Lauren! Thank you for signing up to speak as part of our Career Connections program on Tuesday Nov 30. I look forward to having you speak (virtually) with our students. Please find attached a speaker information write up that describes our program and includes some speaker tips as well.

**Career Connections** is an enrichment opportunity that our students can sign up for during their Seminar class. Career Connections is an opportunity for students to hear from and interact with speakers from a wide range of careers and professions. The goal is that through participating they will be additionally informed and prepared to make college and career decisions after high school.

Here are the details for your session:

- Up to 40 students in attendance (can be from any grade level 9 to 12)
- Time with students is 40 minutes from 10:08 to 10:48am.
- Please use this **Zoom video link** for our session. I have a camera set up so that you are able to look out over the students that are in attendance as well.
- Please join the Zoom session around 10am so that we can make sure everything is set up and working properly.
- You will have the ability to share your screen so if you had a PowerPoint or any other visuals you wished to share that would be fine.

I look forward to having you in to speak with our students! If you have any questions, please let me know.



The best way to predict your future is to create it. -Abraham Lincoln

**CAUTION:** This message originated from outside of the company. Please take all precautions when opening attachments or links from outside sources.

## WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG

## RECRUITMENT INITIATIVES FORM

June 1, 2022 - May 31, 2023

	Type of Recruitment Initiative	Date	Brief Description of Activity & Scope of Broadcaster's Participation
1.	Provision of training to management	May 4, 2023	In May 2023, our SEU's Program Manager took the Valuing Diversity Training Course provided by iHeartMedia Learning Center. The online course emphasized the many ways in which a diverse workforce and a culture of inclusion are a source of strength for an organization.
2.	Provision of training to management	May 22, 2023	In May 2023, our SEU's SVPP took the Uncovering Unconscious Bias In Recruiting And Interviewing training course provided by iHeartMedia Learning Center. The course focuses on strategies for minimizing bias in the recruiting and interview process, including using diverse panel interviews and other approaches for identifying diverse candidates to fill positions.
3.	Provision of training to management	May 22, 2023	In May 2023, our SEU's SVPP took the Be An Inclusive Organization People Won't Leave training course provided by iHeartMedia Learning Center. The course focuses on leveraging inclusion practices to provide an equitable workplace for all and retain a diverse workforce.
4.	Provision of training to management	May 22, 2023	In May 2023, our SEU's SVPP took the Addressing Unconscious Bias As A Leader training course provided by iHeartMedia Learning Center. The course focuses on identifying bias and leveraging proven tools for removing barriers and ensuring equity throughout the workplace.

Internal training tracking record showing iHeartMedia Learning Center completed and in-progress trainings.

Jeff	Valuing Diversity: Manager Edition	05/01/2023 8:01:14 PM	Completed	
Daniel	Valuing Diversity: Manager Edition	05/02/2023 6:32:52 AM	Completed	
Dave	Valuing Diversity: Manager Edition	05/02/2023 1:38:02 PM	Completed	
Judy	Valuing Diversity: Manager Edition	05/02/2023 2:49:44 PM	Completed	
Dave	Valuing Diversity: Manager Edition	05/03/2023 6:13:30 AM	Completed	
Robert	Valuing Diversity: Manager Edition	05/03/2023 10:40:50 AM	Completed	
Maria	Valuing Diversity: Manager Edition	05/03/2023 10:51:49 AM	Completed	
Brett M Altena	Valuing Diversity: Manager Edition	05/04/2023 10:29:20 AM	Completed	
Shannon Control	Valuing Diversity: Manager Edition	05/05/2023 8:05:09 AM	In Progress	

From: TAFT, DAVE < DAVETAFT@iheartmedia.com>

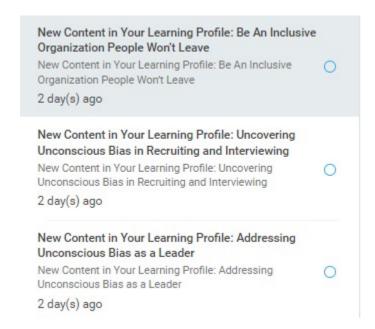
Sent: Thursday, May 25, 2023 10:26 AM

To: Gonzales, Bonnie < <a href="mailto:BonnieGonzales@iheartmedia.com">BonnieGonzales@iheartmedia.com</a>

Cc: Navarre, Rick < Rick Navarre@iheartmedia.com >; Moeller, Bri < BrianaMoeller@iheartmedia.com >

Subject: RE: One Time Trainings

These were the three modules that were sent, and I completed.



#### **Dave Taft**

Senior Vice President of Programming

iHeartMedia|West Michigan

77 Monroe Center #1000 Grand Rapids, MI 49503 O 616-776-5803

C 616-826-5905

America's #1 Audio Company

Reaching 9 out of 10 Americans Every Month

Radio | Digital | Social | Podcasts | Influencers | Data Events

iHeartMedia nor any of its employees, agents or representatives is requiring any artist or label to participate in the promotion described here, with the implication that if they do not so participate, their records will not be played over the air or that if they do participate, their records will be played over the air. Further, that any artist or label's participation in this promotion has no affect on airplay of any artist or label songs on any iHeartMedia Stations.

From: Gonzales, Bonnie < BonnieGonzales@iheartmedia.com >

Sent: Thursday, May 25, 2023 11:24 AM

To: TAFT, DAVE < DAVETAFT@iheartmedia.com>

**Cc:** Navarre, Rick < <u>RickNavarre@iheartmedia.com</u>>; Moeller, Bri < <u>BrianaMoeller@iheartmedia.com</u>>

**Subject:** RE: One Time Trainings

Importance: High

Rick/Bri