

## **EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period: May 23, 2012 – May 22, 2013.**

**1) Employment Unit: Greater Media – Detroit, MI**

**2) Unit Members (Stations and Communities of License): WCSX(FM), Birmingham, MI  
WMGC-FM, Detroit, MI  
WRIF(FM), Detroit, MI**

**3) EEO Contact Information for Employment Unit:**

Mailing Address:  One Radio Plaza Detroit, MI 48220	Telephone Number: 248-591-6800
	Contact Person/Title: Sheila Smith, Executive Assistant
	E-mail Address: ssmith@greatermediadetroit.com

**4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
(1) WCSX Account Manager (02/19/2013)	Management Referral
(2) WCSX General Sales Manager (02/04/2013)	Management Referral
(3) WCSX Program Director (02/25/2013)	Industry Referral
(4) WRIF Account Manager (03/20/2013)	Employee Referral
(5) Accounts Payable/Human Resource Manager (3/14/2013)	Management Referral
(6) WCSX Account Manager (08/27/2012)	Employee Referral
(7) National Sales Assistant (08/31/2012)	Industry Referral
(8) WMGC Account Manager (09/24/2012)	LinkedIn Website
(9) WCSX Account Manager (10/26/2012)	Industry Referral
(10) WRIF Asst. Program Director and Music Director (12/17/2012)	Management Referral
(11) WCSX Account Manager (06/05/2012)	Unsolicited Application
(12) WRIF Sales Assistant (06/05/2012)	In-house Posting
(13) WMGC Account Manager (08/01/2012)	Industry Referral
(14) WRIF Account Manager (06/04/2012)	Industry Referral
(15) WMGC Account Manager (09/24/2012)	Management Referral
(16) Director of Sales (01/01/2013)	Exigent Circumstances

**Stations WCSX(FM), WMGC-FM, and WRIF(FM) are Equal Opportunity Employers.**

## 5) Recruitment Sources for Each Hire

### Vacancy #1: WCSX Account Manager

### Referral Source of Hiree: Management Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interview ees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Advertising Age Publication	Cindy Hanson	<a href="http://www.talentworks.com">www.talentworks.com</a> Advertising Age, 711 Third Avenue, New York, NY 10017-4036	800-248-1299	1	No
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
In-house posting (GMD company bulletin board and company websites)	Executive Assistant	One Radio Plaza, Detroit, Michigan 48220	248-591-6800	0	No

### Vacancy #2: WCSX General Sales Manager

### Referral Source of Hiree: Management Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
In-house posting (GMD company bulletin board and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No

### Vacancy #3: WCSX Program Director

### Referral Source of Hiree: Industry Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	7	No
In-house Posting (Company bulletin board, and station websites and company websites)	Executive Assistant	One Radio Plaza Ferndale MI 48220	248-591-6800	0	No

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**Vacancy #4: WRIF Account Manager****Referral Source of Hiree: Employee Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
LinkedIn Website	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>	N/A	1	No
Advertising Age Publication	Cindy Hanson	<a href="http://www.adage.com">www.adage.com</a> Advertising Age, 711 Third Avenue, New York, NY 10017-4036	800-248-1299	1	No
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
In-house posting (GMD company bulletin board and company websites)	Executive Assistant	One Radio Plaza Detroit, Michigan 48220	248-591-6800	0	No

**Vacancy #5: Accounts Payable/Human Resource Manager****Referral Source of Hiree: Management Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
In-house posting (GMD company bulletin board and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
LinkedIn.com	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>	N/A	0	No

**Vacancy #6: WCSX Account Manager****Referral Source of Hiree: Employee Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	See interviewees from the Employment Guide	No
The Employment Guide (from EEO Distribution List)	Kathy Cutler	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	800/752- 8296x239	3	Yes – See Attachment A
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No

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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	4	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No

**Vacancy #7: National Sales Assistant**

**Referral Source of Hiree: Industry Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
In-house Posting (company bulletin board, stations and company websites)*	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3*	No
Employee Referrals	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No

**\*2 referrals from In-house posting company bulletin board and 1 referral from company website [www.greatermediadetroit.com](http://www.greatermediadetroit.com).**

**Vacancy #8: WMGC Account Manager**

**Referral Source of Hiree: LinkedIn Website**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
LinkedIn	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>	N/A	7	No
In-house posting (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No

**Vacancy #9: WCSX Account Manager**

**Referral Source of employee: Industry Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	See interviewees from the Employment Guide	No
The Employment Guide (from EEO Distribution List)	Kathy Cutler	<a href="http://www.employmentguide.com">www.employmentguide.com</a> ( <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> )	248-929-5910 Ext239	3	Yes – See Attachment A

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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
In-house posting (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No

**Vacancy #10: WRIF Asst. Program Director and Music Director**

**Referral Source of Employee: Management Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	See interviewees from AllAccess.com	No
AllAccess.com (from EEO Distribution List)	Joel Denver	28955 Pacific Hwy. Suite 210-5, Malibu CA 90265 <a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	1	Yes – See Attachment A
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	6	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
In-house postings (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit, Michigan 48220	248-591-6800	0	No

**Vacancy #11: WCSX Account Manager**

**Referral Source of Employee: Unsolicited Application**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Unsolicited Applications	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	4	No
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
In-house postings (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza	248-591-6800	0	No

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**Vacancy #12: WRIF Sales Assistant****Referral Source of Employee: In-house Posting**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
In-house posting (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit, Michigan 48220	248-591-6800	3	No
Employee Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No

**Vacancy #13: WMGC-FM Account Manager****Referral Source of Employee: Industry Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	See interviewees from the Employment Guide	No
The Employment Guide (from EEO Distribution List)	Kathy Cutler	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	248-929-5910 Ext239	3	Yes – See Attachment A
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	2	No
In-house posting (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No

**Vacancy #14: WRIF Account Manager****Referral Source of Hire: Industry Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
Industry Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
In-house Posting (company bulletin board, stations and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No
Employee Referrals	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	3	No

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**Vacancy #15: WMGC Account Manager****Referral Source of Hiree: Management Referral**

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Attachment A	N/A	0	No
LinkedIn	N/A	<a href="http://www.linkedin.com">www.linkedin.com</a>	N/A	11	No
Management Referral	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	1	No
In-house posting (GMD company bulletin board, station websites and company websites)	Executive Assistant	One Radio Plaza Detroit Michigan 48220	248-591-6800	0	No

**Vacancy #16: Director of Sales****Referral Source of Hiree: Exigent Circumstances**

Due to the need for confidentiality when replacing an existing employee and the fact that an independent contractor consultant for the Employment Unit already had substantial experience and unique familiarity with sales for the Employment Unit, the Employment Unit hired the consultant as the new Director of Sales.

**6) Total # of Interviewees Referred:** For the period from May 23, 2012 through May 22, 2013, this Employment Unit interviewed 106 interviewees for full-time job vacancies.

## **7) Supplemental Recruitment Initiatives.**

### **(a) Initiative: Establish an internship program designed to assist members of the community in acquiring the skills needed for broadcast employment**

WCSX, WRIF and WMGC-FM have an ongoing internship program in the programming, promotion, sales and production departments of each station. These are semester-long, for-credit programs that allow students to experience radio station operation firsthand. Students work side by side with station employees on projects and promotions. In addition, time is provided for department head managers to answer questions in a formal setting in order to explain and provide context for students on the various procedures, techniques and events they experience during the internship.

During the reporting period, Greater Media Detroit has hosted 42 interns in its program; it presently has 14 interns participating in its summer 2013 session. The Regional Intern Manager for Greater Media Detroit devotes approximately 50% of his workweek to the program.

Greater Media Detroit solicits candidates from a variety of local educational institutions through placement offices, communication department contacts and through student initiative. Participating institutions during the reporting period included:

Baker College Auburn Hills and Allen Park  
Calvin College  
Central Michigan University  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Lawrence Technical University  
Macomb Community College  
Madonna University  
Michigan State University  
Oakland Community College  
Rochester College  
Saginaw Valley University  
University of Michigan Dearborn  
University of Michigan, Ann Arbor  
University of Detroit/Mercy  
Washtenaw Community College  
Western Michigan University

### **(b) Initiative: Participate in job fairs with station personnel who have substantial responsibility for hiring.**

Greater Media Detroit participated in the following local and regional job fairs during the reporting period:

10/18/2012: Regional Promotions Intern Manager and Regional Promotions Assistant represented Greater Media Detroit at the Michigan Association of Broadcasters Foundation/Specs Howard School of Media Arts Career Fair sponsored by the same at 19900 W 9 Mile Road, Southfield, Michigan.

10/24/2012: Regional Promotions Intern Manager and Regional Promotions Assistant attended the Journalism Day Internship Fair on behalf of Greater Media Detroit at Wayne State University, Department of Communication – Journalism Program, 553 Manoogian Hall, Detroit, Michigan.

11/09/2012: Regional Promotion Intern Manager and Regional Promotions Assistant represented Greater Media Detroit at the Michigan Association of Broadcasters Foundation's 2012 Broadcasting Career Builder Conference at Lansing Community College, 819 N. Washington Avenue, Lansing, Michigan.

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**(c) Initiative: List each upper-level job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities**

Greater Media Detroit posts all job openings and internships at the online Job Bank of the Michigan Association of Broadcasters ([www.Michmab.com](http://www.Michmab.com)) and the Career Center at the National Association of Broadcasters ([www.NAB.org](http://www.NAB.org)).

Greater Media Detroit posted all upper level (Management, Sales, Technical, Professional) job openings (except for vacancy 16 (exigent circumstances) in the following organizations' newsletters or job banks: Wayne State University Job Placement Office, Women in Communications ([www.smartgroups.com/groups/wicofdetroit](http://www.smartgroups.com/groups/wicofdetroit)), and Detroit Adcrafter.

**(d) Initiative: Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting**

Greater Media Detroit has a standing relationship with the Specs Howard School of Media Arts, which is a leading metropolitan area educational institution for radio communications. Our managers regularly speak to current and recent students to provide them with a current view of our industry and career opportunities. We cooperate with the placement staff of the school to identify and contact upcoming graduates and recent graduates and make them aware of opportunities within Greater Media Detroit. On November 17, 2012, the Regional Promotions Intern Manager attended a Specs Howard internship fair and gave a presentation to Specs Howard students on the benefits of interning, and event held at the Marriott Renaissance Center, Downtown Detroit, MI

August 2009 to present: Regional Promotions Director has been working with Ferndale Career Center (MichiganWorks!), which is an Internship Employment Program run by the State of Michigan. The Ferndale Career Center located in Ferndale Michigan places students with Greater Media Detroit and we provide them with internships working within the company in areas that benefit their studies. During the reporting period, there were no students from MichiganWorks! interning at the Employment Unit, but the Employment Unit continues to have a standing relationship with MichiganWorks! and is listed on the list of companies seeking qualified interns from among MichiganWorks! students.

11/17/2012: Regional Promotions Intern Manager and Regional Promotions Assistant represented Greater Media Detroit at the Marriott Renaissance Center in downtown Detroit for the Internship Fair. This Fair allows students from the area and from other states to get together and learn marketing information from professionals in various industries, including broadcasting. The event was sponsored by DECA, 212 King Hall, Eastern Michigan University, and Ypsilanti, Michigan 48197. The Regional Promotions Intern Manager and Regional Promotions Assistant were on hand to provide information to prospective interns about the Employment Unit's internship program.

02/12/2013: Regional Promotions Intern Manager and Regional Promotions Assistant represented Greater Media Detroit at Oakland University, 275 W. Vanderberg Hall, Rochester, Michigan at the Oakland University Campus 2013 Internship Mixer/Intern Fair. The Regional Promotions Intern Manager and Regional Promotions Assistant were on hand to provide information to prospective interns about the Employment Unit's internship program.