

**WITL (FM), WMMQ (FM), WJIM (FM), WJIM (AM), WFMK (FM),
WVFN (AM), MTN**

EEO PUBLIC FILE REPORT

June 1, 2014-May 31, 2015

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	Station Website Postings (all SEU stations)	N	0
2	Internal Posting	N	0
3	On-Air Announcements (all SEU stations)	N	0
4	Word of Mouth/ Referral	N	5
5	Michigan Association of Broadcasters www.michmab.com 819 N Washington Avenue Lansing, MI 48906-5815 517-484-7444	N	
6	Social Media Posts—Twitter and Facebook for all stations	N	0
7	www.AllAccess.com 28955 Pacific Coast Highway, Ste 210 Malibu, CA 90265	N	5
8	www.Craigslist.com	N	4
9	www.ZipRecruiter.com	N	4
10	www.michworks.org (Michigan Talent Bank)	N	4
11	Spec Howard School of Media Arts 19900 W Nine Mile Rd Southfield, MI 48075	N	0
12	Job Fairs (See Section III)	N	0
13	Michigan State University www.myspartancareer.com 113 Student Services Building East Lansing, MI 48824-1113	N	0
14	MLive.Com	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			23

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Job Fair	On March 11, 2015, Our SEU participated in MAB Foundation GLBC Career & Networking Fair sponsored by the Michigan Association of Broadcasters and held at the Lansing Center in Lansing. SEU representatives spoke with attendees about careers in radio sales, as well as job opportunities and internships. Resumes of interested persons were collected. Station participants included the Director of Sales, General Sales Manager, and Operations Manager.
2	Job Shadow	In May, our station allowed a student from Grand Ledge High School the opportunity to work with the On-air Disc Jockey and learn what a typical day is for them.
3	Internship Program	Our stations had five interns from June 2014-May 2015. These students came from Wheaton College, Lansing Community College, Grand Valley State University, and Michigan State University. During their internships, students learn about promotions, marketing, advertising, and programming by working closely with SEU personnel as well as assisting with station events and promotions. The students were able to seek career advice from station personnel.
4	Participate in program sponsored by or on behalf of an educational institution and organizations relating to careers in broadcasting	Between June 2014 and March 2015, we gave 5 tours –Boy Scouts of Lansing, Boy Scouts of Charlotte, Cub Scouts of Dewitt, Cub Scouts of

		<p>Mason, and Tri-County Head Start program— an opportunity to job shadow the on air staff. These students learned first hand what it takes to get a radio station on the air and what it is like to be a disc jockey. Throughout the process, students were encouraged to ask questions about their experiences.</p>