

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
June 1, 2021 – May 31, 2022¹

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	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30

¹ This Report was revised in December 2023 to address reporting issues.

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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	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	0
2	Adzuna Website www.adzuna.com/	N	0
3	Job Is Job Website www.jobisjob.com/	N	0
4	MyJobHelper Website www.myjobhelper.com/	N	0
5	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
6	The Job Spider www.jobspider.com/	N	0
7	Trovit Website www.trovit.com/	N	0
8	Indeed Website (<i>not directly contacted by SEU</i>) www.indeed.com	N	0
9	Glassdoor Website (<i>not directly contacted by SEU</i>) www.glassdoor.com/index.htm	N	0
10	LinkedIn Website (<i>not directly contacted by SEU</i>) www.linkedin.com/jobs/	N	0
11	Abilities in Jobs www.abilitiesinjobs.com	N	0
12	Asian in Jobs www.asianinjobs.com	N	0
13	Black In Jobs www.blackinjobs.com	N	0
14	Hispanic In Jobs www.hispanicinjobs.com	N	0
15	LGBTQ In Jobs www.lgbtqinjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Diversity in Jobs www.diversityinjobs.com	N	0
17	Seniors in Jobs www.seniorsinjobs.com	N	0
18	Women in Jobs www.womeninjobs.com	N	0
19	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
20	Disabled Person www.disAbledperson.com	N	0
21	Hire Black Now www.hireblacknow.com	N	0
22	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
23	African American Job Search www.africanamericanjobsearch.com	N	0
24	Asian Job Search www.asianjobsearch.com	N	0
25	LGBT Job Search www.lgbtjobsearch.com	N	0
26	Disabled Job Seekers www.disabledjobseekers.com	N	0
27	US Diversity Job Search www.usdiversityjobsearch.com	N	0
28	Veteran Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	4
31	Internal Transfer/Promotion	N	0
32	Womens Resource Center Contact: Marcia Van Poolen 678 Front Street, Suite 180 Grand Rapids, MI 49504	N	0
33	Hispanic Center of West Michigan Contact: Salvatore Lopez 1204 Grandville Ave SW Grand Rapids, MI 49503	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Hispanic Ministries Community Bulletin Board 671 Davis Ave NW Grand Rapids, MI 49504	N	0
35	Grand Rapids Urban League Placement Office 745 Eastern Ave SE Grand Rapids, MI 49503	N	0
36	Michigan Employment Security Commission Job Orders PO Box 169 Grand Rapids, MI 49501	N	0
37	Job Corps of Grand Rapids Placement Office 110 Hall Street SE Grand Rapids, MI 49507	N	0
38	Calvary Church Contact: Regina Scovill 777 E Beltline NE Grand Rapids, MI 49525	N	0
39	Michigan Association of Broadcasters www.mab.com	N	0
40	On-Air Announcements (<i>one or more SEU stations</i>)	N	0
41	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Phone: 269.962.5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
42	Great Lakes Bay Michigan Works 312 E Genesee Phone: 989.752.3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Michigan Works! Montcalm Creek Service Center 114 South Greenville West Drive Phone: 616.754.3611 hardemand@michigan.gov	N	0
44	Michigan Works! Service Center – Grand Rapids 215 Straight Avenue NW Phone: 616.887.2960 lieffersl@michigan.gov marind@michigan.gov	N	0
45	Michigan Works! Service Center – West Side 215 Straight NW Phone: 616.336.4040 headworthc@michigan.gov marind@michigan.gov	N	0
46	Michigan Works! Service Center in Midland County 1409 Washington Phone: 989.631.3073 smb@michiganworks.com	N	0
47	West Michigan Works! Service Center: OttawayCounty 121 Clover Avenue Phone: 616.396.2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
48	Michigan Works! Service Center – Franklin 121 Franklin Street SE, Suite 120 Ellisn1@michigan.gov Lafavev1@michigan.gov	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			4

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 29, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.
2	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of December 2021, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. Our Operations and Business Managers—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed five segments entitled “Working Well With Others,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 18, 2021, our SEU’s Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.
5	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 24, 2022, our Market and Business Managers as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Vice President, Human Resources entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers, Business Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
6	Participate in Career Fair	On March 25, 2022, our SEU participated in the Digital Speed Networking Career Outreach event sponsored by the Michigan Association of Broadcasters Foundation, which took place virtually due to Covid-19 restrictions. Our Sales Managers participated in this event and were automatically paired with some of the fifty (50) students and business-minded professionals seeking employment in five minute intervals. They swiftly shared information about career opportunities in radio as well as job openings within our SEU and company with each participant.