

**WCEN-FM, WGER(FM), WSGW(AM), WSGW-FM and WTLZ(FM)**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2019 – May 31, 2020**

**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>
Traffic Coordinator	1-2 ,4-5, 7-8, 10, 13	13
Digital Content Specialist	1-2, 4-10, 12	2
Account Executive	1-2, 4-10, 12	2

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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	<b>Alpha Media Careers</b> alphamediausa.com/careers/	N	3
2	<b>Indeed.com</b>	N	4
3	<b>Society of Broadcast Engineers</b> 9102 North Meridian Indianapolis, Indiana 46260 Phone: 317.846.9000 Url: <a href="http://www.sbe.org">http://www.sbe.org</a>	N	0
4	<b>Baker College</b> 1050 W. Bristol Road Flint, MI 48507 Phone: 800.964.4299 jennie.main@baker.edu	N	0
5	<b>Central Michigan University</b> 101 Foust Hall Mt. Pleasant, Michigan 48859 Phone: 989.774.3068 Email: <a href="mailto:careers@cmich.edu">careers@cmich.edu</a>	N	0
6	<b>Central Michigan University School of Broadcast &amp; Cinematic Arts</b> 340 Moore Hall Mt. Pleasant, Michigan 48859 Phone : 989-774-3851 Url : <a href="http://www.bca.cmich.edu">http://www.bca.cmich.edu</a> Email : <a href="mailto:carso1ml@cmich.edu">carso1ml@cmich.edu</a> Michelle Carson	N	0
7	<b>Delta College</b> Career & Employment Services University Center 1961 Delta Road University Center, Michigan 48710 Phone : 989.686.9077 Url : <a href="http://www.delta.edu">http://www.delta.edu</a> Email : <a href="mailto:jobplace@delta.edu">jobplace@delta.edu</a>	N	0
8	<b>Michigan Works</b> Phone : 989-293-1357 Url : <a href="http://www.michiganworks.org">http://www.michiganworks.org</a> Email: <a href="mailto:kleink@michiganworks.com">kleink@michiganworks.com</a> Kim Klein	N	0
9	<b>Michigan Association of Broadcasters</b> 820 N Capitol Avenue Lansing, MI 48906 Url: <a href="https://michmab.com/careers">https://michmab.com/careers</a>	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	<b>Saginaw Valley State University</b> 7400 Bay Road University Center, Michigan 48710 Phone : 989.964.4954 Url : <a href="http://www.svsu.edu">http://www.svsu.edu</a> Email : <a href="mailto:careers@svsu.edu">careers@svsu.edu</a>	N	0
11	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
12	<b>Job Fairs</b> ( <i>See Sec. III</i> )	N	1
13	<b>Word-of-Mouth Referral</b>	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			9

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Job Fair	On October 18, 2019, our SEU participated in the Saginaw Valley State University Employment and Networking Fair, which took place on its campus. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio and job openings as well as internships within the SEU. SEU participants included our Operations Manager and a Morning Show Personality.
<b>2</b>	Participate in Job Fair	On February 28, 2020, our SEU participated in the Central Michigan University School of Broadcast & Cinematic Arts job fair held on the Central Michigan University campus. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio and job openings and internships within the SEU. SEU participants included our Market Manager and Operations Manager.
<b>3</b>	Participate in Job Fair	On February 21, 2020, our SEU participated in the Specs Howard School of Media Arts job fair. Our SEU occupied a table and spoke with those in attendance about career opportunities in radio as well as job openings and internships within the SEU. SEU participants included our Operations Manager.
<b>4</b>	Host events sponsored by or on behalf of an educational institution relating to careers in broadcasting (4)	At various times in the months of December 2019 (1) as well as February 2020 (2) and March 2020 (1), our SEU hosted a total of five high school students from Saginaw Career Complex to “job shadow” our Digital Content Specialist. Upon arrival, the students received a tour of our facilities and were introduced to our staff. They spent the remainder of their time observing our Digital Content Specialist and her team work on web design layouts during which questions were encouraged. Toward the end of the “job shadow” they assisted the team with a web design layout.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>5</b>	Internship Program	Our SEU hosts an internship program that provides student interns with a well-rounded experience in radio broadcasting. During the Summer 2019 semester, our SEU hosted one student intern from Central Michigan University's School of Broadcast & Cinematic Arts. This intern was supervised by our News Director and assisted her in a variety of ways, including writing and producing news stories, being in studio for newscasts, and assisting with remote broadcasts.
<b>6</b>	Management-level training addressing equal employment opportunity and preventing discrimination	On October 9, 2019, our SEU's took part in a training webinar entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts and Bolts for Alpha Media," presented by Alpha Media's communications counsel, Wiley Rein LLP.
<b>7</b>	Management-level training addressing equal employment opportunity and preventing discrimination	In the months of August & September 2019, eight supervisors (Market Manager, Business Manager, General Sales Manager, Operations Manager, Content Directors (3) and a Program Director) completed a ThinkHR training program provided by Alpha Media entitled, "Workplace Harassment Prevention for Managers."
<b>8</b>	Management-level training addressing equal employment opportunity and preventing discrimination	In the months of August & September 2019, eight supervisors (Market Manager, Business Manager, General Sales Manager, Operations Manager, Content Directors (3) and a Program Director) completed a ThinkHR training program provided by Alpha Media entitled, "Bullying and Violence in the Workplace."