

**WJR(AM), WDVD(FM), and WDRQ(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>
Account Executive	1-2, 4-5, 7, 11-17, 21	5
Account Executive	1-2, 4, 7, 11-17, 21	4
Sales Trainee	1-2, 4, 7, 11-17, 21	4
Sales Administration	1-2, 4, 7, 11-17, 20-21	2
Traffic Reporter	1-2, 4, 7, 21	4
Digital Manager	1-2, 4, 7, 19, 21	4
Programming On Air Talent	1-2, 4, 11-17, 21	4
Traffic Manager	1, 4, 8-10	4

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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>GlassDoor</b> www.glassdoor.com	No	0
2	<b>Indeed</b> www.indeed.com	No	4
3	<b>LinkUp</b> www.linkup.com	No	0
4	<b>Cumulus Job Board</b> www.cumulusjobs.com	No	9
5	<b>Word-of-Mouth Referral</b>	No	9
6	<b>SimplyHired</b> www.simplyhired.com	No	0
7	<b>ZipRecruiter</b> www.ziprecruiter.com	No	1
8	<b>Adzuna</b> Adzuna.jobhat.com	No	0
9	<b>MyJobHelper</b> Myjobhelper.com	No	0
10	<b>The Job Spider</b> www.jobspider.com	No	0
11	<b>Michigan Association of Broadcasters (Dan Kelly)</b> jobbank@michmab.com www.michmab.com	No	0
12	<b>Specs Howard School of Broadcasting</b> kburns@specshoward.edu	No	0
13	<b>Monroe County Community College</b> workforce@monroeccc.edu	No	0
14	<b>Association for Women in Communications-Detroit</b> <a href="mailto:info@womcomdetroit.org">info@womcomdetroit.org</a>	No	0
15	<b>Davenport University</b> Warren.cs@davenport.edu	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
16	<b>Madonna University</b> ikroeger@madonna.edu	No	0
17	<b>Washtenaw Community College</b> dwilfon@wccnet.edu	No	0
18	<b>Monster.com</b> www.monster.com	No	0
19	<b>Facebook</b> <a href="http://www.facebook.com/963WDD">http://www.facebook.com/963WDD</a> <a href="http://www.facebook.com/nashfm931">http://www.facebook.com/nashfm931</a> <a href="http://www.facebook.com/newstalk760wjr">http://www.facebook.com/newstalk760wjr</a>	No	0
20	<b>All Access Website</b> www.allaccess.com	No	0
21	<b>Linked In</b> www.linkedin.com	No	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			25

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Internship Program	During this reporting period, our SEU hosted six (6) student interns from Specs Howard School of Broadcast Arts. The student interns were supervised by our Morning Show Producer and learned how to: edit audio using Adobe Audition; manage the show clock; layout digital website content using our broadcasting software Opx and edit websites using Triton. They also assisted with the creation of content for our Twitter and Facebook pages and, following instruction, screened phone calls on the call-in line.
2	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On October 24, 2019, our Director of Online Operations was invited to speak to the Salem High School radio class about his responsibilities at the Cumulus cluster of Detroit radio stations. He explained in detail how radio stations identify advertiser products and use a variety of available tools to convey advertisers' messages. Following his discussion, he challenged the students to get involved interactively to develop advertising campaigns for a short list of products.
3	Participate in Career Fair	On November 8, 2019, a representative for our SEU participated in the Michigan Association of Broadcasters Foundation Media Career Fair in Lansing, MI. The President and COO of Detroit Radio Advertisers Group, of which our SEU is a member, attended and spoke with attendees about careers in broadcasting, with an emphasis on radio sales, as well as job opportunities within the SEU. He referred several attendees to our WDRQ/WDVD General Sales Manager to interview.