

EEO Public File Report

This report covers fill-time vacancy recruitment data for the period of April 10, 2007 – August 16, 2007.

- 1) **Employment Unit:** Flint, Michigan
- 2) **Unit Members** (Stations and Communities of License):
 - a. WWCK-FM Flint, Michigan
 - b. WRSR-FM Owosso, Michigan
 - c. WDZZ-FM Flint, Michigan
 - d. WWCK-AM Flint, Michigan
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: Cumulus Broadcasting 6317 Taylor Drive Flint, MI 48507	Telephone Number: 810-238-7300
	Contact Person/Title: Laurie Richter, Business Manager
	Email Address: Laurie.richter@cumulus.com

- 4) **List of all Fill-Time Job Vacancies filled by each station in the Employment Unit:**

Job Title

1. Account Executive-Sales

Recruitment Source Referring Hiree

On Air

5)

Job Title: Account Executive Sales			Referral Source of Hire: On air		
Name of Organization Notified of Job Vacancy:	Contact Person	Address	Telephone number	# of interviewee Referred	Did Recruitment Source Request Notification
WWCK-FM 105.5 on-air	Jeff Andrews	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
WRSR-FM 103.9 on-air	Jeff Wade	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
WDZZ-FM 92.7 on-air	Trey Michaels	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
WWCK-AM 1570 on-air	John Roman	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Wwck.com (website posting)	Jeff Andrews	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
ClassicFox.com (website posting)	Jeff Wade	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Wdzz.com (website posting)	Trey Michaels	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
SuperTalk1570.com (website posting)	John Roman	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Employee Referral	Matthew Moyer	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Referral from TV 25					
Walk-In					
Referral from Chamber					

6) **Total # of Interviewees Referred:** For the period from April 10, 2007 through August 16, 2007, this Employee Unit interviewed 13 interviewees for Full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

a. **Career/Job Fairs**

i. **Baker College Job Fair**

The Employment Unit stations participated in the Baker College Flint Job Fair on April 20 from 9a-1pm. The event was open to Baker College participants, both students and alumni to speak with business associates in their major fields of study to acquire information for their specific field. Students and alumni learned how to find job openings, apply for them and inquire into the present positions available with the Employment Unit. The Employment Unit was represented by the Promotions Director, who has hiring authority at the Employment Unit.

b. **Internship Program**

i. Between April 10, 2007 through August 16, 2007, the stations of the Employment Unit offered internships within the stations Promotions Department. All Promotion Interns execute events for all four stations. The interns assist the stations' Promotion Director

and Business Department in the following areas to gain further knowledge of the Promotions Department as a career choice:

1. Inter-office correspondence
2. Implementation of promotions (i.e. contact with sales and on-air departments, follow-up of promotions, set up and take down with non-traditional revenue events)
3. Coordination of on-air giveaways
4. Station event setup
5. Assist at all station events and remotes
6. Interoffice contracts, forms, and procedures
7. Working in various departments to understand the interdependence of each department
8. Interns are assisted with additional training in Microsoft Office software.

c. Broadcast specific by Educational Institutions

i. Clio High School

On May 30, 2007 from 7:10am until 10:45am the stations' Employment Unit was represented at Clio High School to participate in an educational opportunity for juniors. At this event, the stations' Employment Unit's Promotions Director spoke with the students about educational needs for the broadcast industry; offer advice how to make contacts in the industry to complete graduation requirements for internships, and what the potential the broadcast industry held.

d. Management Training

Each Account Executive has a training course that is lead by the Market Manager. These training sessions consist of definitions of key industry terms, how to generate sales leads and how to close business.