

EEO Public File Report

This report covers fill-time vacancy recruitment data for the period of October 2, 2007 – March 31, 2008.

- 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/Rusty Thomas	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Employee Referral	Don Wiggins	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No
Casual Job Fair	Bill Bailey	6317 Taylor Drive, Flint, MI 48507	810-238-7300		No

6) **Total # of Interviewees Referred:** For the period from October 2, 2007 through March 31, 2008, this Employee Unit interviewed 6 interviewees for Full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

a. Internship Program

i. Between October 2, 2007 through March 31, 2008, 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 give3aways
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.

b. 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.

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