

WRKR-FM, WKFR-FM, WKMI (AM)
and employees at Battle Creek, MI, stations WBCK-FM and WBXX(FM)¹
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011

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 (Kalamazoo)	1, 2, 3, 4, 6, 7, 10, 13, 17, 36	13
Account Executive (Kalamazoo)	1, 2, 4, 6, 7, 10, 12, 13, 17, 36	13
Account Executive (Kalamazoo)	1, 2, 4, 6, 7, 10, 13, 14, 17, 36	7
Account Executive (Kalamazoo)	1, 2, 4, 6, 7, 10, 13, 14, 17, 36	10
Account Executive (Kalamazoo)	1, 2, 4, 6, 7, 10, 13, 14, 17, 36	10
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 7, 13, 14, 17, 36, 44	44
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 7, 10, 13, 17, 36, 44	44
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 7, 13, 14, 17, 36	13
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 7, 13, 14, 17, 36	13
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 7, 13, 14, 17, 36	14
Program Director (Kalamazoo)	2, 4, 6, 7, 8, 36, 44	44
Sales Assistant (Kalamazoo)	1, 2, 3, 4, 6, 13, 18, 36	18
Account Executive (Battle Creek)	2, 4, 6, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 36, 40, 42, 43	40
Sales Manager (Battle Creek)	2, 4, 6, 19, 20, 21, 22, 23, 25, 26, 27, 28, 29, 30, 31, 32, 33, 36, 37, 41, 45	41

¹ The Cumulus Kalamazoo EEO Public File Report includes Battle Creek full-time employees hired from June 1, 2010 to February 17, 2011.

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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	Kalamazoo Gazette www.mlive.com 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoogazette.com	No	6
2	Western Michigan University Career & Student Services Brenda Case-Parris 1903 W Michigan Avenue Mail Drop 5225 Room 1344 Ellsworth Hall Kalamazoo, MI 49008-5225 269-387-2745 269-387-2555 broncojobs@wmich.edu broncojobs@groupwise.wmich.edu www.experience.com	Yes <i>(for Battle Creek positions only)</i>	3
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 careers@cmich.edu	No	0
4	Kalamazoo Valley Community College Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070	Yes <i>(for Battle Creek positions only)</i>	0

	269-488-4272 269-488-4105 stuemploy@kvcc.edu or employment@kvcc.edu www.kvcc.edu		
5	Traffic Directors Guild 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene tdga@cox.net	No	0
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 mab@michmab.com www.michmab.com	No	1
7	Michigan Works Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536	No	4
8	All Access allaccess.com	No	4
9	Radio and Records Rosalina Correa rcorrea@radioandrecords.com	No	0
10	Job Fair	No	3
11	www.cumulusjobs.com	No	0
12	Cumulus Open House	No	12
13	Station On-Air Announcements (all SEU stations)	No	15
14	Station Website Postings (all SEU stations)	No	3
15	Word-of-Mouth Referral	No	4
16	Walk-In/Self-Referral	No	1
17	Internal Posting	No	0
18	Internal Transfer/Promotion	No	1
19	Albion College Prudie Walters 4900 Kellogg Center Albion, MI 49224 517-629-0332 517-629-0578 www.albion.edu/careersdev carrers@albion.edu	Yes <i>(for Battle Creek positions only)</i>	0

20	Battle Creek Chapter, NAACP PO Box 1436 Battle Creek, MI 49016	No	0
21	Central Michigan University, Broadcast & Cinematic Arts Peter B. Orlik 989-774-2426 340 Moore Hall Mt. Pleasant, MI 48859 orlik1pb@cmich.edu www.bca.cmich.edu 989-774-3851 269-966-4186	Yes <i>(for Battle Creek positions only)</i>	0
22	Community Action Agency of SC Michigan Luann Sommers 175 Main Street Box 1026 Battle Creek, MI 49016 269-965-7766 269-965-8580 contact@cascm.org	Yes <i>(for Battle Creek positions only)</i>	0
23	KCC Employment Services Curtis Warren warrenc@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931 (ext 2632) 269-965-1099 www.collegecentral.com/kellogg	Yes <i>(for Battle Creek positions only)</i>	0
24	Michigan Rehabilitation Services Larry D Keiser keiserl2@michigan.gov 424 Riverside Drive Suite 202 Battle Creek, MI 49015 269-968-2467 269-968-0338	Yes <i>(for Battle Creek positions only)</i>	0
25	Michigan Works Susan Moore moores@kellogg.edu 135 Hamblin Avenue Battle Creek, MI 49017 www.michworks.org 269-660-1438 269-965-3653	Yes <i>(for Battle Creek positions only)</i>	1

26	Robert B Miller College Dori Luker lukerd@millercollege.org 450 North Avenue Battle Creek, MI 49017-3397 www.experience.com 269-660-8021 (ext 2720)	Yes <i>(for Battle Creek positions only)</i>	0
27	Michigan State University Kim Croel or Gary Reid 409 Communication Arts Building East Lansing, MI 48824 bassa@msu.edu 517-432-1412	Yes <i>(for Battle Creek positions only)</i>	0
28	Specs Howard School of Broadcast Arts Katie Peters k.peters@specshoward.edu 19900 West 9 Mile Road Southfield, MI 48126 www.specshoward.edu 248-358-9000 248-746-9770	Yes <i>(for Battle Creek positions only)</i>	0
29	Urban League of Battle Creek Kyra Sichinga kyraw@ulbc.org 172 West Van Buren Street Battle Creek, MI 49017 269-962-5553 269-962-2228	Yes <i>(for Battle Creek positions only)</i>	0
30	Washington Heights Community Ministries Felicia Reeves 153 North Wood Street Battle Creek, MI 49017 communityministries@ctsmail.net 269-968-8773 269-966-4186	Yes <i>(for Battle Creek positions only)</i>	0
31	Battle Creek Area Chamber of Commerce Samantha Kemp skemp@battlecreek.org 77 West Michigan Avenue Suite 80 Battle Creek, MI 49017 269-962-4076 269-962-6309 skemp@battlecreek.org	Yes <i>(for Battle Creek positions only)</i>	0
32	NASBA	No	0

	www.careerpage.org		
33	TV and Radio Jobs.com www.tvandradiojobs.com	No	0
34	Battle Creek Shopper News	No	0
35	Media Staffing Network www.mediastaffingnetwork.com	No	0
36	Ohio Center of Broadcasting – Columbus Steve Sefner 5330 East Main Street Suite 200 Columbus, OH 43213 placement.columbus@beonair.com 614-245-0555	Yes	1
37	Indiana Broadcasters Association 3003 E 98 th Street Suite 161 Indianapolis, IN 46280 indba@indianabroadcasters.com or indba@aol.com 317-573-0119 317-573-0895	No	1
38	Ohio Association of Broadcasters Patricia Geary pgeary@oab.org Director of Operation 88 East Broad Street Columbus, OH 43215-3525 www.oab.org 614-228-4052	No	0
39	www.medialine.com	No	0
40	www.indeed.com (SEU did not place job posting at this source)	No	3
41	Radio Advertising Bureau www.rab.com		1
42	Battle Creek Enquirer 120 E. Lenawee St Lansing, MI 48919 517- 377-1166 517- 482-5476	No	1
43	www.careerbuilder.com	No	0
44	Former Employee / Rehire	No	3
45	www.mediarecruiter.com	No	0
46	www.kalamazoohelpwanted.com	No	1
47	Source Unknown	No	2

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in job fair	On February 17, 2011, this SEU participated in the Western Michigan University job fair in Kalamazoo. Stations participants included the Kalamazoo / Battle Creek Market Manager and Kalamazoo and Battle Creek Sales Manager.
2	Participate in job fair	On October 14, 2010, this SEU participated in the Western Michigan University job fair in Kalamazoo. Stations participants included the Kalamazoo / Battle Creek Market Manager and Kalamazoo and Battle Creek Sales Manager.
3	Participate in job fair	On October 21, 2010, this SEU participated in the MAB's Regional Broadcast Media Career & Networking Job Fair at Western Michigan University in Kalamazoo. Stations participants included the Kalamazoo / Battle Creek Market Manager and Kalamazoo and Battle Creek Sales Manager.
4	Participate in job fair	On March 9, 2011, this SEU participated in the GLBC Broadcast Media Career & Networking Fair in Lansing. Stations participants included the Kalamazoo Market Manager.
5	Internship Program (<i>for Kalamazoo SEU only</i>)	Cumulus Kalamazoo takes on interns at various times throughout the year

		<p>from area colleges and universities. Internships are available in Sales, Programming and Promotions. Four interns have been hosted in the June 1, 2010 – May 31, 2011 period. Interns are recruited through postings at WMU, MSU, Alma AND KCC and through career fairs. While duties vary, interns help with station events, show preparation for station morning call, assisting with sales department lead generation, going on sales calls, assisting with promotional projects. Interns are supervised by station personalities, the program directors and/or the market manager. Interns earn college credit for their internship.</p>
6	<p>Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination</p>	<p>On January 20, 2011, outside communications counsel provided a training session on the FCC's EEO rules to the SEU's Business Manager and Market Manager. Attending personnel received written materials to assist with EEO compliance, and were afforded the opportunity to seek input from outside counsel on ways of improving the stations' FCC EEO compliance.</p>
7	<p>Open House</p>	<p>On August 26, 2010, this SEU hosted an open house at its studio. It's Market Manager and General Sales Manager hosted the event and gave attendees tours of the facility and provided them with information about Sales Representative openings.</p>
8	<p>Open House</p>	<p>On September 29, 2010, this SEU hosted an open house at its studio. It's Market Manager and General Sales Manager hosted the event and gave attendees tours of the facility and provided them with information about Sales Representative openings.</p>

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Open House

On February 9, 2011, this SEU hosted an open house at its studio. It's Market Manager and General Sales Manager hosted the event and gave attendees tours of the facility and provided them with information about Sales Representative openings.