



**WWW-FM, WQKL-FM, WTKA-AM, WLBY-AM  
EEO PUBLIC FILE REPORT**

June 1, 2016 - May 31, 2017

**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>Internal Posting/Transfer/Promotion</b>	N	0
2	<b>Station Website Postings:</b> <a href="#">(www.com, wqkl.com, wtka.com, wlby.com- link to Cumulus.com)</a>	N	1
3	<b>SEU Open House</b>	N	0
4	<b>Ann Arbor Area Chamber of Commerce</b> (734) 665-4433 Contact: Katie Jones <a href="mailto:katie@a2ychamber.org">katie@a2ychamber.org</a>	N	0
5	<b>Referral</b>	N	0
6	<b>All Access Website</b> <a href="mailto:pcolbert@allaccess.com">pcolbert@allaccess.com</a> <a href="http://www.allaccess.com">www.allaccess.com</a>	N	0
7	<b>SEU Facebook Pages</b> <a href="http://www.facebook.com/www">www.facebook.com/www</a> <a href="http://www.facebook.com/annarbors107one">www.facebook.com/annarbors107one</a> <a href="http://www.facebook.com/sportstalk1050wtka">www.facebook.com/sportstalk1050wtka</a> <a href="http://www.facebook.com/annarbortalkradio1290wlby">www.facebook.com/annarbortalkradio1290wlby</a>	N	0
8	<b>MLive – Ann Arbor News</b> <a href="http://www.mlive.com">www.mlive.com</a> – Job Bank	N	0
9	<b>CareerBuilder Website</b> <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	0
10	<b>Detroit Urban League</b> Fax: 313 822-3222 <a href="http://www.detroiturbanleague.org">www.detroiturbanleague.org</a>	N	0
11	<b>Detroit NAACP</b> Fax: 313 835-9673 <a href="http://www.detroitnaacp.org">www.detroitnaacp.org</a>	N	0
12	<b>Michigan Association of Broadcasters</b> <a href="mailto:jobbank@michmab.com">jobbank@michmab.com</a> <a href="http://www.michmab.com">www.michmab.com</a>	N	0
13	<b>Association for Women in Communications Detroit Chapter</b> <a href="mailto:info@womcomdetroit.org">info@womcomdetroit.org</a>	N	0
14	<b>Wayne State University</b> <a href="mailto:Kimberly.streeter@wayne.edu">Kimberly.streeter@wayne.edu</a>	N	0
15	<b>Eastern Michigan University</b> <a href="mailto:Mary.jones@emich.edu">Mary.jones@emich.edu</a>	N	0
16	<b>Michigan State University</b> <a href="mailto:jaques@msu.edu">jaques@msu.edu</a>	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	<b>Central Michigan University</b> <a href="mailto:careers@umich.edu">careers@umich.edu</a>	N	0
18	<b>Specs Howard School of Media Arts</b> <a href="mailto:kscollins@specshoward.edu">kscollins@specshoward.edu</a>	N	0
19	<b>University of Michigan Dearborn</b> <a href="mailto:kcordon@umd.umich.edu">kcordon@umd.umich.edu</a>	N	0
20	<b>Davenport University</b> <a href="mailto:Warren.cs@davenport.edu">Warren.cs@davenport.edu</a>	N	0
21	<b>Walsh College</b> <a href="mailto:careerservices@walshcollege.edu">careerservices@walshcollege.edu</a>	N	0
22	<b>Detroit Business Institute</b> Fax: 248 552-7300	N	0
23	<b>Michigan Talent Bank</b> <a href="http://Michworks.org">Michworks.org</a>	N	0
24	<b>Association of Hispanic Journalists</b> Fax: 202 662-7144	N	0
25	<b>Madonna University</b> <a href="mailto:ikroeger@madonna.edu">ikroeger@madonna.edu</a>	N	0
26	<b>Monroe County Community College</b> <a href="mailto:workforce@monroeccc.edu">workforce@monroeccc.edu</a>	N	0
27	<b>Schoolcraft College</b> <a href="mailto:kcox@schoolcraft.edu">kcox@schoolcraft.edu</a>	N	0
28	<b>University of Detroit – Mercy Placement Services</b> Fax: 313 993-1029	N	0
29	<b>Washtenaw Community College</b> <a href="mailto:kcox@schoolcraft.edu">kcox@schoolcraft.edu</a>	N	0
30	<b>Adrian College</b> <a href="mailto:careerplanning@adrian.edu">careerplanning@adrian.edu</a>	N	0
31	<b>Albion College</b> <a href="http://Careers.albion.edu">Careers.albion.edu</a>	N	0
32	<b>Bakers College</b> 313 425-3777	N	0
33	<b>Oakland Community College (OCC)</b> 248 522-3400 <a href="http://Oaklandcc.edu/placement">Oaklandcc.edu/placement</a>	N	0
34	<b>Oakland University</b> 248 370-3250 Fax: 248 370-4602 <a href="http://Oaklandrecruiting.com">Oaklandrecruiting.com</a>	N	0
35	<b>Linked In Website</b> <a href="http://linkedin.com">linkedin.com</a>	N	0
36	<b>TV and Radio Jobs Website</b> ( <i>online classifieds</i> ) <a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	N	0
37	<b>Inside Radio Classifieds</b> Fax: 877 270-3998	N	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>
38	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	0
39	<b>Cumulus Media Website</b> <a href="http://www.cumulus.com/careers">www.cumulus.com/careers</a>	N	1
40	<b>Simply Hired</b> <a href="http://www.simplyhired.com">www.simplyhired.com</a>	N	0
41	<b>Jewish News</b> <a href="http://www.thejewishnews.com">www.thejewishnews.com</a>	N	0
42	<b>Zip Recruiter</b> <a href="http://www.ziprecruiter.com/post-a-job.com">www.ziprecruiter.com/post-a-job.com</a>	N	0
43	<b>On-Air Announcements</b>	N	0
44	<b>WALK IN</b>	N	1
45	<b>Glass Door</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	N	0
46	<b>Link Up</b> <a href="http://www.linkup.com">www.linkup.com</a>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>3</b>

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### III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship	The SEU maintains an active internship program for college and university students. The past year, students from but not limited to University of Michigan, Michigan State University, Eastern Michigan University, Washtenaw Community College and Walsh College have enrolled in our program. Under the leadership of Madison Rally – Promotions Director/Morning On-Air Host for the Ann Arbor Market (WWW-FM, WQKL-FM, WTKA-AM & WLBY-AM) students learn skills involved in Marketing, Sales and Business operations while job shadowing regular employees. This allows the Intern a well-rounded experience that can be used in multiple employment opportunities.
2	In-House Training Programs	Cumulus Ann Arbor has a staged training program designed to enable station personnel to acquire skills that could qualify them for higher level positions. Entry level promotions assistants are training consistently on items not related to promotions activity, including radio station board operations, production, and technical to provide understanding and advancement into openings, as available, in other departments.
3	Mentoring Program	As internships are completed, by department, high performing interns that have learned and earned credits in their field are offered the opportunity to become part-time paid employees in their area of study with an assigned Department Head Manager to further develop their skills and prepare each for further opportunities in the market or with the company as these opening become available.
4	Management Personnel Training	On June 14, 2016, this SEU participated in a training seminar for management-level personnel designed to ensure equal employment opportunity and prevent employment discrimination in the workplace. The seminar was conducted by Cumulus Senior Vice President and General Counsel. The SEU's VP/Market Manager, Sales Manager and Business Manager were active attendees in that seminar.
5	Company Recruitment Referral Program	SEU provides a monetary referral bonus to any employee who refers a candidate for an open, full-time position and is ultimately hired as a result of that referral. Referrals may be for any permanent, full-time position across any department or location, but must be identified at the outset of the hiring process. Referrals should be made via the Cumulus Talent Network portal of Workday.