

**WHNN(FM), WILZ(FM), WIOG(FM), and WKQZ(FM)**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2022 – May 31, 2023**

**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>
On-Air Host	1-29, 32-39, 42-48	42
Account Executive	1-30, 32-39, 42-43, 45-48	30
Account Executive	1-30, 32-39, 42-43, 45-48	1

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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>Cumulus Careers Website</b> www.cumulusmedia.jobs.net/en-US/	N	4
2	<b>Adzuna Website</b> www.adzuna.com/	N	0
3	<b>Job Is Job Website</b> www.jobisjob.com/	N	0
4	<b>MyJobHelper Website</b> www.myjobhelper.com/	N	0
5	<b>Oodle Website</b> www.jobs.oodle.com/careers/careers/	N	0
6	<b>The Job Spider</b> www.jobspider.com/	N	0
7	<b>Trovit Website</b> www.trovit.com/	N	0
8	<b>Indeed Website</b> (not directly contacted by SEU) www.indeed.com	N	0
9	<b>Glassdoor Website</b> (not directly contacted by SEU) www.glassdoor.com/index.htm	N	0
10	<b>LinkedIn Website</b> (not directly contacted by SEU) www.linkedin.com/jobs/	N	0
11	<b>Abilities in Jobs</b> www.abilitiesinjobs.com	N	0
12	<b>Asian in Jobs</b> www.asianinjobs.com	N	0
13	<b>Black In Jobs</b> www.blackinjobs.com	N	0
14	<b>Hispanic In Jobs</b> www.hispanicinjobs.com	N	0
15	<b>LGBTQ In Jobs</b> www.lgbtqinjobs.com	N	0
16	<b>Diversity in Jobs</b> www.diversityinjobs.com	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>
17	<b>Seniors in Jobs</b> www.seniorsinjobs.com	N	0
18	<b>Women in Jobs</b> www.womeninjobs.com	N	0
19	<b>Job Opportunities for Disabled Veterans</b> www.JOFDAV.com	N	0
20	<b>Disabled Person</b> www.disAbledperson.com	N	0
21	<b>Hire Black Now</b> www.hireblacknow.com	N	0
22	<b>Hispanic Job Exchange</b> www.hispanicjobexchange.com	N	0
23	<b>African American Job Search</b> www.africanamericanjobsearch.com	N	0
24	<b>Asian Job Search</b> www.asianjobsearch.com	N	0
25	<b>LGBT Job Search</b> www.lgbtjobsearch.com	N	0
26	<b>Disabled Job Seekers</b> www.disabledjobseekers.com	N	0
27	<b>US Diversity Job Search</b> www.usdiversityjobsearch.com	N	0
28	<b>Veteran Career Center</b> www.veterancareercenter.com	N	0
29	<b>Seniors to Work</b> www.seniorstowork.com	N	0
30	<b>Employee Referral</b>	N	1
31	<b>Internal Transfer/Promotion</b>	N	0
32	<b>Great Lakes Bay Michigan Works</b> smb@michiganworks.com annmarieb@michiganworks.com	N	0
33	<b>Saginaw Valley State University Education</b> 7400 Bay Road 989-964-4954 careers@svsu.edu	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>
34	<b>Bay - Arenac Career Center</b> 4155 Monitor Road 989-686-4770 sewardk@baisd.net sheppardt@baisd.net	N	0
35	<b>Michigan Works! Service Center in Midland County</b> 1409 Washington 989-631-3073 smb@michiganworks.com	N	0
36	<b>Michigan Works! Service Center - Bay County</b> 4061 North Euclid Avenue 989-667-0500 smb@michiganworks.com annmarieb@michiganworks.com	N	0
37	<b>Great Lakes Bay Michigan Works</b> 312 E Genesee 989-752-3145 smb@michiganworks.com annmarieb@michiganworks.com	N	0
38	<b>Station Website Postings</b> ( <i>all SEU stations</i> )	N	0
39	<b>Internal Posting</b>	N	0
40	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	N	0
41	<b>Open House</b> ( <i>see Section III</i> )	N	0
42	<b>Word-of-Mouth Referral</b>	N	1
43	<b>Michigan Association of Broadcasters</b> www.michmab.com 819 N. Washington Avenue Lansing, MI 48906-5815 517.484.7444	N	0
44	<b>All Access</b> www.allaccess.com 289 Pacific Coast Highway Suite 210 Malibu, CA 90265 310.457.6616	N	0
45	<b>Delta College</b> 4605 Webber Street Saginaw, MI 48601 989.752.7500	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	<b>Northwood University</b> 4000 Whiting Drive Midland, MI 48640-2398 989.837.4200	N	0
47	<b>NAACP (Flint chapter)</b> 3455 Lippincott Boulevard Flint, MI 48507	N	0
48	<b>NAACP (Saginaw chapter)</b> 515 N Washington Avenue, #400 Saginaw, MI 48607	N	0
49	<b>Job Fair(s)</b> ( <i>see Section III</i> )	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			6

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Career Fair	On April 18, 2023, our SEU participated in the 2023 Delta College Great Lakes Bay Job Fair on the Delta College campus. Our Market Manager spoke with interested participants about careers in broadcasting, with an emphasis on radio sales, as well as job opportunities and internships within our SEU. Resumes were provided by interested participants.
<b>2</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On January 26, 2023, our SEU’s Market Manager participated in a facilitated session and presentation conducted by a Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, Cumulus Media Interactive Leadership DEI Sessions. This session was a re-fresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which were addressed through our initial facilitated sessions and our subsequent video trainings.
<b>3</b>	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2023, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete the Health & Safety Institute (HSI) on-line course presented in two segments entitled, “Microaggressions” and “Tokenism.” The segments defined these terms, explained how they originated, and provided methods to overcome these behaviors.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	<p>During the months of March and April of 2023, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health &amp; Safety Institute (HSI) entitled, “Understanding Harassment” and “Anti-Harassment – Managers” (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.</p>
5	Management-level training regarding Diversity, Equity, and Inclusion	<p>On April 11, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, Cumulus Media Interactive Leadership DEI Sessions. This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Bias and Barriers.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
6	Participate in job banks, Internet programs, and other programs designed to promote outreach generally	<p>From August 1 through October 7, 2022, our SEU conducted a digital advertising campaign. Digital Display Ads appeared on websites and mobile device apps, and Video Ads appeared on LinkedIn, Facebook, Instagram, websites, mobile apps, and video streaming services to reach individuals who don't watch traditional television. All these ads targeted Saginaw, Midland, Bay, Genesee, Shiawassee, and Lapeer counties and were designed to reach individuals with a special interest in sales and marketing.</p> <p>Audio Ads were placed on all stations' terrestrial and streaming broadcasts. Video Ads were added to all Saginaw stations' website player pre-roll, and banner ads were placed on all station websites with no restrictions on targeting.</p>