

**WFBE(FM), WWCK(AM), WDZZ-FM, WTRX(AM), WWCK-FM
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023¹**

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 | 1-29, 32-38 | 1 |
| Account Executive | 1-29, 32-38 | 1 |

¹ This Report was revised in June 2023 to address reporting issues.

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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 | Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/ | N | 2 |
| 2 | Adzuna Website www.adzuna.com/ | N | 0 |
| 3 | Job Is Job Website www.jobisjob.com/ | N | 0 |
| 4 | MyJobHelper Website www.myjobhelper.com/ | N | 0 |
| 5 | Oodle Website www.jobs.oodle.com/careers/careers/ | N | 0 |
| 6 | The Job Spider www.jobspider.com/ | N | 0 |
| 7 | Trovit Website www.trovit.com/ | N | 0 |
| 8 | Indeed Website <i>(not directly contacted by SEU)</i> www.indeed.com | N | 0 |
| 9 | Glassdoor Website <i>(not directly contacted by SEU)</i> www.glassdoor.com/index.htm | N | 0 |
| 10 | LinkedIn Website <i>(not directly contacted by SEU)</i> www.linkedin.com/jobs/ | N | 0 |
| 11 | Abilities in Jobs www.abilitiesinjobs.com | N | 0 |
| 12 | Asian in Jobs www.asianinjobs.com | N | 0 |
| 13 | Black In Jobs www.blackinjobs.com | N | 0 |
| 14 | Hispanic In Jobs www.hispanicinjobs.com | N | 0 |
| 15 | LGBTQ In Jobs www.lgbtqinjobs.com | N | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 16 | Diversity in Jobs www.diversityinjobs.com | N | 0 |
| 17 | Seniors in Jobs www.seniorsinjobs.com | N | 0 |
| 18 | Women in Jobs www.womeninjobs.com | N | 0 |
| 19 | Job Opportunities for Disabled Veterans www.JOFDAV.com | N | 0 |
| 20 | Disabled Person www.disAbledperson.com | N | 0 |
| 21 | Hire Black Now www.hireblacknow.com | N | 0 |
| 22 | Hispanic Job Exchange www.hispanicjobexchange.com | N | 0 |
| 23 | African American Job Search www.africanamericanjobsearch.com | N | 0 |
| 24 | Asian Job Search www.asianjobsearch.com | N | 0 |
| 25 | LGBT Job Search www.lgbtjobsearch.com | N | 0 |
| 26 | Disabled Job Seekers www.disabledjobseekers.com | N | 0 |
| 27 | US Diversity Job Search www.usdiversityjobsearch.com | N | 0 |
| 28 | Veteran Career Center www.veterancareercenter.com | N | 0 |
| 29 | Seniors to Work www.seniorstowork.com | N | 0 |
| 30 | Word-of-Mouth Referral | N | 0 |
| 31 | Internal Transfer/Promotion | N | 0 |
| 32 | GST Michigan Works! - Genesee County 711 N. Saginaw Street, Suite 122 Flint, MI 48503 810-234-9880 blahad@michigan.gov sgoble@gstmiworks.org | N | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|---|---|--|
| 33 | Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov | N | 0 |
| 34 | Michigan Works! Service Center - Bay County 4061 North Euclid Avenue Bay City, MI 48706 989-667-0500 annmarieb@michiganworks.com smb@michiganworks.com | N | 0 |
| 35 | Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com | N | 0 |
| 36 | Sylvester Broome Jr. Training and Technology Center 4119 North Saginaw Street Flint, MI 48505 blahad@michigan.gov | N | 0 |
| 37 | GST Michigan Works! Lapeer County Service Center 550 Lake Drive Lapeer, MI 48446 810-664-1680 belcherr1@michigan.gov cadyi@michigan.gov | N | 0 |
| 38 | The St. Daniel Community Job & Help Ministry Group - St. Daniel Clarkston, MI 48346 mike.weightman@yahoo.com | N | 0 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 2 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|---|---|
| 1 | Management-level training regarding Diversity, Equity, and Inclusion | During the month of August 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course on-line which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism. |
| 2 | Management-level training regarding Diversity, Equity, and Inclusion | During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion. |
| 3 | 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, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . 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. |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|---|--|---|
| 4 | Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment | 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 & Safety Institute (HIS) 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. |
| 5 | 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 (HIS) 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. |
| 6 | Management-level training regarding Diversity, Equity, and Inclusion | 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, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . 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. |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|---|--|---|
| 7 | 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> |
| 8 | Participate in Job Fair | <p>On April 18, 2023, our SEU participated in the Great Lakes Bay Job Fair which was held on the main campus of Delta College. Our Market Manager attended this event and spoke with interested students as well as other attendees about career opportunities in broadcasting and job openings within the SEU.</p> |