

Cumulus Kalamazoo
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, 2007 – May 31, 2008²

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)	1-4, 6-7, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 13-14, 16-17	16
Account Executive (Kalamazoo)	1-4, 6-7, 13-14, 16-17	16
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	1
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	1
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	1
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	14
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	10
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	10
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	10
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	13
Account Executive (Kalamazoo)	1-4, 6-7, 10, 13-14, 17	10
Inside Sales Representative (Kalamazoo)	2, 3-4, 6, 10-11, 13	13
Sales Manager (Kalamazoo)	2-4, 6-7, 13-14, 16-17	16
Sales Assistant (Kalamazoo)	2-4, 6-7, 13-14, 16-17	16
Traffic Assistant (Kalamazoo)	1-4, 6-7, 13-14, 17	1
Promotions Director (Kalamazoo)	2-4, 6-9, 14, 17-18	18
Morning On-Air (Kalamazoo)	2-4, 6-9, 14, 17	8
Promotions Director (Kalamazoo)	2-4, 6-9, 14, 17-18	18

¹ As of September 16, 2007, this SEU entered into a brokerage agreement with Stations WBCK-FM and WBXX(FM) in the Battle Creek market.

² This Report includes recruitment activity from June 1, 2007, through May 21, 2008.

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Manager (Battle Creek)	16	16
Account Executive (Battle Creek)	10, 13, 15	15
Account Executive (Battle Creek)	10, 13, 15	10
Account Executive (Battle Creek)	2-4, 13, 19-30	13
Account Executive (Battle Creek)	2-4, 13, 19-30	13
Afternoon On-Air/ Asst. Program Director (Battle Creek)	2-4, 6, 14-15, 19-30	15
Account Executive (Battle Creek)	2-4, 14-15, 19-30	15
Inside Sales Representative (Battle Creek)	2-4, 6, 10-11, 13-14, 19-30	11
Account Executive (Battle Creek)	3, 6, 10-11, 13-14, 19-30	13

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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@kalamazoo gazette.com	No	22
2	Western Michigan University Career Services 1903 W Michigan Avenue Kalamazoo, MI 49008 269-387-1000 broncojobs@groupwise.wmich.edu	No	13
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 careers@cmich.edu	No	1
4	Kalamazoo Valley Community College 6767 West O Avenue Kalamazoo, MI 49009 269-488-4272 stuemploy@kvcc.edu	No	3
5	Traffic Directors Guild 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene tdga@cox.net	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 mab@michmab.com	Yes <i>(for Battle Creek positions only)</i>	1
7	Michigan Works-Kalamazoo Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536	No	0
8	All Access allaccess.com	No	4
9	Radio and Records Rosalina Correa rcorrea@radioandrecords.com	No	0
10	Job Fairs	No	34
11	cumulusjobs.com	No	2
12	Cumulus Open House	No	0
13	Station On-Air Announcements	No	61
14	Station Website Postings	No	6
15	Word-of-Mouth Referral	No	17
16	Walk-In/Self-Referral	No	17
17	Internal Posting	No	3
18	Internal Transfer/Promotion	No	1
19	Albion College Career Development Prudie Walters 4900 Kellogg Center Albion, MI 49224 517-629-0578 www.albion.edu/careersdev carrers@albion.edu	No	0
20	Battle Creek Chapter, NAACP PO Box 1436 Battle Creek, MI 49016	Yes <i>(for Battle Creek positions only)</i>	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Community Action Agency of SC Michigan Luann Sommers 175 Main Street Box 1026 Battle Creek, MI 49016 269-965-7766 contact@cascm.org	No	0
22	Job Line Inc Vivian Burgos 6143 ½ 28 th Street SE Suite 10A Grand Rapids, MI 49546 616-949-2424 jobline@hotmail.com	No	0
23	KCC Employment Services Curtis Warren warrenc@kellogg.edu 450 North Avenue Battle Creek, MI 49017 269-965-3931 (ext 2632) www.collegecentral.com/kellogg	No	0
24	Michigan Rehabilitation Services Larry Keiser keiserl2@michigan.gov 424 Riverside Drive Suite 202 Battle Creek, MI 49015 269-968-2467	No	0
25	Michigan Works-Battle Creek Susan Moore moores@kellogg.edu 135 Hamblin Avenue Battle Creek, MI 49017 www.michworks.org 269-660-1438	No	1
26	Robert B Miller College Dori Luker lukerd@millercollege.org 450 North Avenue Battle Creek, MI 49017 www.experience.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Michigan State University Kim Croel or Gary Reid 409 Communication Arts Building East Lansing, MI 48824 bassa@msu.edu 517-432-1412	No	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	No	0
29	Urban League of Battle Creek Kyra Sichinga kyraw@ulbc.org 172 West Van Buren Street Battle Creek, MI 49017 269-962-5553	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	Yes <i>(for Battle Creek positions only)</i>	0
31	Unknown	N/A	3
TOTAL INTERVIEWEES OVER REPORTING PERIOD			189

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host job fair	On March 15, 2008, this SEU hosted the Crossroads Mall Job Fair and also participated as an exhibitor. We secured the exhibition space, solicited local employers and organized all logistical aspects of the event. The Market Manager and the General Sales Manager manned the Cumulus booths and spoke with interested attendees.
2	Host job fair	On September 12, 2007, this SEU hosted a casual job fair at Staybridge Suites in Kalamazoo, MI. The Kalamazoo and Battle Creek Market Managers informally presented information about Account Executive openings and internships.
3	Host job fair	On September 29, 2007, this SEU hosted a casual job fair at Staybridge Suites in Kalamazoo, MI. The Kalamazoo and Battle Creek Market Managers presented information about job opportunities in broadcasting and within the SEU.
4	Host job fair	On November 10, 2007, this SEU hosted a casual job fair at the Holiday Inn in Battle Creek, Michigan. The Battle Creek Market Manager and the Kalamazoo General Sales Manager presented information about job opportunities in broadcasting and within the SEU.
5	Host job fair	On December 8, 2007, the Kalamazoo and Battle Creek Market Managers hosted a casual job fair at Best Western in Kalamazoo, Michigan and presented information about job opportunities within the SEU.
6	Host in-house job fair	On November 20, 2007, this SEU hosted an in-house job fair at its studio. Its Market Manager, General Sales Manager and Local Sales Manager hosted the event and gave attendees tours of the facility and provided them with information about Account Executive openings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in job fair	On March 26, 2008, this SEU participated in the Kalamazoo Valley Community College career fair. The Kalamazoo and Battle Creek General Sales Managers hosted the Cumulus booth and presented information about job opportunities in broadcasting and within the SEU.
8	Participate in job fair	On October 8, 2007, this SEU participated in the Michigan Association of Broadcasters career fair at Grand Valley State University. The SEU's Sales Manager hosted the Cumulus booth and presented information about job opportunities in broadcasting and within the SEU.
9	Internship program	This SEU sponsors an on-going internship program. Between June 2007 and May 2008 the SEU provided experience in broadcasting to eight Western Michigan University students. Interns assisted with station events, information gathering for DJs, and listenership relations. Interns are supervised by the SEU's Promotions Director.
10	Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination	On April 4, 2008, 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.
11	Participate in job fair	On February 7, 2008, this SEU participated in the Western Michigan University job fair in Kalamazoo, MI. Stations participants included the Kalamazoo and Battle Creek Market Managers.