

**WRKR-FM, WKFR-FM, WKMI (AM)**  
**and employees at Battle Creek, MI, stations WBCK-FM and WBXX(FM)**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2008 – May 31, 2009**

**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, 13, 14, 17	13
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 13, 14, 17	13
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 13, 14, 17	14
Account Executive (Kalamazoo)	1, 2, 3, 4, 6, 13, 14, 17	13
Sales Manager (Kalamazoo)	1, 6, 13, 14, 15, 17, 35	35
Account Executive (Battle Creek)	2, 4, 10, 14, 16, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30	16
Account Executive (Battle Creek)	2, 4, 6, 11, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34	25
Sales & Promotion Admin Asst (Battle Creek)	2, 4, 11, 14, 16, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 32, 33, 36	16

WRKR-FM, WKFR-FM, WKMI (AM)  
and employees at Battle Creek, MI, stations WBCK-FM and WBXX(FM)  
EEO PUBLIC FILE REPORT  
June 1, 2008 – May 31, 2009

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 <a href="http://www.mlive.com">www.mlive.com</a> 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoogazette.com	No	2
2	Western Michigan University Career & Student Services 1903 W Michigan Avenue Mail Drop 5225 Room 1344 Ellsworth Hall Kalamazoo, MI 49008-5225 269-387-2745 269-387-2555 <a href="mailto:broncojobs@groupwise.wmich.edu">broncojobs@groupwise.wmich.edu</a> <a href="http://www.experience.com">www.experience.com</a>	Yes <i>(for Battle Creek positions only)</i>	2
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 <a href="http://careers@cmich.edu">careers@cmich.edu</a>	No	0
4	Kalamazoo Valley Community College 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272 269-488-4105 <a href="mailto:stuemploy@kvcc.edu">stuemploy@kvcc.edu</a> <a href="http://www.kvcc.edu">www.kvcc.edu</a>	Yes <i>(for Battle Creek positions only)</i>	1

5	Traffic Directors Guild 26000 Avenida Aeropuerto Bldg 114 San Juan Capistrano, CA 92675 Larry Keene <a href="mailto:tdga@cox.net">tdga@cox.net</a>	No	0
6	Michigan Association of Broadcasters 819 N Washington Avenue Lansing, MI 48906 517-484-7444 <a href="mailto:mab@michmab.com">mab@michmab.com</a>	No	0
7	Michigan Works Resource Center 1601 S Burdick 49001 Kalamazoo, MI 269-383-2536	No	0
8	All Access <a href="http://allaccess.com">allaccess.com</a>	No	0
9	Radio and Records Rosalina Correa <a href="mailto:rcorrea@radioandrecords.com">rcorrea@radioandrecords.com</a>	No	0
10	Job Fair	No	7
11	<a href="http://cumulusjobs.com">cumulusjobs.com</a>	No	2
12	Cumulus Open House	No	0
13	Station On-Air Announcements (all SEU stations)	No	6
14	Station Website Postings (all SEU stations)	No	1
15	Word-of-Mouth Referral	No	1
16	Walk-In/Self-Referral	No	3
17	Internal Posting	No	0
18	Internal Transfer/Promotion	No	0
19	Albion College Career Development Prudie Walters 4900 Kellogg Center Albion, MI 49224 517-629-0332 517-629-0578 <a href="http://www.albion.edu/careersdev">www.albion.edu/careersdev</a> <a href="mailto:carrers@albion.edu">carrers@albion.edu</a>	Yes <i>(for Battle Creek positions only)</i>	0
20	Battle Creek Chapter, NAACP PO Box 1436 Battle Creek, MI 49016	No	0

21	<p>Central Michigan University, Broadcast &amp; Cinematic Arts  Peter B. Orlik  989-774-2426  340 Moore Hall  Mt. Pleasant, MI 48859  <a href="mailto:orlik1pb@cmich.edu">orlik1pb@cmich.edu</a>  <a href="http://www.bca.cmich.edu">www.bca.cmich.edu</a>  989-774-3851  269-966-4186</p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	0
22	<p>Community Action Agency of SC Michigan  Luann Sommers  175 Main Street  Box 1026  Battle Creek, MI 49016  269-965-7766  269-965-8580  <a href="mailto:contact@cascm.org">contact@cascm.org</a></p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	0
23	<p>KCC Employment Services  Curtis Warren  <a href="mailto:warrenc@kellogg.edu">warrenc@kellogg.edu</a>  450 North Avenue  Battle Creek, MI 49017  269-965-3931 (ext 2632)  269-965-1099  <a href="http://www.collegecentral.com/kellogg">www.collegecentral.com/kellogg</a></p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	0
24	<p>Michigan Rehabilitation Services  Larry Keiser  <a href="mailto:keiserl2@michigan.gov">keiserl2@michigan.gov</a>  424 Riverside Drive  Suite 202  Battle Creek, MI 49015  269-968-2467  269-968-0338</p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	0
25	<p>Michigan Works  Susan Moore  <a href="mailto:moores@kellogg.edu">moores@kellogg.edu</a>  135 Hamblin Avenue  Battle Creek, MI 49017  <a href="http://www.michworks.org">www.michworks.org</a>  269-660-1438  269-965-3653</p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	4
26	<p>Robert B Miller College  Dori Luker  <a href="mailto:lukerd@millercollege.org">lukerd@millercollege.org</a>  450 North Avenue</p>	<p>Yes  <i>(for Battle Creek positions only)</i></p>	0

	Battle Creek, MI 49017 <a href="http://www.experience.com">www.experience.com</a> 269-660-8021 (ext 2720)		
27	Michigan State University Kim Croel or Gary Reid 409 Communication Arts Building East Lansing, MI 48824 <a href="mailto:bassa@msu.edu">bassa@msu.edu</a> 517-432-1412	Yes <i>(for Battle Creek positions only)</i>	0
28	Specs Howard School of Broadcast Arts Katie Peters <a href="mailto:k.peters@specshoward.edu">k.peters@specshoward.edu</a> 19900 West 9 Mile Road Southfield, MI 48126 <a href="http://www.specshoward.edu">www.specshoward.edu</a> 248-358-9000 248-746-9770	Yes <i>(for Battle Creek positions only)</i>	0
29	Urban League of Battle Creek Kyra Sichinga <a href="mailto:kyraw@ulbc.org">kyraw@ulbc.org</a> 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 <a href="mailto:communityministries@ctsmail.net">communityministries@ctsmail.net</a> 269-968-8773 269-966-4186	Yes <i>(for Battle Creek positions only)</i>	0
31	Battle Creek Area Chamber of Commerce Samantha Kemp 77 West Michigan Avenue Suite 80 Battle Creek, MI 49017 269-962-4076 269-962-6309 <a href="mailto:skemp@battlecreek.org">skemp@battlecreek.org</a>	Yes <i>(for Battle Creek positions only)</i>	0
32	NASBA <a href="http://www.careerpage.org">www.careerpage.org</a>	No	0
33	TV and Radio Jobs.com <a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	No	0
34	Battle Creek Shopper News	No	0
35	Radio Advertising Bureau	No	3

	<a href="http://www.rab.com">www.rab.com</a>		
36	Source Unknown	No	1

TOTAL INTERVIEWEES OVER REPORTING PERIOD 33

WRKR-FM, WKFR-FM, WKMI (AM)  
 and employees at Battle Creek, MI, stations WBCK-FM and WBXX(FM)  
 EEO PUBLIC FILE REPORT  
 June 1, 2008 – May 31, 2009

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host job fair	<p>On October 29, 2008, this SEU hosted the Wings Stadium Job Fair and also participated as an exhibitor. We secured the exhibit space, solicited local employers and organized all logistical aspects of the event. The Market Manager and General Sales Manager manned the Cumulus booths and spoke with interested attendees.</p>
2	Host job fair	<p>On March 18, 2009, this SEU hosted the Kellogg Arena Job Fair and also participated as an exhibitor. We secured the exhibit space, solicited local employers and organized all logistical aspects of the event. The Market Manager and General Sales Manager manned the Cumulus booths and spoke with interested attendees.</p>
3	Participate in job fair	<p>On February 5, 2009, this SEU participated in the Western Michigan University job fair in Kalamazoo. Stations participants included the Battle Creek Market Manager and Kalamazoo Business Manager.</p>
4	Participate in job fair	<p>On March 25, 2009, this SEU participated in the Kalamazoo Valley Community College career fair. The Kalamazoo and Battle Creek Market Managers hosted the Cumulus booth and presented information about job opportunities in broadcasting and within the SEU.</p>

6	Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination.	On February 5, 2009, 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.
7	Participate in job fair	On October 1, 2008, this SEU participated in the Western Michigan University job fair in Kalamazoo. Stations participants included the Kalamazoo Market Manager and Battle Creek Market Manager.
8	Internship Program ( <i>for Kalamazoo SEU only</i> )	Cumulus Kalamazoo takes on interns at various times throughout the year from area colleges and universities. Internships are available in Sales, Programming and Promotions. Four interns have been hosted in the June 1, 2008 – May 31, 2009 period. Interns are recruited through postings at WMU, KVCC and through career fairs at these entities. 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.