

WBCK-FM and WBXX(FM)  
 EEO PUBLIC FILE REPORT  
 February 18, 2011 – May 31, 2011<sup>1</sup>

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Account Executive	2, 4, 6, 15, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 36, 46	15
Account Executive	2, 4, 6, 13, 15, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 36, 42, 43	43
Account Executive	2, 4, 6, 15, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 36, 46	46
Account Executive	2, 4, 6, 13, 14, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 36, 40	40
News Director	2, 4, 6, 8, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 36	8

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<sup>1</sup> The Cumulus Battle Creek full-time employees hired from June 1, 2010 to February 17, 2011 are included on the Cumulus Kalamazoo EEO Public File Report.

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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 <a href="http://www.mlive.com">www.mlive.com</a> 401 S Burdick Kalamazoo, MI 49007 269-345-3511 kazoobestlocalads@kalamazoogazette.com	No	0
2	Western Michigan University Career & Student Services Brenda Case-Parris 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@wmich.edu">broncojobs@wmich.edu</a> <a href="mailto:broncojobs@groupwise.wmich.edu">broncojobs@groupwise.wmich.edu</a> <a href="http://www.experience.com">www.experience.com</a>	Yes	0
3	Central Michigan University Career Services 340 Moore Hall Mt Pleasant, MI 48859 989-774-4000 <a href="mailto:careers@cmich.edu">careers@cmich.edu</a>	No	0
4	Kalamazoo Valley Community College Lois Brinson 6767 West O Avenue PO Box 4070 Kalamazoo, MI 49003-4070 269-488-4272	Yes	0

	269-488-4105 <a href="mailto:stuemploy@kvcc.edu">stuemploy@kvcc.edu</a> or <a href="mailto:employment@kvcc.edu">employment@kvcc.edu</a> <a href="http://www.kvcc.edu">www.kvcc.edu</a>		
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> <a href="http://www.michmab.com">www.michmab.com</a>	No	2
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	1
9	Radio and Records Rosalina Correa <a href="mailto:rcorrea@radioandrecords.com">rcorrea@radioandrecords.com</a>	No	0
10	Job Fair	No	0
11	<a href="http://www.cumulusjobs.com">www.cumulusjobs.com</a>	No	0
12	Cumulus Open House	No	0
13	Station On-Air Announcements (all SEU stations)	No	1
14	Station Website Postings (all SEU stations)	No	0
15	Word-of-Mouth Referral	No	2
16	Walk-In/Self-Referral	No	0
17	Internal Posting	No	1
18	Internal Transfer/Promotion	No	0
19	Albion College 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	0

20	Battle Creek Chapter, NAACP PO Box 1436 Battle Creek, MI 49016	No	0
21	Central Michigan University, Broadcast & 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	Yes	0
22	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>	Yes	0
23	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>	Yes	0
24	Michigan Rehabilitation Services Larry D 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	Yes	0
25	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	Yes	1

26	Robert B Miller College Dori Luker <a href="mailto:lukerd@millercollege.org">lukerd@millercollege.org</a> 450 North Avenue Battle Creek, MI 49017-3397 <a href="http://www.experience.com">www.experience.com</a> 269-660-8021 (ext 2720)	Yes	0
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	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	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	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	0
31	Battle Creek Area Chamber of Commerce Samantha Kemp <a href="mailto:skemp@battlecreek.org">skemp@battlecreek.org</a> 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	0
32	NASBA	No	0

	<a href="http://www.careerpage.org">www.careerpage.org</a>		
33	TV and Radio Jobs.com <a href="http://www.tvandradijobs.com">www.tvandradijobs.com</a>	No	1
34	Battle Creek Shopper News	No	0
35	Media Staffing Network <a href="http://www.mediastaffingnetwork.com">www.mediastaffingnetwork.com</a>	No	0
36	Ohio Center of Broadcasting – Columbus Steve Sefner 5330 East Main Street Suite 200 Columbus, OH 43213 <a href="mailto:placement.columbus@beonair.com">placement.columbus@beonair.com</a> 614-245-0555	Yes	0
37	Indiana Broadcasters Association 3003 E 98 <sup>th</sup> Street Suite 161 Indianapolis, IN 46280 <a href="mailto:indba@indianabroadcasters.com">indba@indianabroadcasters.com</a> or <a href="mailto:indba@aol.com">indba@aol.com</a> 317-573-0119 317-573-0895	No	0
38	Ohio Association of Broadcasters Patricia Geary <a href="mailto:pgeary@oab.org">pgeary@oab.org</a> Director of Operation 88 East Broad Street Columbus, OH 43215-3525 <a href="http://www.oab.org">www.oab.org</a> 614-228-4052	No	0
39	<a href="http://www.medialine.com">www.medialine.com</a>	No	0
40	<a href="http://www.indeed.com">www.indeed.com</a> (SEU did not place job posting at this source)	No	0
41	Radio Advertising Bureau <a href="http://www.rab.com">www.rab.com</a>		0
42	Battle Creek Enquirer 120 E. Lenawee St Lansing, MI 48919 517- 377-1166 517- 482-5476	No	0
43	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	No	4
44	Former Employee / Rehire	No	0
45	<a href="http://www.mediarecruiter.com">www.mediarecruiter.com</a>	No	0
46	<a href="http://www.kalamazoohelpwanted.com">www.kalamazoohelpwanted.com</a>	No	1
47	Source Unknown	No	2



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III. RECRUITMENT INITIATIVES

1	Participate in job fair	On March 9, 2011, this SEU participated in the GLBC Broadcast Media Career & Networking Fair in Lansing.
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