

**WCEN-FM, WGER(FM), WSGW(AM), WSGW-FM and WTLZ(FM)  
EEO PUBLIC FILE REPORT**

**June 1, 2022 – May 31, 2023<sup>1</sup>**

**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>
<b>Account Executive</b>	1-8	1
<b>Digital Sales Specialist</b>	1-11	1
<b>News Director</b>	1-5, 7-11	1
<b>On Air Position WGER</b>	1-5, 7	1
<b>On Air Position WTLZ</b>	1-5, 7	1
<b>Account Executive</b>	1-5, 7, 8	1

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<sup>1</sup> This report was revised in June 2023 to address reporting discrepancies.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<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>
1	<b>Alpha Media Careers</b> alphamediausa.com/careers/	N	6
2	<b>Indeed.com</b> (automated posting from Alpha careers website)	N	3
3	<b>Glassdoor.com</b>	N	0
4	<b>Linkedin.com</b>	N	0
5	<b>On-Air Announcements</b> (one or more SEU stations)	N	4
6	<b>Job Fairs</b> (See Sec. III)	N	2
7	<b>Michigan Association of Broadcasters Job Bank</b>	N	0
8	<b>Saginaw Valley State University Job Board</b>	N	0
9	<b>Delta Community College Job Board</b>	N	0
10	<b>Central Michigan University Job Board</b>	N	0
11	<b>Northwood University College Job Board</b>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			15

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Participate in Job Fair	On June 9, 2022 our SEU attended a job fair hosted by Delta College in Saginaw, Michigan. Our SEU participated as a local employer. SEU participants included our market manager, operations manager, and program director.
2	Participate in Job Fair	On October 6, 2022 our SEU attended an employment & apprenticeship job fair hosted by Delta Community College. Our SEU participated as a local employer. SEU participants included our market manager, operations manager, and program director.
3	Internship Program	From June 2022- April 2023, this SEU hosted an intern interested in learning about farm broadcast programming. This internship was funded by the National Association of Farm Broadcasting Network.
4	Participate in community event for broadcasting	On December 7, 2022 our market manager attended a networking event as a participating media outlet with the Michigan Association of Broadcasters. Young individuals were given a specific amount of time to speak with a leader in the media industry.
5	Management-level training addressing equal employment opportunity and preventing discriminations	On May 26, 2023 the SEU’s business manager participated in ThinkHR training programs provided by Alpha Media entitled “EEO- How Managers Can Address Diversity & Inclusion with Employees”