



## Section 2: Recruitment Source Information

		Address	City, State	Contact		# Interviews from this Source
<b>1. RADIO ANNOUNCEMENTS</b>						
1.1	WMUZ / WEXL / WRDT	12300 Radio Place	Detroit, MI, 48228	Frank Franciosi	T: 313-272-3434 F: 313-	
<b>2. CLASSIFIED ADS</b>						
2.1	Michigan Chronicle	479 Ledyard	Detroit, MI 48201	Classified Ads	T: 313-963-5522	
<b>3. WEBSITES</b>						
3.1	WMUZ/WEXL/WRDT Website	<a href="http://www.wmuz.com">www.wmuz.com</a> <a href="http://www.wexl1340.com">www.wexl1340.com</a> <a href="http://www.wrtd560.com">www.wrtd560.com</a>		Website posting	Website posting	
3.2	Monster.com	<a href="http://www.monster.com">www.monster.com</a>	Website posting	Posted on-line	Website posting	
3.3	HisAir.net	<a href="http://www.hisair.net">www.hisair.net</a>	Website posting	Posting on-line	Website posting	
3.4	Craig's List	<a href="http://www.craigslist.com">www.craigslist.com</a>	Website posting	Website posting	Website posting	
3.5	Kijiji.com (ebay classifieds)	<a href="http://www.kijiji.com">www.kijiji.com</a>	Website posting	Website posting	Website posting	
3.6	All Access	<a href="http://www.allaccess.com">www.allaccess.com</a>	Website posting	Website posting	Website posting	
3.7	SBE Website	<a href="http://www.sbe.org">www.sbe.org</a>	Website posting	Website posting	Website posting	
3.8	Indeed.com	<a href="http://www.indeed.com">www.indeed.com</a>	Website posting	Website posting	Website posting	
3.9	LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Website posting	Website posting	Website posting	
3.10	Facebook Jobs	Facebook.com/wmuz103.5FM/manage_jobs	Website Posting	Website posting	Website Posting	
<b>4. SCHOOLS</b>						
4.1	Schoolcraft College	18600 Haggerty Road	Livonia, MI 48152-2696	JoAnne Stadnicar	734-462-4421	
4.2	Wayne State University	1001 Faculty Administration Building	Detroit, MI 48202	Marlena Frontera	313-577-4995	
4.3	University of Detroit Mercy	4001 W. McNichols Road	Detroit, MI 48221-3038	Prof. Langham	langhac@udmercy.edu	
4.4	Rochester College	800 West Avon Road	Rochester Hills, MI, 48307	Essie Bryan	ebryan@rc.edu	
<b>5. CHURCHES AND MINISTRIES</b>						
5.1	Greater Grace Temple	23500 West 7 Mile	Detroit, MI, 48219	Bishop Ellis	F: 313-543-6052	
5.2	Perfecting Church	7616 East Nevada	Detroit, MI 48234	Beverly Ferguson	F: 313-365-1185	
5.3	Straight Gate Church	10100 Grand River	Detroit, MI 48204	Shirley Wilson	F: 313-491-2224	
<b>6. COMMUNITY ORGANIZATIONS</b>						
6.1	Women Who Inspire	36880 Woodward Ave., Suite 103	Bloomfield Hills, MI 48304	Nancy O'Neale	womenwhoinspire.org	
6.2	Disabled American Veterans	30905 Plymouth Rd	Livonia, MI, 48150	Commander Adams	F: 734-522-8862	
6.3	NAACP	8220 2 <sup>nd</sup> Ave	Detroit, MI, 48202	Jamel Parks	<a href="mailto:jparks@detroitnaacp.org">jparks@detroitnaacp.org</a>	
6.4	Detroit Urban League	208 Mack Avenue	Detroit, MI, 48201	Shelita Richmond	F: 313-863-6155	
6.5	Senior Community Service Employment Program	711 N. Saginaw, Ste 207	Flint, MI, 48503	Iris Malikah	F: 810-766-1473	
<b>7. OTHER</b>						

		Address	City, State	Contact		# Interviews from this Source
7.1	In House Posting CBC Bulletin Board	12300 Radio Place	Detroit, MI, 48228	Frank Franciosi	T: 313-272-3434	
7.2	Employee/Staff Referral					
7.3	Client Referral					
7.4	Previous or Existing Employee					
7.5	Intra-company Transfer					
7.6	National Career Fair	Various	Michigan	Ann Blok	725-214-0334	
7.7	United Career Fair	Various	Michigan	Kirk Elliott	702-614-9537	

### **Section 3: Supplemental Recruitment Activities**

#### **UNITED CAREER FAIRS – June 14, 2022**

On Tuesday, June 14<sup>th</sup>, 2022, United Career Fairs, based out of West Dundee Illinois, hosted an in-person career fair event at the Detroit Marriot. This fair was geared specifically towards people interested in an outside sales position (Account Executives). Candidates were required to pre-register to attend this in-person event. Representing the EU and interviewing candidates attending this event was Executive Assistant to the General Manager, Linda Martens.

Approximately 250+ jobseekers pre-registered for this Detroit event. Representative for the EU interviewed 2 candidates at the event. UCF offered EUs various levels of participation. The level which the EU participated at provided the EU with access to a database of all registered participants for the Detroit event which was over 250+ jobseekers.

#### **WEEKLY SALES TRAINING SPECIFIC TO TAILORED PLAN MAINTAINED**

The EU's proprietary way of selling, known as Tailored Plan, developed by company President, Donald Crawford, is a comprehensive, on-going program designed to educate Account Executives, Writer Producers, and Digital and Promotions Coordinators on the company's advertising philosophy.

In an effort to educate and hone the skills of current and new EU staff, weekly, Monday morning ZOOM meetings were instituted in September 2021 and are ongoing. These meetings include staff from multiple markets (Detroit, Michigan and Birmingham, Alabama). A different tenet of Tailored Plan is covered each week with opportunities during each ZOOM to apply their knowledge with roleplay.

### **TAILORED PLAN SPECIFIC TRAINING EXPANDED IN 2022-2023**

Beginning in September 2022, current president, and creator of EU's proprietary way of selling known as Tailored Plan, Donald Crawford, presented four 2.5 hour ZOOM sessions to current employees, covering in detail the various tenets of Tailored Plan. Each of these presentations were recorded and archived onto the crawfordmediagroup.net website for use by current employees and new hires as part of their training and on boarding for the EU.

### **UNITED CAREER FAIRS – APRIL 25, 2023**

On Tuesday, April 25<sup>th</sup>, 2023, United Career Fairs, based out of West Dundee Illinois, hosted an in-person career fair event at the Detroit Marriot located in Livonia, Michigan. This fair was geared specifically towards people interested in an outside sales position (Account Executives). Candidates were required to pre-register to attend this in-person event. Representing the EU and interviewing candidates attending this event was Executive Assistant to the General Manager, Linda Martens.

Representative for the EU interviewed 6 candidates at the event. UCF offered EUs various levels of participation. The level which the EU participated at provided the EU with access to a database of all registered participants for the Detroit event.

### **SEU SELF-ASSESSMENT**

The SEU completed a self-assessment regarding our EEO Recruitment Sources. All non-productive recruitment sources have been removed from our source lists. Current contact information has been verified. The SEU is working on a continual basis to seek recruitment sources that will provide a broad response to each EU Recruitment effort.