

WMUZ Radio Inc.

Annual EEO Report

June 1st, 2023 – May 31st, 2024

The purpose of this EEO Public File Report (Quarterly EEO report) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit (EU) that is comprised of the following station(s):

Station	City of License
WMUZ FM	Detroit, MI
WCHB AM	Royal Oak, MI
WRDT AM	Monroe, MI
WMUZ AM	Taylor, MI

Section 1: Vacancy Information

Full-time Positions Filled by Job Title	Date Position Hired	Total # Interviewed	Recruitment Sources Utilized	Recruitment Source of Hire
Writer Producer	12/6/2023	1	1.1, 3.1,3.3,4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1, 7.2	7.2
Account Executive	5/1/2024	3	1.1, 3.1, 4.1-4.4, 5.1-5.3, 6.2-6.5, 7.1	1.1

Total Interviews During

Applicable Period: 4

Vacancies: 2

Section 2: Recruitment Source Information

		Address	City, State	Contact		# Interviews from this Source
1. RADIO ANNOUNCEMENTS						
1.1	WMUZ / WCHB / WRDT	12300 Radio Place	Detroit, MI, 48228	Frank Franciosi	T: 313-272-3434 F: 313-	2
2. CLASSIFIED ADS						
2.1	Michigan Chronicle	479 Ledyard	Detroit, MI 48201	Classified Ads	T: 313-963-5522	
3. WEBSITES						
3.1	WMUZ/WCHB/WRDT Website	www.wmuz.com www.wchb1340.com www.wrtd560.com		Website posting	Website posting	
3.2	Monster.com	www.monster.com		Website posting	Posted on-line	Website posting
3.3	HisAir.net	www.hisair.net		Website posting	Posting on-line	Website posting
3.4	Craig's List	www.craigslist.com		Website posting	Website posting	Website posting
3.5	Kijiji.com (ebay classifieds)	www.kijiji.com		Website posting	Website posting	Website posting
3.6	All Access	www.allaccess.com		Website posting	Website posting	Website posting
3.7	SBE Website	www.sbe.org		Website posting	Website posting	Website posting
3.8	Indeed.com	www.indeed.com		Website posting	Website posting	Website posting
3.9	LinkedIn	www.linkedin.com		Website posting	Website posting	Website posting
3.10	Christianjobs.com			Website posting	Website posting	Website posting
4. SCHOOLS						
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	2700 Martin Luther King Jr. Blvd	Detroit, MI 48208	Prof. Langham	langhac@udmercy.edu	
4.4	Rochester Christian College	800 West Avon Road	Rochester Hills, MI, 48307	Tania Kemp-Covington	tkempcovington@rochesteru.edu	
5. CHURCHES AND MINISTRIES						
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	
6. COMMUNITY ORGANIZATIONS						
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 nd Ave	Detroit, MI, 48202	Jamel Parks	jparks@detroitnaacp.org	
6.4	Detroit Urban League	208 Mack Avenue	Detroit, MI, 48201	Shelita Richmond	F: 313-863-6155	

		Address	City, State	Contact		# Interviews from this Source
7. OTHER						
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					1
7.3	Client Referral					1
7.4	Previous or Existing Employee					
7.5	Intra-company Transfer					
7.6	Michigan Career Expo	Various	Michigan	Lisa Davisburg	734-956-4550	
7.7	United Career Fair	Various	Michigan	Kirk Elliott	702-614-9537	

Section 3: Supplemental Recruitment Activities

MAB Foundation Media Career Fair at the Great Lakes Broadcast & Sports Media Academy - Thursday, November 2nd, 2023

On Thursday, November 2nd, 2023, EU representatives, Brandon Woods and Anthony (Vito) Faletti attended the career fair portion of this 2nd annual event held at Ford Field in Detroit, Michigan. Over 900 business-minded professionals registered to attend this outreach event. The EU representatives attended from 12 noon – 3 p.m. Although the EU unit was not actively recruiting for a specific position, the EU representatives set up signage at their table providing job descriptions for Writer Producers, Account Executives, and Board Operators. The EU representative interacted with several attendees, collecting resumes for future reference.

HARASSMENT & DISCRIMINATION ANNUAL MEETING – NOVEMBER 27, 2023

General Manager, Frank Franciosi led this annual Harassment & Discrimination meeting via ZOOM for EU staff located in Detroit, Michigan and Birmingham, Alabama. Prior to this meeting, credentials for this ZOOM were distributed along with a handout to be referenced during the meeting and were distributed via email two weeks before this meeting.

Roll call was taken as each person joined the call. *[Attendance sheets are on file as part of the on-site Public File both in Detroit and Birmingham.]* The General Manager shared EU definitions of what EU considers harassment and discrimination reiterating that EU would not tolerate these infractions. GM, Frank Franciosi went over the procedure of who and how to report an infraction and gave staff the opportunity to ask questions.

WEEKLY SALES TRAINING SPECIFIC TO TAILORED PLAN MAINTAINED

The EU's proprietary way of selling, known as Tailored Plan, developed by company President, Donald B. 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. This weekly training is designed to enable station personnel to acquire skill that qualify them for higher level positions.

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.

Additional company provided SALES BULLETS, authored by President, Donald B. Crawford, are distributed weekly and used during these sessions.

MICHIGAN CAREER EXPO – THURSDAY, APRIL 25th, 2024

EU representative, Linda Martens attended the Michigan Career Expo sponsored by JobFairGiant.com which was held at the Radisson Hotel located at 26555 Telegraph Road in Southfield Michigan. The event ran from 9 a.m. to 3 p.m. This Expo saw very good traffic in both the morning and afternoon sessions.

At this event EU was recruiting for a Writer Producer and an Account Executive. Approximately 25 resumes were collected, mostly for the Sales position, but also a few for future consideration in Engineering and Administration.

CAREER FAIR – HAZEL PARK HIGH SCHOOL – TUESDAY, MAY 14th, 2024

EU representative, Anthony Faletti attended the morning sessions of the Hazel Park High School Career Day-2024. EU was one of 30 careers represented at this annual event. The morning session consisted of four – 20-minute sessions where EU representative, Anthony Faletti spoke to a total of 100 high school aged students (25 students in each session). EU Representative recounted how he became interested in broadcasting and gave the students advice on what he looks for when interviewing a candidate. EU representative also took question that related to being a manager who had worked his way up the ladder and pointers on how to present themselves for their first interview.

FOOTNOTE

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 effort.