

# WMUZ Radio Inc.

## Annual EEO Report

**June 1st, 2024 – May 31st, 2025**

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 |
|---|---------------------|---------------------|--|----------------------------|
| On-Air Host                             | 7/9/2024            | 4                   | 3.3, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.2, 7.4           | 7.4                        |
| Account Executive/Salesperson           | 5/5/2025            | 5                   | 1.1, 3.1, 3.3, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1, 7.7 | 1.1                        |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |
|   |                     |                     |  |                            |

**Total Interviews During**

**Applicable Period: 9**

**Vacancies: 2**

## Section 2: Recruitment Source Information

|                                   |   | Address  | City, State                | Contact              |  | # Interviews from this Source |
|-----------------------------------|---|--|----------------------------|----------------------|--|-------------------------------|
| <b>1. RADIO ANNOUNCEMENTS</b>     |   |  |                            |                      |  |                               |
| 1.1                               | WMUZ / WCHB / WRDT                          | 12300 Radio Place  | Detroit, MI, 48228         | Frank Franciosi      | T: 313-272-3434<br>F: 313-   | 1                             |
| <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/WCHB/WRDT Website                      | <a href="http://www.wmuz.com">www.wmuz.com</a><br><a href="http://www.wchb1340.com">www.wchb1340.com</a><br><a href="http://www.wrdt560.com">www.wrdt560.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  | 1                             |
| 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                              | Christianjobs.com                           |  | 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                 | 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  |                               |
| <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  |                               |

|                 |                                     | Address           | City, State        | Contact         |                 | # Interviews<br>from this<br>Source |
|-----------------|-------------------------------------|-------------------|--------------------|-----------------|-----------------|-------------------------------------|
| <b>7. OTHER</b> |                                     |                   |                    |                 |                 |                                     |
| 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                     |                   |                    |                 |                 |                                     |
| 7.4             | Previous or Existing Employee       |                   |                    |                 |                 | 2                                   |
| 7.5             | Intra-company Transfer              |                   |                    |                 |                 |                                     |
| 7.6             | United Career Fair- 11/12/2024      | Various           | Michigan           | Kirk Elliott    | 702-614-9537    |                                     |
| 7.7             | United Career Fair – 3/26/2025      | Various           | Michigan           | Kirk Elliott    | 702-614-9537    | 4                                   |

### **SECTION 3: Supplemental Activities**

#### **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.

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.

#### **Mentor Program and Cross Training Opportunities are Available to Employees**

The opportunity for learning a position to provide back-up for key personnel (like Traffic, Board Operators, Business Coordinator, Writer Producer, etc.) and/or wishing to learn new skills to qualify them for a higher paying position are available for any employee of the EU. An employee interested in this type of opportunity only needs to approach their immediate supervisor so a personalized training schedule can be implemented.

#### **MAB Foundation Media Career Fair**

##### **Great Lakes Broadcast & Sports Media Academy - Thursday, November 7<sup>th</sup>, 2024**

On Thursday, November 7<sup>th</sup>, 2024, EU representatives, Brandon Woods and Anthony (Vito) Faletti attended the career fair portion of this annual MAB sponsored event held at Ford Field in Detroit, Michigan. Over 1,000 students and business-minded professionals registered to attend this career 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 representatives interacted with several attendees, collecting resumes and other information for future reference by the EU.

#### **United Career Fair – Tuesday, November 12, 2024**

EU Representative, Linda Martens attended this Fall Salesperson specific career fair sponsored by United Career Fairs based out of West Dundee, Illinois. This event was held at the Detroit-Marriott location off Six Mile Road in Livonia, Michigan.

The EU was one of six employment units at this event accepting resumes and providing information regarding the positions each EU was looking to fill. There were 45+ prospective Sales candidates in attendance.

At the conclusion of this event, the EU was provided a link from United Career Fairs containing upwards of 250 additional resumes for the EU to review and consider for a Sales position at Crawford Broadcasting - Detroit.

#### **United Career Fair – Wednesday, March 26, 2025**

EU Representative, Linda Martens attended this Spring Salesperson specific career fair sponsored by United Career Fairs based out of West Dundee, Illinois. This event was held at the Detroit-Marriott location off Six Mile Road in Livonia, Michigan.

The EU was one of four employment units at this event with approximately 35 prospective Sales candidates providing resumes. The EU Representative, Linda Martens, interviewed several qualified candidates for the Account Executive/Salesperson position the EU was recruiting for.

#### ***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.