

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 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> <a href="http://www.wchb1340.com">www.wchb1340.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	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 from this 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.