

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2008 to May 22, 2009.

1) **Employment Unit:** Citadel Broadcasting Company/Flint, MI

2) **Unit Members (Stations and Communities of License):** WFBE (FM), Flint, Michigan  
WTRX (AM), Flint, Michigan

3) **EEO Contact Information for Unit Member:**

Mailing Address: 4511 Miller Road Flint, Michigan 48507	Telephone Number: 810-720-9510
	Contact Person/Title: Jennifer Griffin/Receptionist
	E-mail Address: <a href="mailto:Jennifer.griffin@citcomm.com">Jennifer.griffin@citcomm.com</a>

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Account Executive	B95.fm
2. Account Executive	B95.fm
3. Local Sales Manager	Michigan Association of Broadcasters
4. On-Air, Afternoon Drive	Employee Referral

**Stations WFBE (FM) and WTRX (AM) are Equal Opportunity Employers.**

1) Job Title: Account Executive Referral Source(s) of Hire: B95.fm

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Central Michigan University - Midland	Job Posting	215 Bovee U.C. CMU Mt. Pleasant, Michigan 48859	989-774-6616	0	No
Delta College	Mary Keyser	1961 Delta Road University Center, Michigan 48710	989-686-9077	0	No
Northwood University	Nancy Barker	4000 Whiting Drive, Midland, Michigan 48642	989-837-4208	0	No
Saginaw Valley State University	Stephanie Sieggreen	7400 Bay Road, Saginaw, Michigan 48710	989-964-4948	0	No
Michigan Works	Marie Perez	3875 Bay Road, Saginaw, Michigan 48603	989-249-5232	0	No
Novah	Employment Svcs	804 Hamilton Saginaw, Michigan 48602	989-797-0106	0	No
Baker College	Laura Donajkowski	G-1050 W. Bristol Rd Flint, Michigan 48507	810-766-4211	0	No
Genessee Area Skill Center	Chuck Chronicle	G-5081 Torrey Rd Flint, Michigan 48507	810-760-1444	0	No
Michigan Works Career Alliance	Human Resources	711 Saginaw Ste 122 Flint, Michigan 48505	810- 233-5627	0	No
Michigan Desi-Job Placement	Carman Thames	2400 N. Saginaw Flint, Michigan 48505	810-232-0001	0	No
Mott Community College	Cindy McDaniel	1401 E. Court St Flint, Michigan 48503	810-762-5620	0	No
University of Michigan - Flint	Barb Griffin	237 French Hall Flint, Michigan 48502	810-762-3250	0	No
Davenport University	Pattie Kruse	3555 E. Patrick Road Midland, Michigan 48642	989-835-5588	0	No
Michigan.Jobs.	Brian Weiss	5464 N Port Washington Road Suite 196, Milwaukee, WI 53217	414-357-8330	0	No
Citadel Saginaw Intra Company Referral	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
Citadel Flint Intra Company Referral	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
Wtrxsport.com	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
Z93kqz.fm	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
whnn.com	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No

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wheelz.fm	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
B95.fm	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	1	No
93.3 FM (on-air)	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
104.5 FM (on-air)	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
102.5 FM (on-air)	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
96.1 FM (on-air)	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
95.1 FM (on-air)	Jennifer Griffin	G-4511 Miller Road Flint, MI 48507	810-720-9510	0	No
1330 AM (on-air)	Jennifer Griffin	G-4511 Miller Road Flint, MI 48507	810-720-9510	0	No
Flint Helpwanted.com	N/A	N/A	N/A	0	No
Regional Helpwanted.com	N/A	N/A	N/A	0	No
Michigan Association of Broadcasters michmab.com	N/A	819 North Washington Lansing, MI 48906	1-800-968-7622	0	No
Detroit Adrafter Magazine/Website	Bob Guerrini	3011 W. Grand Blvd., Ste 1715 Detroit, MI 48202	313-872-7850	0	No
Rapmag.com	N/A	P.O. Box 630071 Irving, TX 75063	972-432-8100	0	No
Ohio Association of Broadcasters	Patricia Geary	88 East Broad Street Ste. 1180 Columbus, OH 43215	614-228-4052	0	No
Pennsylvania Association of Broadcasters	Flip Micheals	8501 Paxton Street Hummelstown, PA 17036	717-482-4820	0	No
Flint Journal Newspaper Ad	Pam Martin	200 East First Street Flint, MI 48502	989-776-9784	0	No
Employee Referral	N/A	N/A	N/A	2	No
Lansing Community College	Terry Wellman	419 N. Capital Ave Lansing, MI 48180	517-483-1172	0	No
Internal Posting	N/A	N/A	N/A	0	No

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2) Job Title: Account Executive Referral Source(s) of Hire: B95.fm

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Michigan Works	Marie Perez	3875 Bay Road, Saginaw, Michigan 48603	989-249-5232	0	No
Novah	Employment Svcs	804 Hamilton Saginaw, Michigan 48602	989-797-0106	0	No
Baker College	Laura Donajkowski	G-1050 W. Bristol Rd Flint, Michigan 48507	810-766-4211	0	No
Genessee Area Skill Center	Chuck Chronicle	G-5081 Torrey Rd Flint, Michigan 48507	810-760-1444	0	No
Michigan Works Career Alliance	Human Resources	711 Saginaw Ste 122 Flint, Michigan 48505	810- 233-5627	0	No
Michigan Desi-Job Placement	Carman Thames	2400 N. Saginaw Flint, Michigan 48505	810-232-0001	0	No
Mott Community College	Cindy McDaniel	1401 E. Court St Flint, Michigan 48503	810-762-5620	0	No
University of Michigan - Flint	Barb Griffin	237 French Hall Flint, Michigan 48502	810-762-3250	0	No
Davenport University	Pattie Kruse	3555 E. Patrick Road Midland, Michigan 48642	989-835-5588	0	No
Michigan.Jobs.	Brian Weiss	5464 N Port Washington Road Suite 196, Milwaukee, WI 53217	414-357-8330	0	No
Citadel Saginaw Intra Company Referral	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
Citadel Flint Intra Company Referral	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
Wtrxsport.com	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
Z93kqz.fm	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
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B95.fm	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	1	No
93.3 FM (on-air)	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
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Flint Helpwanted.com	N/A	N/A	N/A	0	No
Regional Helpwanted.com	N/A	N/A	N/A	0	No
Michigan Association of Broadcasters michmab.com	N/A	819 North Washington Lansing, MI 48906	1-800-968-7622	0	No
Detroit Adrafter Magazine/Website	Bob Guerrini	3011 W. Grand Blvd., Ste 1715 Detroit, MI 48202	313-872-7850	0	No
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Flint Journal Newspaper Ad	Pam Martin	200 East First Street Flint, MI 48502	989-776-9784	0	No
Employee Referral	N/A	N/A	N/A	2	No
Lansing Community College	Terry Wellman	419 N. Capital Ave Lansing, MI 48180	517-483-1172	0	No
Internal Posting	N/A	N/A	N/A	0	No

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**[3] Job Title: Local Sales Manager Referral Source(s) of Hire: Michigan Association of Broadcasters**

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Davenport University	Pattie Kruse	3555 E. Patrick Road Midland, Michigan 48642	989-835-5588	0	No
Michigan.Jobs.	Brian Weiss	5464 N Port Washington Road Suite 196, Milwaukee, WI 53217	414-357-8330	0	No
Citadel Saginaw Intra Company Referral	Nikki Bourcier	1740 Champagne Dr. N. Saginaw, MI 48604	989-776-2100	0	No
Citadel Flint Intra Company Referral	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
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Internal Posting	N/A	N/A	N/A	0	No

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**[4] Job Title: On-Air, Afternoon Drive \_\_\_\_\_ Referral Source(s) of Hiree: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
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Citadel Flint Intra Company Referral	Jennifer Griffin	G-4511 Miller Rd. Flint, MI 48507	810-720-9510	0	No
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Flint Helpwanted.com	N/A	N/A	N/A	0	No
Regional Helpwanted.com	N/A	N/A	N/A	0	No
Michigan Association of Broadcasters michmab.com	N/A	819 North Washington Lansing, MI 48906	1-800-968-7622	0	No
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Employee Referral	N/A	N/A	N/A	1	No
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Internal Posting	N/A	N/A	N/A	0	No

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**6) Total # of Interviewees Referred:** For the period from May 23, 2008 to May 22, 2009. This Employment Unit interviewed (10) interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Career Fairs/Job Fairs.**

**(i) Career Fair at Delta College**

A Station Employment Unit Office Manager, who has substantial responsibility in the marketing of hiring decisions, attended the Career Fair at Delta College on Friday, October 24, 2008 from 8am-12pm. There were 3,500 students in attendance from the following communities: Bay City, Hemlock, Caro, Sebewing, Frankenmuth, and many more. The Station Employment Unit interacted with students and discussed various career opportunities with the Flint Citadel Employment Unit.

**(ii) Career Fair at Saginaw Valley State University**

A Station Employment Executive Assistant/Office Manager, who has substantial responsibility in the marketing of hiring decisions, attended the Career Fair at Saginaw Valley State University on Friday, April 17, 2009 from 12pm-3:00pm. The Employment Unit distributed station information packets about working in radio, and prepared a tabletop display of the job opportunities available at the Employment Unit's stations.

**(iii) Baker College of Flint Career Fair**

Station Employment Unit Local Sales Manager and Office Manager, who have substantial responsibility in the marketing of hiring decisions, attended the Baker College Career Fair in Flint on Thursday, April 30, 2009 from 11am-4pm. The Station Employment Unit representative met with students of multiple backgrounds to provide them with information on career opportunities in the broadcasting industry.

**(iv) Central Michigan University Job Fair**

Station Employment Unit Promotions Assistant, who has substantial responsibility in the marketing of hiring decisions, attended the Central Michigan University Job Fair in Mt. Pleasant on Saturday, March 21, 2009 from 10am-1pm. The Station Employment Unit representative met with students of multiple backgrounds to provide them with information on career opportunities in the broadcasting industry.

**(b) Participation in Co-Sponsored Business Expos.**

**(i) Co-Sponsor Mid-Michigan Regional Business Expo and Job Fair**

The Flint Station Employment Unit participated in the Business Expo and Job Fair held at Saginaw Valley State University in Saginaw on May 5, 2009 from 1:00pm until 7:00pm. The Station Employment Unit was represented by various personnel, including a Station Manager, Sales Manger, Program Director, On-Air Staff, News Director and Promotions Director. The various representatives met with attendees, discussed various career opportunities with the Station Employment Unit, and accepted job applications.

**(c) Broadcast Specific Events Sponsored by Educational Institutions**

**(i) SVSU Card Party Event**

In September 2008 from 9a-12n the stations' Employment Unit was represented at Saginaw Valley State University to participate in an educational opportunity for students returning to the campus. At this event the Promotions Director spoke with the students about the educational needs for careers in the broadcast industry, made students aware of programs by handing out brochures and showed pictures of station events.

**(ii) Broadcasting Career Builder Conference**

On November 8<sup>th</sup>, 2009, the stations' Employment Unit was represented at Lansing Community College to participate in an educational opportunity. At this event the Employment Unit General Manager spoke to a group of panelists about broadcast sales and marketing and how to prepare for a successful career in broadcast sales, promotions and marketing.

**(d) Scholarship Programs.**

Students may apply for the WFBE B95/Flint Community Schools Communications Scholarship if they are interested in a career in the field of Communications. Which includes advertising, broadcasting, webcasting, print journalism, and relations/public affairs. A selection committee decides who will receive the scholarships. One student received \$1,000 scholarships in 2009.

**(e) Training to Management Level Personnel**

On August 27<sup>th</sup>, 2009, Account Managers attended a training session entitled "Are you Indispensible??" This was conducted at Riley Broadcast Center, Wixom. The session provided an overview of a strategic approach to becoming the resource your customers cannot live without.