

WMUZ Radio Inc.

Annual EEO Report

June 1st, 2020 – May 31st, 2021

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	9/01/2020	4	1.1, 3.1, 3.3, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1, 7.2, 7.4	7.4
DSM Coordinator	11/23/2020	11	1.1, 3.1, 3.10, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1	1.1
Promotions Coordinator	4/19/2021	6	1.1, 3.1, 3.3, 3.10, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1, 7.3	7.3
Board Operator/Show Producer	5/3/2021	5	3.3, 3.10, 4.1-4.4, 5.1-5.3, 6.1-6.5, 7.1, 7.4	7.4

Total Interviews During

Applicable Period: 26

Vacancies: 4

Section 2: Recruitment Source Information

		Address	City, State	Contact		# Interviews from this Source
1. RADIO ANNOUNCEMENTS						
1.1	WMUZ / WEXL / WRDT	12300 Radio Place	Detroit, MI, 48228	Frank Franciosi	T: 313-272-3434 F: 313-	9
2. CLASSIFIED ADS						
2.1	Michigan Chronicle	479 Ledyard	Detroit, MI 48201	Classified Ads	T: 313-963-5522	
3. WEBSITES						
3.1	WMUZ/WEXL/WRDT Website	www.wmuz.com www.wexl1340.com www.wrds560.com		Website posting	Website posting	2
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	Facebook Jobs	Facebook.com/wmuz103.5F M/manage_jobs		Website Posting	Website posting	Website Posting
4. SCHOOLS						
4.1	Specs Howard School of Media Arts	19900 W. 9 Mile Rd	Southfield, MI 48075	Nancy Shiner	F: 248-746-9770	4
4.2	Wayne State University	1001 Faculty Administration Building	Detroit, MI 48202	Marlena Frontera	F: 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 College	800 West Avon Road	Rochester Hills, MI, 48307	Essie Bryan	ebryan@rc.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		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	
6.5	Senior Community Service Employment Program	711 N. Saginaw, Ste 207	Flint, MI, 48503	Iris Malikhah	F: 810-766-1473	

		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					2
7.4	Previous or Existing Employee					2
7.5	Intra-company Transfer					
7.6	National Career Fair	4300 East Sunset Road	Henderson, NV, 89014	Bob Bakula	702-614-9537	
7.7	United Career Fair	111 W. Main St	Dundee, IL 60118	Kirk Elliott	866-342-9881	
7.8	MAB	819 N. Washington Ave.	Lansing, MI 48905	Rachel Krause	517-484-7444	

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities

TOTAL RESULTS MANAGEMENT TRAINING – JULY & AUGUST 2020

Companywide Management training calls were conducted over the course of July and August 2020 via ZOOM on the beneficial ways to use digital tracking with Tailored Plan principles to obtain TOTAL RESULTS for our clients.

Dates these training calls took place:

- 7/01/2020 – Total Results Training
- 7/10/2020 – Total Results Training
- 7/21/2020 – Total Results Training
- 8/06/2020 – Total Results Training
- 8/18/2020 – Total Results Training

COMPANY-WIDE DIGITAL SALES PLATFORM TRAINING FOR ACCOUNT EXECUTIVES/WRITER PRODUCERS/MANAGERS/DIGITAL & SOCIAL MEDIA COORDINATORS – SEPTEMBER 29 & OCTOBER 13, 2020:

Training was provided in the form of a ZOOM Video Workshop to educate Account Executives, Writer Producers, Promotions and Digital Social Media Coordinators involved in the selling process on a variety of topics relating to digital platforms like Facebook, Twitter, Instagram, etc. These workshops included topics such as;

- Hosting and Promoting Digital Workshops for Commercial Clients
- Hosting and Promoting Webinars for Commercial Clients
- How to Read & Interpret Website Analytics/Traffic
- How to Interpret the Calls and Website Clicks Received to Client
- Determining the Best Way to Highlight Clients in Written Promotions

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities (cont.)

HARASSMENT & DISCRIMINATION ANNUAL MEETING – MARCH 10, 2021

In keeping with the MDHHS (Michigan Department of Health and Human Services) Guidelines for social distancing in Michigan due to COVID-19, the mandatory annual Harassment and Discrimination meeting was held via conference call for all full-time employees on March 10, 2021 at 11:00 a.m. Prior to this meeting, copies of the EU Harassment and Discrimination portion of the company manual were distributed with specific portions highlighted for reference during this meeting. Roll Call was taken as each participant joined the call as they had to announce themselves. This meeting was led by General Manager, Frank Franciosi. He reiterated that the EU will not tolerate discrimination of any kind regardless of age, race, sex, disability, marital status, ethnic background, religion, color, national origin, or veteran status. In detail, he made sure everyone understood the process an employee would take to report harassment or discrimination.

CBA EEO WEBINAR 2021 TRAINING – MARCH 2, 2021

A webinar was presented by Telecommunications Law Professionals on Tuesday, March 2nd at 10:00 a.m. PST, providing clarification on FCC requirements including but not limited to, Anti-Discrimination, Recruitment, Supplemental Initiative, Record-Keeping Requirements, Public File, and FCC Reports. At the completion of the webinar, a question-and-answer session was available for those participants needing additional clarification. Gregg Skall, one of the presenters, emailed each participant a copy of the **TLP EEO Manual** and the **CBA 2021 EEO Slide Deck** of the presentation for future reference and training.

SPECS HOWARD CAREER FAIR/INTERNSHIP PROGRAM

As Michigan Governor, Gretchen Whitmer and the MDHHS (Michigan Department of Health and Human Services) began to lift restrictions in April 2021, the SEU reached out to Specs Howard School of Media Arts to inquire about participation in any upcoming Career/Job Fairs and Internship Program participation. The SEU was informed by Specs Howard that the school had been teaching remotely since Michigan was locked down in March 2020 with very minimal onsite learning. As of April 5, 2021, administration at Specs Howard were just beginning to consider the possibilities of offering career fairs to their graduates beginning summer of 2021. No internship information was available at the time of the SEU's inquiry. On May 5th, SEU was notified by the school that it was closing and had been taken over by another education establishment. At that time, no additional information was provided regarding which school was taking over the Specs Howard facility in Southfield, Michigan.

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.

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities (cont.)

SPECIFIC SALES TRAINING ON TAILORED PLAN

The EU's proprietary way of selling, known as The Tailored Plan, developed by current company President, Donald Crawford, is a comprehensive, on-going program designed to educate Account Executives on the company's advertising philosophy. On a monthly basis, either a General Manager, a seasoned Account Executive and/or Writer Producer, presents training on various tenants of The Tailored Plan. This education continues to stabilize the sales force, assists in honing their professional skills, and enables staff to implement and meet monthly requirements.

FCC POLITICAL PUBLIC INSPECTION FILE COMPLIANCE CROSS TRAINING – MAY 10, 2021

General Manager, Frank Franciosi, participated in companywide cross training with other EU management in preparation for the upcoming Political Cycle. This training is critical to ensure compliance with FCC procedures and timelines in order to provide reasonable access to candidates on each of our four Detroit stations.

UPPER MANAGEMENT REVIEW OF EEO FREQUENTLY ASKED QUESTIONS

Upper Management of the EU, including the General Manager, Business Coordinator, and Operations Manager, read and reviewed the 38 EEO Frequently Asked Questions that are posted on the FCC website. Each individual signed and dated a printed version of the questions and is on file as part of the on-site Public File.