

WBCT, WBFX, WKBZ, WMAX-FM, WMRR, WMUS, WOOD, WOOD-FM, WSNX-FM, WSRW-FM, WTKG
EEO PUBLIC FILE REPORT
June 1, 2024 - May 31, 2025

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Outside Account Executive	1-6, 8-11, 14-15	11
Outside Account Executive	1-9, 11-15	13

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Aquinas College 1700 Fulton St. E. Grand Rapids, Michigan 49506 Career Services Manual Posting	N	0
2	Baker College 1020 S Washington St Owosso, Michigan 48867 Phone : 800-964-4299 Career Services Manual Posting	N	0
3	Baker College of Muskegon 1903 Marquette Muskegon, Michigan 49442 Phone : 231-777-5200 Email : careerresourcecenter@baker.edu Michael Legalley	N	0
4	Central Michigan University 1200 S. Franklin St. Mount Pleasant Mount Pleasant, Michigan Career Services Manual Posting	N	0
5	Ferris State University 1201 S State St, Big Rapids Big Rapids, Michigan 49503 Career Services Manual Posting	N	0
6	Grand Rapids Community College 143 Bostwick Ave NE Grand Rapids, Michigan 49503 Email : counseling@grcc.edu Fax : 1-616-234-3622 Career Services	N	0
7	Grand Valley State University 1 Campus Dr, Allendale Michigan, Michigan 49401 Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0
9	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	1
10	Indeed.com - Not directly contacted by SEU	N	2
11	LinkedIn – automatically posted from iHeartMediaCareers.com 1000 W Maude Ave Sunnyvale, California 94085 Phone : 650-687-3600 Url : https://www.linkedin.com/company/linkedin/Career Services Manual Posting	N	6
12	Muskegon Community College 221 S Quarterline Rd Muskegon, Michigan 49442 Phone : 231-777-0365 Email : counselingandadvising@muskegoncc.edu Ann McManus	N	0
13	Unknown (source not adequately identified upon inquiry by SEU)	N	1
14	Western Michigan University 1903 W. Michigan Ave Kalamazoo, Michigan 49008 Phone : 269-387-2745 Buffy Nespodzany Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			10

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	9/24/2024	Participation in events or programs sponsored by educational institutions	On September 24, 2024, a student from Ferris University shadowed members of our SEU. The student was exposed to a day in a broadcasting career with job duties and description and learned the responsibilities of a Programming Director, Manager of Digital Content and Outside Account Executive. She answered the phones, helped with prizes, talked on the radio, learned about remote set ups, how to update the station websites, and how to create promotions for concerts and ticket distribution. They also guided the student for a behind-the-scenes look at the studio, discussed careers in radio, and employment opportunities with iHeart Media.	3	Program Director Manager, Digital Content Outside Account Executive
2	10/1/2024	Establishment of a mentoring program	During Q3 2024 - Through Q2 2025, our SEU's Program Director from WSNX & WSRW's and Promotions Director mentored our Board Operator. The program included editing audio, voice tracking air shifts, podcasting and posting on social media in the stations voice. Additionally, he was trained in how to set up and take down live remotes. These sessions included weekly in-person meetings and instructional sessions with on-the-job training. This program was designed and intended to maximize our Board Operator's career potential needed to advance in his career. As a result, in March 2025, our Board Operator was promoted to a new position as weekend air shift on WSNX & WSRW.	1	Manager, Digital Content Program Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
3	2/11/2025	Participation in events or programs sponsored by educational institutions	On February 11, 2025, a student from Hope College who is working for her Communications and Journalism Degrees shadowed members of our WOOD Radio Newsroom. The student was exposed to a day in a broadcasting career with job duties and description and learned the responsibilities of a Manager of Digital Content, Reporter, and On-Air Talent. She was shown how to answer the phones, write copy, record news reports for the markets, create articles for the station websites and how to push them to social media, pull weather from the local TV station and how upload it for all 10 stations in the market area. She was also able to assist with the setup of a live broadcast for WBCT and learned how to do contesting at these events. Our SEU also guided the student for a behind-the-scenes look at the studio, discussed careers in radio, and employment opportunities with iHeart Media.	3	News Reporter Manager, Digital Content On-Air Talent
4	4/15/2025	Hosting of Job Fair	On April 15, 2025, iHeartMedia organized a comprehensive job fair at The Factory. The fair featured a diverse array of businesses each offering unique employment opportunities. Our SEU secured the venue, purchased signs for advertising, and posted on social media about the event. Our Manager of Digital Content, Promotions Events Support, Program Director, and Broadcast Producer also connected with job seekers and spoke to potential future employees while sharing job opportunities in broadcasting and radio and career opportunities with iHeart Media.	4	Manager, Digital Content Promotions Events Support Program Director Broadcast Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	5/27/2025	Hosting of Job Fair	On May 27, 2025, our SEU organized a dynamic job fair at The Factory, bringing together diverse employers seeking talented individuals across entertainment, service, and construction industries. Downtown Grand Rapids' vibrant entertainment scene was well-represented, with prominent night clubs, concert venues, and theater companies like The Intersection, GLC Live at 20 Monroe, and Civic Theatre seeking new team members. The SEU secured the venue, purchased signs for advertising and launched a social media campaign that reached thousands of potential job seekers.	4	Manager, Digital Content Promotions Promotions Producer