

2018- ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report is to comply with Section 73.2080(C) (6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following station, for the purposes of the EEO Rules:

Call Sign
WRSR

Community
Owosso MI

Mailing address:
4511 Miller Road
Flint MI 48507

Telephone number:
810-720-9510
Contact Person/Title:
Pamela Canter/Office Manager
Email Address:
pcanter@classicfox.com

The information contained in the Annual EEO Report covers the time period from June 1, 2017 to May 31, 2018 (the "Applicable Period). Consistent with the FCC's Rules, this Annual EEO Report contains the following information:

1. A list of all full time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in the station's public inspection file on 6/1/2018, and posted on the stations' web site, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: June 1, 2017 to May 31, 2018

Stations in Employment Unit: WRSR

Full-Time Positions Filled By Job Title and Date Filled	Recruitment Source of Hiree	Total Number of Interviews from all Sources for this Position
---	-----------------------------	---

Account Executive: 11/13/2017	WRSR Radio	
Account Executive : 11/20/2017	WRSR Radio	9
Account Executive: 4/30/2018	Employee Referral	9

Total Number of People Interviewed For All Positions: 18

Section 2: Recruitment Sources

Time Period Covered: June 1, 2017 to May 31, 2018

Stations in Employment Unit: WRSR

Recruitment Source: Name, Address, Phone Number, Contact Person	Total Number of Interviews Source Has Provided	Full-Time Positions for Which This Source was Utilized
Krol Communications c/o WRSR Office Bulletin Board	0	Account Executive
Krol Communications c/o WRSR Web Site	0	Account Executive
Krol Communications c/o WRSR On Air Announcements	10	Account Executive
Flint Journal Classified Ads 200 E First Street Flint MI 48502 810-766-6100	0	Account Executive
Mlive.com added 12/8/15	0	Account Executive
Employee Referral	5	Account Executive
Former Employee Referral	0	Account Executive
Client Referral	0	Account Executive
Call In	0	Account Executive
Walk In	0	Account Executive
University of MI-Flint / Aimi Moss Director/285 University Pavillion, 303 E Kearsley St Flint MI 48502	0	Account Executive
University of MI-Ann Arbor/Laverne Cotham Dept of Comm Studies 105 S State ST 220 Frieze Ann Arbor MI 48109	0	Account Executive
Northwood University-Pamela Christie, HR Director, 4000 Whiting Dr Midland MI 48540	0	Account Executive
Women in Communications Inc, Minority Executive Search / Sally Ann Brown PO Box 1288, Royal Oak MI 48068	0	Account Executive
U of M Inner Circle / billing@incirclejobs. com	0	Account Executive

Baker College / Eileen Hayes / 1050 W Bristol Rd Flint MI 48507	0	Account Executive
Urban League of Detroit 7 Southeastern MI/Charles Anderson/President/CEO Urban/208 Mack Ave Detroit MI 48201	0	Account Executive
Macomb Community College/Career Services/14500 Twelve Mile Rd/Warren MI 48088	0	Account Executive
Delta College/Mary Keyser/Career & Employment Services/1961 Delta Road University Center MI 48710	0	Account Executive
Lansing Community College/PO Box 40010/Lansing MI 48901	0	Account Executive
Davenport University/Shelley Lowe Executive Dir Career Svs/220 E Kalamazoo/Lansing MI 48933	0	Account Executive
MI Talent Bank Web Site Flint MI	0	Account Executive
Michigan State University/Becky Hoppenstand, Student Services Bldg 556 E Circle Dr Rm 113/East Lansing MI 48824	0	Account Executive
Wayne State University/Padmaja Rao, Career Services/1001 Faculty/Administra tion Bldg 656 Reuther Mall, Detroit MI 48202	0	Account Executive
Ferris State University, Career Services 805 Campus Dr, Ran135, Big Rapids MI 49307	0	Account Executive
Kettering University, Susan Reynolds Career Services, 1700 W Third Avenue Flint MI 48504	0	Account Executive
Andrews University, Leilani Langdon Career Services Bell hall 123, Berrien Springs MI 49104	0	Account Executive
Andrews University, Carlotta Witzel Student Success Dept, Berrien Springs MI 49104	0	Account Executive

Central MI University WMHW-FM 340 Moore Hall, Mt Pleasant MI 48859	0	Account Executive
Lawrence Technological University Kevin Finn, Career Services, Wayne Beull Management Bldg M123, 21000 West Ten Mile Rd, Southfield MI 48075	0	Account Executive
Specs Howard School of Broadcast Arts Dick Kernin, 19900 W 9 Mile Rd, Southfield MI 48075	1	Account Executive
Grand Valley State University, Anthony Thompson Career Services 290 Lake Superior Hall Allendale MI 49401	0	Account Executive
Wayne State University, Career Services	0	Account Executive
Northern MI University, Job Search Ctr 1401 Presque Isle, 1102 University Ctr Marquette MI 49855	0	Account Executive
Central MI University Broadcast & Cinematic Arts Dept, 180 Moore Hall, Mt Pleasant MI 48859	0	Account Executive
Siena Heights College, Gail Clark, Career Services 1247 E Siena Heights Dr, Adrian MI 49221	0	Account Executive
Spring Arbor College, Heidi England Career Planning & Development, 106 E Main St, Spring Arbor, MI 49283	0	Account Executive
Western MI University, Career & Student Employment Services, 1401 Ellsworth Hall, 1903 W Michigan Ave, Kalamazoo MI 49008	0	Account Executive
Mott Community College, Cindy McDaniels, Student Employment Ctr 1401 Court St, Prah College Ctr PCC2020 Flint MI 48503	0	Account Executive
Michigan Association Broadcasters, Dan Kelly, 819 N Washington Ave, Lansing MI 48906	0	Account Executive
Saginaw Valley State University, Liz 7400 Bay Road, University Ctr, Saginaw MI 48710	1	Account Executive

YMCA, Stevie Cooper, 411 E 3rd Street Flint MI 48503	0	Account Executive
MI Indian Employment Ctr, Joan Krueger 1048 Pierpoint Dr 2B Lansing MI 48911	0	Account Executive
Urban League of Flint, Lisa Hairston 5005 Cloverlawn Dr, Flint MI 48504	0	Account Executive
Flint Area Chamber of Commerce/Paul Stainbrook, 519 S Saginaw Flint MI 48503	0	Account Executive
Foss Avenue Baptist Church, Rev Avery Aldridge, 1159 E Foss Ave, Flint 48505	0	Account Executive
Mt Olive Baptist Church, Rev Ray Greer 424 Kennelwoth Flint MI 48503	0	Account Executive
New Jerusalem Baptist Church, Odis Floyd, 1035 E Carpenter Rd, Flint MI 48505	0	Account Executive
All Access /added 4/2/2015	1	Account Executive
*Genesee Career Institute / added 11/9/2017 Dr. Michael Martel 2413 W Maple Avenue Flint, MI 48507	0	Account Executive
Ziprecruiter / added 1/29/18	0	Account Executive

*Indicates sources that have requested notification of job openings.

Section 3:

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: June 1, 2017 to May 31, 2018

Stations in Employment Unit: WRSR

Description of Activity:

1). Job Shadow –

On Friday, 6/9/2017, A Student from Mott Community College was here to meet with the General Manager, Program Director and Office Manager. He also met with the Mid Day Host. The Student arrived at the station at 10am. The Office Manager showed him how orders are entered into the traffic system, how commercials are assigned cart numbers and turned into production, from production how the spots get on to the program log and into automation, reconciling the aired log with the automation system.

He spent time in the air studio with Mid Day Host who showed him how contesting is done, prize sheets are filled out, what goes into the lunch time request show. The Program Director took him into the Production studio and had him voice a commercial for Bishop Airport, how to edit the commercial, and load it into automation. The Student left the station at 4:30pm

2). Job Shadow –

On Wednesday, 8/23/17 A Student from New Lothrop High School was here to meet with the Program Director and an on air personality. The Student arrived at the station at 11am. He spent time in the air studio with Mid Day Host, who showed him how contesting is done, prize sheets are filled out, what goes into the lunch time request show. The Program Director showed him how to assemble a music log, edit and merge it with the commercial log. Mason left the station at 3:30pm.

3). Job Shadow --

On Friday, 9/15/17, A Student from New Lothrop, a home schooled student, was here to meet with the General Manager, Program Director, Office Manager and on air personalities. Personality. The Student arrived at the station at 8am. He spent time with the General Manager, learning about running a radio station and sales. The Office Manager showed him how to how orders are entered into the traffic system, how commercials are assigned cart numbers and turned into production, from production how the spots get on to the program log and into automation, reconciling the aired log with the automation system. He spent time in the air studio with The Mid Day Host who showed him how contesting is done, prize sheets are filled out, what goes into the lunch time request show. The Program Director showed him how to assemble a music log, how to put together imaging, merging the music log with the commercial log. The Student left the station at 5:00pm.

4). Internship Program –

WRSR welcomes students from area universities and colleges who are seeking experience in Broadcasting and Business environments. Students must be enrolled in a program related to the broadcasting industry, and their internship must be endorsed, supported, and constantly monitored by the sponsoring university. Students are rewarded with course credit hours upon completion of the semester-long program. During the period covered by this report WRSR will have a student from Mott Community College as our intern for the fall semester. The student will be interning for the period of 9/19/17 to 12/22/17, and is here each week for four hours. At the end of the internship with WRSR he will earn one college credit. The student will work with the General Manager, Office Manager, Program Director and with members of the Sales Department and On Air staff.

5). Career Day –

On Friday, 10/6/2017, the Program Director appeared at Career Day at Spring Vale Christian School. His window ran from 1:45 to 3:10pm. He discussed the ways that radio has changed over the years, the basics of how a signal gets from the microphone in the studio to the speakers in your car or house. He also engaged the kids with a question & answer session following his presentation.

6). Scholarship –

On Tuesday 11/28/2017 the General Manager made a Scholarship Gift in the amount of \$1,000.00 to the Foundation for Mott Community College. The Scholarship will be awarded to a deserving student in one of the following programs: Digital Technology/Media Design, Graphic Design, or Media Arts and Entertainment technology. This donation will benefit Mott programs and students committed to academic development and distinction. The Foundation assists the college in providing critical financial resources for a variety of college programs and initiatives.

7). Job Shadow –

On Thursday, 3/8/2018 a student from a local college arrived at WRSR to job shadow with the Mid Day Host and the Program Director. The Program Director showed him how our music scheduling system works and how it integrates with the on-air automation system. He was also shown the difference between imaging and production. They worked on a little of both. He also spent some time in the studio with the Mid Day Host and Program Director.

8). Station Tour –

On Friday 3/23/2018 students from GISD/Transitional arrived for a tour of WRSR. There were 22 students and 4 adults. The Office Manager and Morning Show Host explained how the Sales Dept sold air time to clients. They were taken into the air studio and the Mid Day Host explained to them how the automation system works, some of the things that we broadcast on air, news, weather, traffic report, school closings, commercial's for clients businesses. They were then shown the production studio, where they recorded a greeting. They were at the station 45 minutes.

9). Station Self Assessment:

On 3/27/18, Rod Krol, President, Bill Bailey, General Manager, Jeremy Fenech, Program Director and Pam Canter, Office Manager, met to discuss the stations effectiveness in making sure that the Wide Dissemination being conducted is bringing in a diverse pool of applicants. We had a general discussion in evaluating our current recruitment sources. We have recently added Ziprecruiter as a recruitment source for Account Executive positions. On 11/9/2017, Genesee Career Institute has notified WRSR that they want to be notified of job openings. This is the first organization that has requested to the station to be notified of job openings. As part of recruitment initiatives, we also discussed our scholarship program and how we can become more involved. Another one of our initiatives involves station tours and discussing what school subjects, education and training are useful in performing the various radio jobs. Finally, we discussed the importance of providing internal documentation for each initiative. In addition we assessed the following:

- Whether we regularly convey our EEO program to employees and applicants. The station has EEO notices posted on our bulletin board, on job applications, in on air announcements and located on the station web site. In Compliance.
- Our seniority practices, to ensure that they are not discriminatory. In Compliance.
- Our salary and benefits programs, to ensure they provide equal pay for equal work and are not in any discriminatory manner. In Compliance.
- Promotions, to ensure they are not based on any discriminatory practices. In Compliance.
- Whether we have avoided any indication in our recruiting advertisements that there is any preference for persons of a particular race, national origin or gender. In Compliance.
- Union agreements, if they exist, to make sure that they provide for equal opportunities for all. Not Applicable.
- Selection techniques, to avoid tests or other hiring evaluation techniques that could be discriminatory in effect. In Compliance.

10). Job Shadow—

On Tuesday, April 10, 2018 A student from a local high school arrived at WRSR to job shadow with the Mid Day Host and the Program Director. The Program Director showed him how our music scheduling system works and how it integrates with the on-air automation system. He was also shown the difference between imaging and production. They worked on a little of both. He also spent some time in the studio with the Mid Day Host and Program Director. The student would like to go into sports broadcasting as a career.

11). Job Shadow --

On Thursday May 3, 2018 A student from a local high school arrived at WRSR to job shadow with the Mid Day Host, Program Director and Office Manager. The Program Director showed him how our music scheduling system works and how it integrates with the on-air automation system. He was shown the difference between imaging and production. He spent some time in the studio with the Mid Day Host and the Office Manager.