

2019– 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, 2018 to May 31, 2019 (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 6/1/2019, 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, 2018 to May 31, 2019

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: 7/16/2018 Account Executive: 7/23/2018	Employee Referral WRSR Radio	7
Account Executive: 10/15/2018 Account Executive: 11/5/2018	Employee Referral Client Referral	8
Account Executive: 2/4/2019	Client Referral	15
Account Executive: 5/28/2019	Indeed.com	9

Total Number of People Interviewed For All Positions: 39

Section 2: Recruitment Sources

Time Period Covered: June 1, 2018 to May 31, 2019

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	8	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	9	Account Executive
Former Employee Referral	0	Account Executive
Client Referral	3	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	1	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	9	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	0	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, Prahll College Ctr PCC2020 Flint MI 48503	0	Account Executive
Michigan Association Broadcasters, Dan Kelly, 819 N Washington Ave, Lansing MI 48906	1	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	0	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	3	Account Executive
Indeed.com / added 4/15/2019	4	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, 2018 to May 31, 2019

Stations in Employment Unit: WRSR

Description of Activity:

1). Job Shadow –

On Wednesday, 8/1/2018, A Student from MI State University was here to meet with the morning show. She joined them on air to discuss a few issues and talk about her plans after graduation. She sat in on commercial production and editing start to finish. She sat in on the recording of 2 segments that run throughout the day and learned about recording these spots and editing. She was educated on song playing and other aspects of the morning show production.

2). 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 9/5/18 to 12/14/18, and is here each week for eight hours. At the end of the internship with WRSR she will earn four college credits. The student will work with the General Manager, Office Manager, Program Director and with members of the Sales Department and On Air staff.

3). Career Day

On Friday, November 30, 2018, WRSR's Program Director attended and presented at Career Day at Spring Vale Academy in Owosso, Michigan. The instructional period started at 9am and we ran out of time at 9:55. Many students made it a point to return this year after last year's presentation. In addition to giving the students an overview of the radio industry and the difference between corporate and locally operated radio and the basics of how it worked, he also played the students a video that showed the three steps to getting a contest phone call on the air. The students were engaged as they watched the video showing recording, editing and playing back a phone call in real time.

4). Job Shadow

On Wednesday, December 5, 2018 a student from Mott Community College came in to interview the Program Director about the radio industry. He was able to answer his questions about radio, and allow him to observe the execution of an afternoon drive contest. He also did his best to advise and guide the student on a purpose-driven education path that allows for radio broadcasting, but also ensures a safety net with other fields that would enhance his value in radio. While here, the student also expressed an interest in obtaining an internship and was advised to let his Mott Community College advisor know of his interest.

5). Scholarship –

On December 21, 2018 WRSR's 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.

6). Career Day –

The Co-Host of the Morning Show was a guest speaker at the Grand Blanc High School Alumni Day on December 21, 2018. She spoke to the American Lit classes on life after high school, current job, things she would have done differently, and other questions on life since graduating. She then spoke to a Life Management class about having a Plan and how plans can change and how to adapt. She also spoke to the classes about her current career in radio.

7). Career Day –

On Wednesday, December 19, 2018 WRSR's Program Director attended a Career Fair at Chesaning High School from 9am to 1pm. He talked to the students in several groups: Freshman, sophomores, Special Education, Junior and Seniors. He remote logged in and showed students how the automation software works, and demonstrated how Selector works. He also answered questions about educational paths to the radio industry.

8). Station Tour –

The Students from Davison High School's media class also known as DTV news live visited the station on Wednesday, February 27, 2019. Students first toured the station. They heard a brief rundown of radio and TV revenue and the business side of broadcasting. Several DJ's spoke to the students about their own personal media journey. The kids then all got to record live promos that ran on air, as well as, interviewed on air live by the mid-day host.

9). Station Self Assessment

Station Self Assessment:

On 3/19/19, 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 evaluating current recruitment sources. Bill Bailey has reached out to MI Works/Fenton to broaden our recruitment needs. As part of recruitment initiatives, we discussed our scholarship program, how we can become more involved. The General Manager, Bill Bailey is now involved with the process of interviewing and selection of the scholarship recipient. 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 Monday, April 8th, 2019, a student from Hill McCloy High School, was here to Job Shadow. She first learned the inner workings of the main studio with the Mid-Day host.

Songs playing, commercial breaks, live reads, phone call editing & so on. We also had her on the Air to discuss what she planned on doing in the future. She indicated that she was going into the communications/personal relations field with CMU. She then spent time with the Program Director, learning how music is scheduled and implemented. Finally, she was shown how commercials and other information were scheduled and put into our Scott Automation System with the Office/Traffic Manager.

11). Career Day

On Monday, 4/15/2019, the Program Director conducted two career day sessions at Bryant Elementary School in Owosso, Michigan. The Program Director gave an age-appropriate explanation on how radio works, and how it works specifically at WRSR in Flint. The students then watched a video in which he took caller 9 for The Fox \$500 Minute, last year's cash

contest. The students watched him take the phone call, then edit the call, and finally put it on the air. He then did his "Theater of the Mind" exercise, which the kids really enjoyed.

12). Job Shadow.

On Wednesday, May 8th, 2019, a student from Swartz Creek High School, was here to Job Shadow. He spent some time with a member of our Sales Team learning how the sales department develops and presents advertising campaigns for clients. He then spent time in the air studio with the Mid-Day Host learning the inner workings for on air, songs playing, commercial breaks, live reads, phone call editing & so on. He also had him on the Air to discuss future career plans. He then spent time with the Program Director, learning how music is scheduled and implemented. Finally, he was shown how commercials and other information were scheduled and put into our Scott Automation System with the Office/Traffic Manager.