

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WCEN, WGER, WSGW-AM & FM and WTLZ's public inspection file pursuant to Section 73.2080 (c) (6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2011, the station filled the following full-time vacancies:

1. Account Executives (2)
2. On Air Personality – WCEN
3. Interactive Specialist
4. General Sales Manager

The Station interviewed a number of people for all full-time vacancies during the period covered in this report.

Job Title of Vacancy: Interactive Specialist **Recruitment Source** Employee referral

Date Vacancy Opened: 8/1/2010 **Total Number of Persons Interviewed** 6

Date Vacancy Filled: 3/28/2011

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees referred by the Source for the Vacancy
NM360 Website	www.nextmedia360.com	Brian Foster	630.904.1456	5
Employee referral				1

Attachment B contains a list of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

NextMedia Outreach Activity Statement

Stations WCEN, WGER, WSGW-AM, WSGW-FM and WTLZ have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
Participate in at least four events, including conventions, career days, workshops, and similar activities.	Mid Michigan Business Expo	5/2011- Station promoted event - Managers were available throughout the day to speak with individuals interested in careers in broadcasting
Participate in at least four events, including conventions, career days, workshops, and similar activities.	Bay City Times Womens Expo	3/2011- Station promoted event - Managers were available throughout the day to speak with individuals interested in careers in broadcasting
Participate in at least four events, including conventions, career days, workshops, and similar activities.	Saginaw County Chamber Leadership Media Day	6/2010, Dave Maurer, Operations Manager, participated in a panel discussion about media before the Leadership Saginaw Class (30 young people identified as future community leaders) held at The Saginaw Chamber Offices.
Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions	Saginaw Valley State University Job Fair	4/15/2011- Dave Maurer, Operations Manager was available during the SVSU Job Fair to speak with individuals interested in careers in broadcasting
Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions	Great Lakes Bay Opportunity EXPO Employment Fair	4/1/2011 - Dave Maurer , Operations Manager and Lynette MacKenzie, Regional Sales Manager were available during the Expo hours of 12:00 - 3:00pm to speak with individuals interested in careers in broadcasting
Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions	Great Lakes Bay Region Job Fair	8/2010 - Managers were available throughout the day to speak with individuals interested in careers in broadcasting
Intern Program	Internship	Elise Williams - Delta College May - August 2010
Intern Program	Job Shadow-Shannone Dunlap VP/GM	Tuesday, March 1st I hosted an 8 hour job shadow student Logan Banks from Swan Valley High School. He then went to Specs Howard School of Broadcast to check out broadcast media continued education.
Intern Program	Job Shadow-Shannone Dunlap VP/GM	Monday, March 28 th I had Kevin, a junior at Northwood University, come in to explore career opportunities in radio as he has just changed his major to marketing this last semester.
Intern Program		Ran recruitment spots on all five radio stations encouraging applicants apply for internships with our stations 4/11 - 5/29/11