

## EEO PUBLIC FILE REPORT

For the reporting period of 6 / 01 / 10 through 5 / 31 / 11

Amended 9/1/2011

**This report covers the following station employment unit (SEU):**

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
Caron Broadcasting, Inc.	<b>WHKW(AM)</b>	Cleveland, OH	14772	n/a
Salem Media Group, LLC	<b>WFHM-FM</b>	Cleveland, OH	54778	n/a
Common Ground Broadcasting, Inc.	<b>WHK(AM)</b>	Cleveland, OH	72299	n/a

### I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	ACCOUNT EXECUTIVE	WFHM Website	6/14/10	1-87, 89-90, 93
2	RECEPTIONIST	Employee Referral	8/23/10	89-90
3	ACCOUNT EXECUTIVE	Walk In	4/11/11	1-87, 92

### II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 22 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	Akron Community Service Center		250 East Market St. Akron, OH 44308	0
2	Akron Urban League		Yolanda Clay 440 Vernon Odom Blvd Akron, OH 44307	0
3	Antioch Baptist Church		8869 Cedar Ave Cleveland, OH 44106	0
4	Arlington Church of God		539 S. Arlington Akron, OH 44306	0
5	Ashland University		Katie Gillig 401 College Ave Ashland, OH 44805	0
6	Baldwin Wallace College		Greg Pelka 275 Eastland Berea, OH 44017	0

7	Black Women's Political Action Forum		12718 Iriquis East Cleveland, OH 44108	0
8	Bowling Green State University		Career Placement Bowling Green, OH 43403	0
9	CAAO		Midtown Innovative Center 4415 Euclid Ave Cleveland, OH 44103	0
10	Calvary Hill Baptist Church		2171 East 103 <sup>rd</sup> St Cleveland, OH 44106	0
11	Case Western Reserve University		10900 Euclid Ave Cleveland, OH 44105	0
12	Central State University		Career Service Center Wilberforce, OH 45384	0
13	Church of God Cleveland		Roselyn Daniels 11100 Union Ave Cleveland, OH 44105	0
14	Church of the Open Door		43275 Telegraph Rd Elyria, OH 44035	0
15	Church on the Northcoast		4125 Leavitt Rd Lorain, OH 44052	0
16	Church on the Rise		3550 Crocker Rd Cleveland, OH 44145	0
17	City of Cleveland Office Equal Opportunity		601 Lakeside Ave 3 <sup>rd</sup> Floor #335 Cleveland, OH 44114	0
18	Cleveland Call & Post		11800 Shaker Blvd Cleveland, OH 44120	0
19	Cleveland Job Placement		10600 Carnegie Ave Cleveland, OH 44106	0
20	Cleveland State University Placement		Dori Nelson 2344 Euclid Ave Cleveland, OH 44115	0
21	Cleveland State University		<a href="mailto:Careers@csuohio.edu">Careers@csuohio.edu</a>	0
22	College of Wooster		Office of Public Information Wooster, OH 44691	0
23	Cornerstone Church		1463 Canton Rd Akron, OH 44312	0
24	Cuyahoga Community College		Key Career Place 4250 Richmond Rd Bldg East Liberal Arts Rm100 Highland Hts., OH 44122	0
25	Cuyahoga Community College		Eileen Batts, 2900 Community College, Cleveland, OH 44115	0
26	Cuyahoga Work & Training		Justine Giannelti 1641 Payne Ave Cleveland, OH 44114	0
27	Devry University		6000 Lombardo Independence, OH 44131	0
28	East Mount Zion Baptist Church		9990 Euclid Ave Cleveland, OH 44106	0
29	East Side News		11400 Woodland Ave Cleveland, OH 44104	0
30	Emmanuel Baptist Church		7901 Quincy Ave	0
31	Employment Connection		11699 Brookpark Rd Parma, OH 44130	0

32	Employment Connection		Amanda Collins City of Cleveland Div.Workforce 1020 Bolivar Rd Cleveland, OH 44115	0
33	Gethsemane Baptist Church		1885 East 79 <sup>th</sup> St Cleveland, OH 44103	0
34	Grace Chapel		4676 W. 130 <sup>th</sup> St Cleveland, OH 44135	0
35	Greater Cleve Panhellenic Community		1387 East Blvd Cleveland, OH 44108	0
36	Hiram College		PO Box 67 Hiram, OH 44234	0
37	House of the Lord		Jimmy Taylor 1650 Diagonal Rd Akron, OH 44320	0
38	Indiana Wesleyan University		4100 Rockside Rd Independence, OH 44131	0
39	John Carroll University Career Center		20700 North Park Blvd University Hts., OH 44118	0
40	Kent State University		PO Box 5190 Kent, OH 44242	0
41	Lake Erie College		Student Development 391 West Washington Painesville, OH 44077	0
42	Lakeland Community College		7700 Clocktower Dr Kirtland, OH 44094	0
43	Liberty Hill Baptist College		8206 Euclid Ave Cleveland, OH 44103	0
44	Lorain County Community College		1005 Abbe Rd N Elyria, OH 44089	0
45	Malone University		Career Development Center Phyllis Johnson, Admin. Asst. 2600 Cleveland Ave. NW Canton, OH 44709	0
46	Marietta College		215 5 <sup>th</sup> Street Marietta, OH 45750	0
47	Mark Petrovic		10987 State Rd. N. Royalton, OH 44133	0
48	Miami University		Cathy Metcalfe 241 Hoyt Hall Oxford, OH 45056	0
49	Michigan State University		Human Resources 423 S. Kedzie Hall E. Lansing, MI 48824-1032	0
50	Minority Development Center		601 Lakeside Ave Cleveland, OH 44115	0
51	Myers University		Career Resource Center Deborah Dalton 3921 Chester Ave Cleveland, OH 44114	0
52	Mount Union College		Sharon Rich 1972 Clark Ave Alliance, OH 44601	0
53	Mount Vernon Nazarene College		Career Counseling Center Mt. Vernon, OH 43050	0

54	NAACP		2131 Stokes Blvd Cleveland, OH 44106	0
55	Nat'l Institute of Technology		Career Services Cuyahoga Falls, OH 44221	0
56	NOMBC		737 Bolivar Rd # 4500 Cleveland, OH 44115	0
57	Northern Ohio Minority Supplier Development Council		Vicky Genzak 3323 Library Ave Cleveland, OH 44109	0
58	Notre Dame College		Katherine Kresci 4554 College St S. Euclid, OH 44121	0
59	Oberlin College		155 North Professor St Oberlin, OH 44074	0
60	Office of Equal Opportunity		601 Lakeside Ave Room 335 Cleveland, OH 44114	0
61	Ohio Association of Broadcasters		88 East Broad St. Suite 1180 Columbus, OH 43215	0
62	Ohio Bureau of Employment Services		145 S. Front St PO Box 1618 Columbus, OH 43216	0
63	Ohio Center for Broadcasting		Gary James 9000 Sweet Valley Dr Valley View, OH 44125	0
64	Ohio Center for Broadcasters		Shaan Fowler, Director 2020 E. Maple Street N. Canton, OH 44720	0
65	OhioMeansJobs.com		18-3 Cuyahoga Employ.Conn 11699 Brookpark Rd Cleveland, OH 44130	0
66	Ohio State University		Career Planning Enarson Hall 154 West 12 <sup>th</sup> Ave Columbus, OH 43210	0
67	Ohio State University		Arts & Sciences Career Svcs. April Caldovsky 48 Townsend Hall Columbus, OH 43210	0
68	Ohio University		185 Lindley Hall Athens, OH 45701	0
69	Parkside Church		7100 Pettibone Rd Chagrin Falls, OH 44023	0
70	The Plain Dealer		1801 Superior Ave Cleveland, OH 44115	0
71	Providence Baptist Church		Anna Bell 12712 Kinsman Dr Cleveland, OH 44120	0
72	Second Calvary Missionary Baptist Church		Janietta Robinson 12017 Emery Ave. SW Cleveland, OH 44135 (216) 252-1050	0
73	2nd New Hope Baptist Church		2917 East 116 <sup>th</sup> St Cleveland, OH 44120	0
74	Spanish American Committee		4145 Lorain Ave Cleveland, OH 4413	0

75	Specs Howard School of Broadcast Arts		Kevin Scollin, Placement Adv. 19900 W. Nine Mile Rd Southfield, MI 48075	0
76	Stark State College		6200 Frank Ave NW Canton, OH 44720	0
77	Temple Baptist Church		7500 Cedar Ave Cleveland, OH 44103	0
78	The Reporter		PO Box 2042 Akron, OH 44309	0
79	United Black Fund of Greater Cleveland		1621 Euclid Ave Cleveland, OH 44115	0
80	University of Phoenix		Cleveland Campus 5005 Rockside Rd Suite 130 Independence, OH 44131	0
81	Urban League		2930 Prospect Ave E Cleveland, OH 44115	0
82	Ursuline College		Office of Counseling & Career 2250 Lander Rd Pepper Pike, OH 44124	0
83	Victorious Church of Christ		4084 Lee Rd Cleveland, OH 44128	0
84	Walsh University		Shaan Fowler, Director 2020 E. Maple Street N. Canton, OH 44720 (330) 490-7320	0
85	Willoughby Hills Friends Church		2828 SOM Center Rd Willoughby, OH 44094	0
86	Women in Communications		11030 East Blvd Cleveland, OH 44106	0
<b>OTHER SOURCES OF INTERVIEWEES</b>				
<b>No.</b>	<b>Description of Other Sources</b>			<b>Number of Interviewees</b>
87	Walk-Ins			3
88	Radio Ads (WHKW (AM) WHK (AM) WFHM-FM			0
89	Employee Referrals			6
90	Salem Communications' Website			8
91	Christianjobs.com			0
92	Other: Job Fairs			4
93	WFHM (FM) Station Website			1
<b>Total Number of Interviewees</b>				<b>22</b>

### III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

#### A. Internship Program

The objective of this program is to provide students the opportunity to work with a major market media group. Through this experience the student is able to learn more about careers in the broadcasting industry. The General Manager and Promotions Manager work with the students in establishing their schedule and internship work responsibilities.

- One student from Kent State Interned from Oct. 19, 2010 to Dec. 31, 2010.
- One student from Baldwin Wallace College Interned from Oct. 19, 2010 to May 20, 2011.
- One student from Kent State Interned from Jan. 1, 2011 to April 30, 2011.
- One student from each, Cleveland State University, Miami University, OH, Kent State University, and Indiana Wesleyan University interned commencing May 2011.

**B. Management Training**

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and Powerpoint presentations, which includes review of EEO policies and compliance. The SEU's Office Manager participates in these training sessions each month and then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment.
2. The SEU General Manager, General Sales Manager and Program Manager participated in the Ohio Association of Broadcasters' (OAB) Human Resources Webinar on Tuesday, September 28, 2010. The OAB's Ohio counsel discussed current EEO issues and what stations should do and should not do with regard to the hiring, pay, promotion and discharge of employees.

**C. Job Fairs**

1. The SEU's Operation's Assistant participated in the Ohio Center For Broadcasting 2010 Job Fair on October 27, 2010. At this event, he answered student's questions and informed the attendees of job opportunities available at the SEU. He also accepted resumes.
2. The SEU's Promotion's Assistant participated in the Baldwin Wallace College & Strosacker College Union's Career & Intern Expo on November 4, 2010. At this event, he answered student's questions and informed the attendees of job opportunities available at the SEU, made available Salem Radio information brochures and Internship requirements flyers. He also accepted resumes.
3. The SEU's Operation Assistant participated in the Walsh University Career Expo on November 4, 2010. He answered student's questions and informed the attendees of job opportunities available at the SEU. He also accepted resumes.
4. The SEU's Program Manager participated in the John Carroll University Career Fair on February 3, 2011. He answered student's questions and informed the attendees of job opportunities available at the SEU. He also accepted resumes.

5. The SEU's General Sales Manager and Programming Manager Participated in the Cleveland Career Fair at Doubletree Hotel Cleveland South on February 10, 2011. They informed students of job opportunities in Sales, On-air, internships in promotions at SEU. They also accepted resumes.

**D. Mentoring Program**

1. During this reporting period the SEU's Chief Engineer mentored the SEU's office technician by providing professional guidance skills, and on-the-job instructions and observations on the duties and responsibilities required to qualify for a higher level Engineer position at the SEU.

**E. Job Training for Higher Level Position**

1. During this reporting period the SEU's Engineer trained the SEU's board technician by providing professional guidance skills, and on-the-job instructions and hands on experience with engineering related projects, including knowledge and skills needed to qualify for an engineering position.