

EEO PUBLIC FILE REPORT

For the reporting period of 06/01/10 through 05/31/11
(Amended 08/15/2011)

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
Pennsylvania Media Associates	WDTK (AM)	Detroit, MI	68641	N/A
Caron Broadcasting, Inc.	WLQV (AM)	Detroit, MI	42081	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	Employee Referral	11/12/2010	1,2,4,5,6,7,11

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 6 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	Christian Jobs		Email: marlaw@salem.cc	0
2	Salem Communications		Email: marlaw@salem.cc	1
3	Specs Howard School of Media Arts	*	19900 West Nine Mile Rd. Southfield, MI 48075 (248) 358-9000 Contact: Katie Peters	0
4	Indeed		177 Broad Street, 6th Floor Stamford, CT 06901	2
5	Career Builder			1

OTHER SOURCES OF INTERVIEWEES

No.	Description of Other Sources	Number of Interviewees
6	Radio Ads WDTK	1
7	Radio Ads WLQV	0
8	Internal Resources WDTK website – www.wdtkam.com	0
9	Internal Resources WLQV website – www.faithtalk1500.com	0
10	Michigan Association of Broadcasters (MAB) Job Fair	0
11	Employee Referral	1
Total Number of Interviewees		6

III. OUTREACH INITIATIVES

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

A. Management /EEO Training Programs:

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and power point presentations, which includes review of EEO policies and compliance. The SEU's H.R. representative 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.

B. Co-sponsored Job Fair:

1. The SEU co-sponsored the Michigan Association of Broadcasters Broadcast Job Fair on October 14, 2010. SEU promoted the event via the SEU's website and airing spots on the SEU's two stations the day prior and the day of the event. The SEU's General Manager participated in the Michigan Association of Broadcasters Broadcast Job Fair on October 14, 2010. At this event, he informed the attendees of job opportunities available at the SEU. He also accepted resumes and conducted on-site interviews.

C. 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 Operations Manager work with the students in establishing their schedule and internship work responsibilities. One student from Specs Howard School of Broadcast and Media Arts began their internship on May 19, 2011.