

EEO PUBLIC FILE REPORT

For the reporting period of 6 / 01 / 09 through 5 / 31 / 10

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.	WHKW (AM)	Cleveland, OH	14772	n/a
Salem Media Group, LLC	WFHM-FM	Cleveland, OH	54778	n/a
Salem Media Group, LLC	WHKZ (AM)	Warren, OH	57235	n/a
Common Ground Broadcasting, Inc.	WHK (AM)	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 Radio Ads	09/28/09	1-18
2	ACCOUNT EXECUTIVE	WFHM Radio Ads	11/30/09	1-18
3	ACCOUNT EXECUTIVE	Referral	04/12/10	1-16, 18
4	RECEPTIONIST	Referral	05/05/10	18

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 21 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	Careerhelp@jcu.edu		Marie Jagodnik	0
2	OhioMeansJobs.com		18-3 Cuyahoga Employment Connection 11699 Brookpark Road Cleveland, OH 44130	3
3	Malone University		Phyllis Johnson, Administrative Assistant Career Development Center 2600 Cleveland Ave. NW Canton, OH 44709	0
4	Employment Connection		Amanda Collins Employment Connection City of Cleveland Division of	0

			Workforce Development 1020 Bolivar Road Cleveland, OH 44115 (216) 664-3073	
5	Walsh University		Shaan Fowler, Director 2020 E. Maple Street N. Canton, OH 44720 (330) 490-7320	0
6	Ohio Center For Broadcasters		Gary James, Nat'l Dir.of Placement 9000 Sweet Valley Drive Valley View, OH 44125 (216) 447-9117	0
7	John Carroll U Career Center		www.jcu.edu/careercenter.com	0
8	Ohio State University		Arts & Sciences Career Svcs April Calkovsky 48 Townshend Hall 1885 Neil Ave. Columbus, OH 44321 (614) 292-6529	0
9	Second Calvary MBC		Janietta Robinson 12017 Emery Ave. SW Cleveland, OH 44135 (216) 252-1050	0
10	Specs Howard School of Broadcast Arts		Katie Peters, Placement Advisor 19900 W. Nine Mile Southfield, MI 48075	0
11	N. Ohio Minority Supplier Development Council		Vicky Genzak 3323 Library Ave. Cleveland, OH 44109	0
12	Cleveland State University		Careers@csuohio.edu Att: John Scanlan, Asst.Dir.	0
13	Salem Communications Website		4880 Santa Rosa Road Camarillo, CA 93012 Marla.watanabe@salem.cc	3
14	ChristianJobs.com		Christian Jobs Online Marla.watanabe@salem.cc	0
OTHER SOURCES OF INTERVIEWEES				
No.	Description of Other Sources			Number of Interviewees
15	Walk-Ins			1
16	Unsolicited Resumes			3
17	Radio Ads: WHKW(AM); WHK(AM); WFHM-FM			7
18	Referrals			3
Total Number of Interviewees				20

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 Kirtland High School on June 2 & 3rd, 2009.
- One student from Ohio School Broadcasting (OCB) from November 23, 2009 thru May 31, 2010.
- Two students from OCB from November 13, 2009 thru May 31, 2010.
- Two students from Baldwin Wallace College from December 16, 2009 thru May 6, 2010.
- One student from University of Akron from December 16, 2009 thru May 6, 2010.

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 participates in an on-line program entitled "Employment Law Training" (E.L.T.), which is an ongoing program for all entry level managers and above to train them in methods of ensuring equal opportunity and preventing discrimination. Training modules include "Lawful Hiring", "Equal Employment", "Workplace Harassment" and "Lawful Terminations". During this reporting period, two SEU employees participated in the ELT program.

C. Job Fairs

- 1. The SEU's Operation's Manager, Promotion's Manager and General Sales Manager participated in the John Carroll University Employer Open House on July 29, 2009. At this event, the SEU answered students questions and informed the attendees of job opportunities available at the SEU. Resumes were also accepted.**
- 2. The SEU's Operations Assistant participated in the Baldwin Wallage Career and Internship Expo at Strosacker College Union on November 5, 2009. Students were informed of job opportunities in Sales, On-air, internships in the Promotions Department at the SEU. Resumes were accepted and Salem Radio information brochures and Internship requirement flyers were made available.**
- 3. The SEU's General Sales Manager and Promotion's Assistant Participated in the National Career Fairs of Cleveland at the Doubletree Hotel Cleveland South on February 10, 2010. The SEU discussed information regarding Salem's job opportunities with the attendees and resumes were accepted.**
- 4. The SEU's Operations Assistant participated in the Cleveland Career Fair held at the Doubletree Hotel Cleveland South on May 14, 2010. Attendees were informed of job opportunities at the SEU and resumes were accepted.**

D. Mentoring Program

- 1. The SEU establish a mentoring program designed to enable station personnel to acquire skills that could qualify them for higher level positions. The employment unit provides coaching to employees new to the broadcasting industry and instructs and mentors junior level employees to work towards positions with higher complexity of responsibilities. 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. Other Activities

- 1. The SEU's Sales Executive/Digital Board Operator was the guest speaker on August 20, 2009 at The Ohio Center for Broadcasting Career School & College of Technology. He shared his expertise in the world of broadcast sales and other related broadcast topics.**
- 2. In March, 2010 high school students from Open Door Christian School were taught broadcasting techniques by the SEU's Promotions Manager/On-Air Personality during his live broadcast. He demonstrated the broadcast equipment and shared information on what makes a great commercial. The students then made a commercial together and it aired on our music station.**
- 3. The SEU's Chief Engineer was guest speaker at Canton Whipple Elementary School and taught 3 separate Science classes about "Sound and How it gets to your Radio". The Engineer showed students different examples of transmitters, antennas and air studios and how sound travels from each of them.**
- 4. On May 4, 2010, the SEU's Promotions Assistant/On-Air Personality was a guest speaker at the annual career day at Lake Catholic in Mentor, Ohio. Broadcasting techniques, computer generated audio, commercials, production examples and good work ethics were a few topics discussed with the students.**