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December 12, 2023

Ms. Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission  
45 L Street, NE  
Washington, D.C. 20554

Re: **Response to Broadcast EEO Audit Letter**  
Cumulus Licensing LLC  
Station KARX(FM), Canyon, Texas  
Facility ID 72038

Dear Ms. Goldin:

Cumulus Licensing LLC (“Cumulus”), licensee of radio station KARX(FM), Canyon, Texas, hereby submits its Response to your letter of October 30, 2023 (“EEO Audit Letter”) concerning the Station’s compliance with the Commission’s Equal Employment Opportunity Rule, 47 C.F.R. § 73.2080. Station KARX(FM) is part of a station employment unit based in Amarillo, Texas, that includes stations KPUR(AM), Amarillo, Texas (Facility ID 72037), KPUR-FM, Claude, Texas (Facility ID 33448), KQIZ-FM, Amarillo, Texas (Facility ID 41567), and KZRK-FM, Canyon, Texas (Facility ID 27009). For this reason, Cumulus’s Response to the EEO Audit Letter involves the entire Amarillo SEU.

To comply with the procedures presented in Item 5(a) of the aforementioned EEO Audit Letter, Cumulus is uploading its Response into the online public inspection file of each station in this SEU.

If there are any questions about this submission, please contact undersigned counsel to Cumulus Licensing LLC.

Sincerely,

A handwritten signature in black ink that reads "Mark N. Lipp".

Mark Lipp

Enclosures

## DECLARATION OF RICHARD S. DENNING

I, Richard S. Denning, hereby declare as follows:

I am Executive Vice President and General Counsel of Cumulus Licensing LLC, licensee of radio station KARX(FM), Canyon, Texas (Facility ID 72038), which is part of a station employment unit based in Amarillo, Texas, that includes stations KPUR(AM), Amarillo, Texas (Facility ID 72037), KPUR-FM, Claude, Texas (Facility ID 33448), KQIZ-FM, Amarillo, Texas (Facility ID 41567), and KZRK-FM, Canyon, Texas (Facility ID 27009) (collectively, the "SEU"). The stations in this SEU are commonly owned through indirect subsidiaries ultimately owned and controlled by Cumulus Media Inc. (collectively, "Cumulus"). This Declaration and the attachments provided hereto are being submitted in response to a letter dated October 30, 2023 (the "Audit Letter") from Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission ("FCC"), concerning a random audit of the SEU's compliance with the FCC's equal employment opportunity ("EEO") rule, 47 C.F.R. § 73.2080.

In response to Question 2(b) of the Audit Letter, the SEU employs five (5) or more full-time employees as the term is defined in Section 73.2080(e)(1) of the FCC's rules.

In response to Question 2(b)(i) of the Audit Letter, copies of the SEU's two most recent EEO public file reports, as described in 47 C.F.R. § 73.2080(c)(6), are included as Attachment A.

In response to Question 2(b)(ii) of the Audit Letter, the website of each station in the SEU is as follows: KARX(FM), [www.107nashicon.com](http://www.107nashicon.com); KPUR-FM, [www.957kpur.com](http://www.957kpur.com); KQIZ-FM, [www.931thebeat.com](http://www.931thebeat.com); and KZRK-FM, [www.amarillosrockstation.com](http://www.amarillosrockstation.com). A copy of the current EEO public file report is on or linked to each of the above websites. Station KPUR(AM) does not have a website.

In response to 2(b)(iii) of the Audit Letter, documentation concerning the recruitment sources used to fill each full-time position during the period covered by the above EEO public file reports is included in Attachment B, and, pursuant to the Audit Letter, this response provides one such notice for each position filled. The SEU's standard practice is to retain copies of job vacancy announcements that are sent to all recruitment sources, as required by Section 73.2080(c)(5)(iii). Further, no recruitment sources have notified the SEU that they want to be informed about the SEU's job openings, as described in §73.2080(c)(1)(ii), which is reflected in Section II of each EEO public file report.

In response to 2(b)(iv) of the Audit Letter, the Vacancy Data Forms included in Attachment B contain data regarding (a) the total number of interviewees for each full-time vacancy, and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the EEO public file reports.

In response to 2(b)(v) of the Audit Letter, documentation of the SEU's performance of the recruitment initiatives as described in §73.2080(c)(2) during the relevant time period is

included in Attachment C. SEU personnel involved in the recruitment initiatives are identified in Attachment C as well. Although these stations are located in a market with a population of more than 250,000, this SEU only employs eight (8) full-time employees. As a result, the SEU is required to perform at least two (2) recruitment initiatives during a two-year period.

In response to 2(b)(vi) of the Audit Letter, Cumulus affirms that it is not aware of any pending or resolved discrimination complaints filed against this SEU during the time period covered by this response.

In response to 2(b)(vii) of the Audit Letter, Cumulus has established and implemented a company wide EEO compliance plan. At the corporate level, Cumulus recognizes the importance of EEO compliance and has communicated the importance of complying with the FCC's broad outreach and recordkeeping requirements to employees at all levels within the company, including its national, regional, and local personnel. Cumulus previously engaged its outside communications counsel to conduct comprehensive FCC EEO training sessions, which were mandatory for all market and business managers. Those training sessions were followed by the distribution of written compliance materials to key personnel in each station employment unit who have recruitment and hiring responsibility. These materials continue to be an excellent resource. The SEU's compliance efforts also include identifying Cumulus' efforts to afford equal employment opportunities to employees through statements disseminated in job applications and vacancy announcements posted in conspicuous areas within the workplace.

Cumulus relies on outside communications counsel to address questions and concerns related to FCC EEO compliance as they arise and to review annual EEO public file reports for many of its station employment units. As General Counsel to Cumulus, I conduct comprehensive FCC EEO training sessions and confer with outside counsel to ensure that these presentations, which are mandatory for all Market Managers, Regional Vice Presidents, and HR Business Partners, are up to date.

Since the focus of this Response covers reporting periods from April 1, 2021, through March 31, 2023, this description explains practices at the local level which changed during the second reporting period. The SEU's Market Manager ("MM") and Business Manager ("BM") had primary responsibility for implementing and overseeing the EEO program and were knowledgeable about the company's EEO policies and hiring practices. The MM and BM worked together to ensure that compliance efforts were observed. They, in turn, interacted with managers in the Market that had hiring authority as well as the corporate Human Resources department to ensure that appropriate procedures were followed. The BM maintained the SEU's Master Recruitment Source List ("MRSL"), which included a variety of recruitment sources including the Cumulus careers website, and made sure that notifications about job openings were posted and distributed appropriately. When a decision was made to hire a new employee in the Market, the BM obtained the necessary information from the hiring manager to post the job vacancy announcement(s). Job vacancies were always posted on the Cumulus careers website, which automatically routed these announcements to a specific group of recruitment sources. The description of each job vacancy and the required qualifications determined whether other recruitment sources were notified. Once a position was posted on the Cumulus careers

recruitment site, the System sent an approval notice to the President of Cumulus Operations for final authorization of management position postings and to the MM for final authorization of all other position postings. Once a posting was finalized, the System notified the hiring manager as applicants applied, and it was the responsibility of the hiring manager to track interviewees and associated recruitment sources. Once a hiring decision was made, the hiring manager returned the interviewee information to the BM.

As mentioned previously, in 2021 Cumulus began to implement a major plan to reorganize at the corporate level that would eventually affect the EEO program of all its Markets. Over time many of the FCC EEO functions previously handled by the company's BMs were turned over to its Human Resources department. The Department's Director of Centralized HR Operations & Talent Acquisition assembled a group of HR specialists referred to as HR Business Partners ("HRBP") to assist with outreach efforts. The HRBPs are assigned to specific markets and help with vacancy-specific and general outreach, working closely with the MM and hiring managers. They also assist with the preparation of annual EEO public file reports and confirm that these reports are uploaded into the stations' online public inspection files and posted on station websites in a timely manner.

Keeping its general outreach obligations in mind, this SEU was able to exceed the required number of supplemental recruitment initiative points over the two-year period even though events it may have hosted or participated in were not scheduled due to the COVID-19 pandemic. Because of the concern about in-person events, Cumulus offered a variety of virtual training sessions to management and/or staff. One such session focused on compliance with FCC EEO rules, while other sessions concentrated on creating a diverse, inclusive, and healthy workplace environment. This SEU made an effort to remain in touch with the communities it serves during this period by participating in a number of local job fairs during this two-year period.

In response to 2(b)(viii) of the Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of the recruitment sources listed therein in terms of both the quantity and quality of the interviewees that are being generated from those recruitment sources, as well as the results that are being generated from its recruitment initiatives. Accordingly, the SEU typically examines its EEO program on an annual basis and shares ideas about improving its vacancy-specific recruitment efforts as well as its general outreach to better inform the Amarillo community and its surrounding neighbors about career opportunities in broadcasting. It should be noted that if any EEO issues arise that warrant special attention, the SEU convenes separate meetings with appropriate personnel to discuss these issues. Since April 2021 when the HR department assumed more responsibility in this process, it coordinated with an arm of CareerBuilder, Broadbean Technology, to incorporate numerous diversity sites and additional local sources into its MRSL, which are automatically contacted when a full-time position is available.

In response to 2(b)(ix) of the Audit Letter, the SEU makes a concerted effort to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that the SEU is providing equal employment

opportunity and is not discriminating against employees or job applicants. Accordingly, the SEU's MM and department managers, together with Cumulus's corporate Human Resources Department, review the compensation, benefits, promotions, and other employment practices of the SEU to ensure that they are fair and are based solely on an employee's experience and performance record. Further, in hiring a new employee, all responsible parties consider an applicant's experience to determine whether they are qualified for the position and analyze the candidate's past performance to determine their likelihood for success. The SEU's employment practices are the ultimate responsibility of its MM, Shannon Urton, who works in conjunction with in-house counsel at Cumulus headquarters and, when applicable, outside employment and labor counsel.

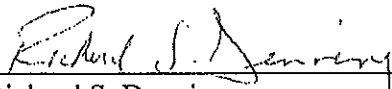
In response to 2(b)(x) of the Audit Letter, Cumulus Licensing LLC, is not a religious broadcaster.

[SIGNATURE ON THE FOLLOWING PAGE]

**SIGNATURE PAGE TO  
DECLARATION OF RICHARD S. DENNING**

I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Signed and dated this 12<sup>th</sup> day of December 2023.

  
Richard S. Denning

## **Attachment A**

**KARX(FM), KPUR-FM, KPUR(AM), KQIZ-FM and KZRK-FM  
EEO PUBLIC FILE REPORT  
April 1, 2021 – March 31, 2022**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	2-3, 5-6, 13, 15-16, 22-31	29



**KARX(FM), KPUR-FM, KPUR(AM), KQIZ-FM and KZRK-FM**  
**EEO PUBLIC FILE REPORT**  
 April 1, 2021 – March 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Amarillo Chamber of Commerce</b> PO Box 9480 Amarillo, TX 79105 806-373-7800	N	0
2	<b>Amarillo College</b> employmentservices@actx.edu 806-371-5147	N	0
3	<b>Amarillo Hispanic Chamber of Commerce</b> 5725 West Amarillo Blvd Amarillo, TX 79106 receptionist@amarillohcc.com 806 379 8800	N	0
4	<b>SEU Job Fair(s)/Open House(s)</b> ( <i>see Section III</i> )	N	0
5	<b>Clarendon College</b> 132 West 2nd Clarendon, TX 79226 800-687-9737 ashlee.estlack@clarendon.edu	N	0
6	<b>Eastern New Mexico University</b> <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>	N	0
7	<b>Medialine</b> 1209 Wood Valley Rd Augusta, GA 30909 706-364-7564 rich@medialine.com	N	0
8	<b>Oklahoma Association of Broadcasters</b> 6520 N Western Ave, Ste. 104 Oklahoma City, OK 73116 406-848-0771	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	<b>Ohio Center for Broadcasting-Columbus</b> 5330 East Main Street, Suite 200 White Hall, Ohio 43213 614-423-4945 placement.columbus@beonair.com	N	0
10	<b>Texas Association of Broadcasters</b> www.tab.org/job-bank/find-job 502 E. 11th Street, Suite 200 Austin, TX 78701 512-322-9944 Anna.romero@tab.org	N	0
11	<b>Texas Tech University Career Center</b> www.hiredraiders.ttu.edu	N	0
12	<b>Workforce Solutions Panhandle</b> 1206 W. 7th Avenue Amarillo TX 79105 806-350-1606 Pflores@wspanhandle.com	N	0
13	<b>West Texas A &amp; M University Career Services</b> https://app.joinhandshake.com/	N	0
14	<b>Veteran Resource Center at F.S.S.</b> VRC Director Verlene Dickson, U.S. Army-Retired 806-342-2509 vsdickson@fss-ama.org	N	0
15	<b>Amarillo LULAC, Council # 4427</b> Attn: Abel Bosquez hireltnos@LULAC.org www.hirelatinos.org	N	0
16	<b>Midwestern State University</b> https://app.joinhandshake.com/	N	0
17	<b>On-Air Announcements (all SEU stations)</b>	N	0
18	<b>Station Website Postings (one or more SEU stations)</b>	N	0
19	<b>Walk-In/Self-Referral</b>	N	0
20	<b>Facebook</b> www.facebook.com	N	0
21	<b>Word-of-Mouth Referral</b>	N	0
22	<b>Cumulus Careers Website</b> cumulusmedia.jobs.net/en-US/	N	0
23	<b>adzuna.com/</b>	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	jobisjob.com/m	N	0
25	myjobhelper.com/	N	0
26	jobs.oodle.com/careers/careers/	N	0
27	jobspider.com/	N	0
28	trovit.com/	N	0
29	indeed.com/ <i>(not directly contacted by SEU)</i>	N	1
30	glassdoor.com/index.htm <i>(not directly contacted by SEU)</i>	N	0
31	linkedin.com/jobs/	N	0
32	abilitiesinjobs.com	N	0
33	asianinjobs.com	N	0
34	blackinjobs.com	N	0
35	hispanicinjobs.com	N	0
36	lgbtqinjobs.com	N	0
37	diversityinjobs.com	N	0
38	seniorsinjobs.com	N	0
39	womeninjobs.com	N	0
40	JOFDAV.com	N	0
41	disAbledperson.com	N	0
42	hireblacknow.com	N	0
43	hispanicjobexchange.com	N	0
44	africanamericanjobsearch.com	N	0
45	asianjobsearch.com	N	0
46	lgbtjobsearch.com	N	0
47	disabledjobseekers.com	N	0
48	usdiversityjobsearch.com	N	0
49	veterancareercenter.com	N	0
50	seniorstowork.com	N	0
<b>TOTAL NUMBER OF INTERVIEWEES OVER REPORTING PERIOD</b>			<b>1</b>

**KARX(FM), KPUR-FM, KPUR(AM), KQIZ-FM and KZRK-FM**  
**EEO PUBLIC FILE REPORT**  
 April 1, 2021 – March 31, 2022

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race &amp; Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.
<b>2</b>	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 18, 2021, our SEU’s Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.
<b>3</b>	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers – Market Manager, Operations Manager, Business Manager – as well as the entire staff were required to complete courses online using ThinkZoom. Participants viewed five segments entitled “Working Well With Everyone,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Participate in and Sponsor Job Fair	On October 5, 2021, our SEU participated in and served as the media sponsor of a job fair hosted by the Texas Workforce Commission at the Amarillo Civic Center. Our SEU occupied a booth which was staffed by our Market Manager who spoke with job seekers about career opportunities in broadcasting and job openings within the SEU. Our SEU donated Public Service Announcements preceding and during this event.
5	Participate in Job Fair	On February 17, 2022, our SEU participated in a job fair hosted by West Texas A & M University. Our SEU occupied a booth which was staffed by our Market Manager who spoke with job seekers about career opportunities in broadcasting and job openings within the SEU.
6	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of December 2021, our SEU participated in harassment prevention training. All hiring managers – Market Manager, Business Manager, Operations Manager – as well as the entire staff were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.

**KQIZ-FM, KARX(FM), KZRK-FM, KPUR-FM, KPUR(AM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2022 – March 31, 2023<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
No Full-Time Positions Were Filled During this Reporting Period.		

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<sup>1</sup> This Report was revised in December 2023 to address a minor reporting issue.

**KQIZ-FM, KARX(FM), KZRK-FM, KPUR-FM, KPUR(AM)**  
**EEO PUBLIC FILE REPORT**  
April 1, 2022 – March 31, 2023

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
As Reported in Section I, No Full-Time Positions Were Filled During this Reporting Period.			

**KQIZ-FM, KARX(FM), KZRK-FM, KPUR-FM, KPUR(AM)**

**EEO PUBLIC FILE REPORT**

April 1, 2022 – March 31, 2023

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 24, 2022, our Market and Business Managers as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.'s Executive Vice President and General Counsel as well as its Vice President, Human Resources entitled, "The FCC's Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers, Business Managers & HR Business Partners." The FCC's EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of April and May of 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed three segments entitled "Unconscious Bias," which addressed the meaning of Unconscious Bias – what it is, the types of Unconscious Bias, and how to overcome it.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the months of August and September 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course on-line which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.



	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
5	Management-level training regarding Diversity, Equity, and Inclusion	On January 24, 2023, our SEU’s Market Manager participated in a facilitated session and presentation conducted by a Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a re-fresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which was addressed in our initial facilitated sessions and our subsequent video trainings.
6	Participate in Career Fair	On April 26, 2022, our SEU participated in the Workforce Solutions Panhandle Career Fair at the Amarillo Civic Center. Our Market Manager and an Account Executive occupied the Cumulus booth and engaged with interested attendees about the company as well as careers opportunities in radio broadcasting.
7	Participate in Career Fair	On October 4, 2022, our SEU participated in the Workforce Solutions Panhandle Career Fair at the Amarillo Civic Center. Our Market Manager and an Account Executive occupied the Cumulus booth and engaged with interested attendees about the company as well as careers opportunities in radio broadcasting.

## **Attachment B**

**CUMULUS MEDIA | Amarillo**) is seeking a talented and dynamic **Account Executive** who thrives in a fast-paced working environment. We are looking for a passionate, motivated, goal-oriented and highly competitive individual with a proven track record of over-achieving sales goals. We hire driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. In return, we offer a unique career opportunity: one where you are given a challenging mission, world-class tools to help you succeed, and the chance to realize your full potential as a sale's professional.

#### **Who We Are:**

**CUMULUS | Amarillo** currently features 5 stations in the Amarillo area and surrounding counties. Our stations include: Amarillo's Rock Station KZRK 107.9 FM, 93.1 The Beat KQIZ-FM, Nash ICON 107.1 KARX-FM, The Armadillo 95.7 KPUR-FM and KPUR-AM Sports Radio 1440. The cluster of 5 stations reaches thousands of listeners on a daily basis.

The Account Executive identifies and develops new business opportunities; grows existing client relationships; offers solutions that help clients achieve their business goals; closes business and meets or exceeds set sales targets.

#### **Key Responsibilities:**

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective multi-platform, integrated sales presentations (broadcast, digital, events); negotiation and closing
- Beyond our broadcast products, have strong familiarity and become full-versed in selling both Cumulus' station digital assets (e.g. streaming, stations website and social advertising) and digital audience extension products to deliver a complete marketing solution to advertisers
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects
- Follow all station and corporate procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis
- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace
- Think creatively and generate original ideas

#### **Requirements**

##### **Qualifications:**

- Proficient in Microsoft Office suite, social networking platforms and CRM tools
- Excellent communication skills
- Experience developing new business relationships in an outside sales role
- Excellent presenter to clients of sales opportunities and post-sale successes
- Strong understanding of lead generation and ability to connect with viable prospects
- Comprehension of sales metrics in order to fill a sales funnel and robust pipeline of residual business
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job

- Flexible and creative
- Digitally savvy
- XX years in Media Sales background preferred/required
- Bachelor's Degree in Business, Marketing or related field is preferred/required

**What we offer:**

- Commission-based organization with uncapped earning potential
- Focused, responsible and collaborative work environment with the ability, to ask “what if” and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

For immediate consideration, please visit <https://cumulusmedia.jobs.net/>

For more information about CUMULUS MEDIA, visit our website  
at: <https://www.cumulusmedia.com/>

**CUMULUS MEDIA is proud to be an Equal Opportunity Employer (EOE).**

## KARX(FM), KPUR-FM, KPUR(AM), KQIZ-FM and KZRK-FM

## VACANCY DATA FORM

<b>Full-Time Job Title:</b> Account Executive		<b>Date Filled:</b> 04/12/2021	
<b>Recruitment Source ("RS") Referring Hiree:</b> <b>Indeed</b> (not directly contacted by SEU) (RS # 29)		<b>Total Number of Interviewees:</b> 1	
<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
2.	<b>Amarillo College</b> employmentservices@actx.edu 806-371-5147	N	0
3.	<b>Amarillo Hispanic Chamber of Commerce</b> 5725 West Amarillo Blvd Amarillo, TX 79106 receptionist@amarillohcc.com 806 379 8800	N	0
5.	<b>Clarendon College</b> 132 West 2nd Clarendon, TX 79226 800-687-9737 ashlee.estlack@clarendon.edu	N	0
6.	<b>Eastern New Mexico University</b> <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>	N	0
13.	<b>West Texas A &amp; M University Career Services</b> <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>	N	0
15.	<b>Amarillo LULAC, Council # 4427</b> Attn: Abel Bosquez hirelatinos@LULAC.org www.hirelatinos.org	N	0
16.	<b>Midwestern State University</b> <a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>	N	0
22.	<b>Cumulus Careers Website</b> <a href="https://cumulusmedia.jobs.net/en-US/">cumulusmedia.jobs.net/en-US/</a>	N	0
23.	<a href="https://adzuna.com/">adzuna.com/</a>	N	0
24.	<a href="https://jobisjob.com/">jobisjob.com/</a>	N	0
25.	<a href="https://myjobhelper.com/">myjobhelper.com/</a>	N	0
26.	<a href="https://jobs.oodle.com/careers/careers/">jobs.oodle.com/careers/careers/</a>	N	0
27.	<a href="https://jobspider.com/">jobspider.com/</a>	N	0
28.	<a href="https://trovit.com/">trovit.com/</a>	N	0
29.	<a href="https://indeed.com/">indeed.com/</a> (not directly contacted by SEU)	N	1
30.	<a href="https://glassdoor.com/index.htm">glassdoor.com/index.htm</a> (not directly contacted by SEU)	N	0
31.	<a href="https://linkedin.com/jobs/">linkedin.com/jobs/</a>	N	0
<b>Total Interviewees</b>			<b>1</b>

**CUMULUS MEDIA | Amarillo** is seeking a talented and dynamic **Account Executive** who thrives in a fast-paced working environment. We are looking for a passionate, motivated, goal-oriented and highly competitive individual with a proven track record of over-achieving sales goals. We hire driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. In return, we offer a unique career opportunity: one where you are given a challenging mission, world-class tools to help you succeed, and the chance to realize your full potential as a sale's professional.

### **Who We Are:**

**CUMULUS | Amarillo** currently features 5 stations in the Amarillo area and surrounding counties. Our stations include: Amarillo's Rock Station KZRK 107.9 FM, 93.1 The Beat KQIZ-FM, Nash ICON 107.1 KARX-FM, The Armadillo 95.7 KPUR-FM and KPUR-AM Sports Radio 1440. The cluster of 5 stations reaches thousands of listeners on a daily basis.

The Account Executive identifies and develops new business opportunities; grows existing client relationships; offers solutions that help clients achieve their business goals; closes business and meets or exceeds set sales targets.

### **Key Responsibilities:**

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective multi-platform, integrated sales presentations (broadcast, digital, events); negotiation and closing
- Beyond our broadcast products, have strong familiarity and become full-versed in selling both Cumulus' station digital assets (e.g. streaming, stations website and social advertising) and digital audience extension products to deliver a complete marketing solution to advertisers
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects
- Follow all station and corporate procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis
- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace
- Think creatively and generate original ideas

Career Site & Manual Options Posting History

Posting ID:  
000884

Career Site Posting Template:  
Website

Career Site Go Live Date:  
02/24/2021

Career Site Expiration Date:  
06/08/2021

Length (in days):  
105

Directing applicants from job boards to:  
Cumulus Media

- 1. Post to your career sites
  - Cumulus Media (Public Site)
- 2. Post automatically to job boards (next step)
  - Adzuna - (Deactivated)
  - Glassdoor.com - (Deactivated)
  - Jobs to Job - (Deactivated)
  - The Job Spider - (Deactivated)
  - MyJobHelper - (Deactivated)
  - Oodle - (Deactivated)
  - Trovit - (Deactivated)

Apply Online URL  View Posting  Direct Import Email

Career Site & Manual Options Posting History

Postings history

2 Records

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
06/08/2021 12:47:33	02/24/2021	06/23/2021	susan.reams	Suspension	546	
02/24/2021 12:43:29	02/24/2021	06/23/2021	susan.reams	Send to publish	546	Cumulus Media

Account Executive (884/546)

[Delete](#)

Account Executive May 26, 2021 8:02 PM North America > USA > Texas > Potter County > Amarillo  
[Resend \(with changes\)](#)

Board Name	Clicks	Activity	Status	Activity
Adzuna	1	Posted: May 21, 2021 8:03 PM Removed: June 3, 2021 11:47 AM	✓ Deleted	
Glassdoor.com	0	Posted: April 25, 2021 8:04 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	
Jobs to Job	0	Posted: May 26, 2021 8:03 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	
The Job Spider	12	Posted: May 25, 2021 8:04 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	
MyJobHelper	0	Posted: April 25, 2021 8:04 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	
Oodle	0	Posted: May 20, 2021 8:02 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	
Trovit	0	Posted: May 20, 2021 8:02 PM Removed: June 8, 2021 11:47 AM	✓ Deleted	

Amarillo Hispanic Chamber of Commerce

## Job opportunity

Carol Titus <Carol.Titus@cumulus.com>

Wed 3/10/2021 15:36

To: receptionist@amarillohcc.com <receptionist@amarillohcc.com>

📎 1 attachments (243 KB)

Cumulus Job Description.pdf;

Would you please post the attached job opportunity through April 9, 2021? Thank you.

Carol Titus

Sales Assistant

### **Cumulus Media**

KARX-FM; KPUR-AM/FM; KQIZ-FM; KZRK-FM

301 S POLK STE 100

AMARILLO TX 79101

p: 806-342-5200

f: 806-342-5202

e: <mailto:carol.titus@cumulus.com>



Clarendon College

**Account Executive Job Opportunity**

Carol Titus <Carol.Titus@cumulus.com>

Wed 3/10/2021 15:57

To: ashlee.estlack@lcarendoncollege.edu <ashlee.estlack@lcarendoncollege.edu>

 1 attachments (243 KB)

Cumulus Job Description.pdf;

Ashlee,

Would you please post the attached job description on the Job Board, through April 9, 2021?

Thank you for your assistance.

Carol Titus

Sales Assistant

**Cumulus Media**

KARX-FM; KPUR-AM/FM; KQIZ-FM; KZRK-FM

301 S POLK STE 100

AMARILLO TX 79101

p: 806-342-5200

f: 806-342-5202

e: <mailto:carol.titus@cumulus.com>

[EXT] [BULK] Your job has been posted on [HireLatinos.org!](http://HireLatinos.org)

HireLatinos.org <HireLatinos@LULAC.org>

Wed 3/10/2021 15:48

To: Carol Titus <Carol.Titus@cumulus.com>

Hello Carol Titus,

Your job Account Executive was successfully posted at <http://HireLatinos.org>.

You can edit, delete or make your job hidden in "My Account" section.

Thanks,  
The [HireLatinos.org](http://HireLatinos.org) team

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please forward this email to [support.it@cumulus.com](mailto:support.it@cumulus.com) if you believe the email is suspicious.

[EXT] You have a new notification on Handshake

Handshake <handshake@notifications.joinhandshake.com>

Wed 3/24/2021 15:06

To: Carol Titus <Carol.Titus@cumulus.com>



# You have a new notification

Hello Carol,



Tiffany Ramsey approved the job Account Executive at Midwestern State University.

less than a minute ago

If you'd no longer like to receive emails like this you can [sign in](#) to manage your notification preferences or [unsubscribe](#).



P.O. Box 40770, San Francisco, CA 94140

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you know the sender and you are sure the content is safe. Please forward this email to [support.it@cumulus.com](mailto:support.it@cumulus.com) if you believe the email is suspicious.

## **Attachment C**

**KARX(FM), KPUR-FM, KPUR(AM), KQIZ-FM and KZRK-FM**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race &amp; Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.
2	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 18, 2021, our SEU’s Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers – Market Manager, Operations Manager, Business Manager – as well as the entire staff were required to complete courses online using ThinkZoom. Participants viewed five segments entitled “Working Well With Everyone,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in and Sponsor Job Fair	<p>On October 5, 2021, our SEU participated in and served as the media sponsor of a job fair hosted by the Texas Workforce Commission at the Amarillo Civic Center. Our SEU occupied a booth which was staffed by our Market Manager who spoke with job seekers about career opportunities in broadcasting and job openings within the SEU. Our SEU donated Public Service Announcements preceding and during this event.</p>
5	Participate in Job Fair	<p>On February 17, 2022, our SEU participated in a job fair hosted by West Texas A &amp; M University. Our SEU occupied a booth which was staffed by our Market Manager who spoke with job seekers about career opportunities in broadcasting and job openings within the SEU.</p>
6	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	<p>During the month of December 2021, our SEU participated in harassment prevention training. All hiring managers – Market Manager, Business Manager, Operations Manager – as well as the entire staff were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.</p>

Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination



Todd McCarty ▶ Cumulus Market Managers

June 15, 2021 · 🌐

...

Market Managers and RVPs,

As Mary mentioned on the last Market Manager call, education is critical in our mission to becoming a more diverse, equitable and inclusive company. We're excited to roll out phase one of our DEI training which is specifically for leadership in our company.

We are requiring that all Market Managers/RVPs attend two different sessions. The first session is titled Race and Allyship in the Workplace and the second is Managing Unconscious Bias. Brief descriptions for the sessions are below.

The sessions:

Race & Allyship in the Workplace is an in-depth discussion about the current cultural climate surrounding race and what it means to ally. Managing Unconscious Bias is a fast-paced and interactive exploration of our unconscious biases, their impact on our work, and tactics for addressing them. Your facilitator, Brooks E. Scott, the owner and founder of Merging Path Coaching, is a professionally certified Executive Coach and Interpersonal Communications expert that specializes in management and leadership training, all with a focused lens of diversity and inclusion. He delivers conversational style workshops that are designed to provide an open safe space to explore identity themes and topics.

---

**Subject:** Conversations of Race & Allyship in the Workplace | CUMULUS MEDIA  
**Location:** See information below

**Start:** Thu 7/22/2021 4:00 PM  
**End:** Thu 7/22/2021 5:30 PM

**Recurrence:** (none)

**Meeting Status:** Accepted

**Organizer:** Todd McCarty  
**Required Attendees:** Shelly Wilkes; Morgan Bohannon; Scott Jones; Allison Warren; Drew Hayes; Don Boyd; Paula Divello; Gary Mertins; John Spilman; Beth Coughlin; Eric McCart; Lindy Parr; Shannon Urton; Larry Blumhagen; Bob Goodell

## Conversations of Race & Allyship in the Workplace | CUMULUS MEDIA

Conversations of Race and Allyship in the Workplace is an in-depth discussion about the current cultural climate surrounding race and what it means to ally.

Your facilitator, Brooks E. Scott, the owner and founder of Merging Path Coaching, is a professionally certified Executive Coach and Interpersonal Communications expert that specializes in management and leadership training, all with a focused lens of diversity and inclusion. He delivers conversational style workshops that are designed to provide an open safe space to explore identity themes and topics.

Join us for an ACTIVE discussion as we walk through a number of perspectives regarding the current challenges of race relations in our culture and society and end with commitments we can make within our company to take action as an Ally.

---

Brooks E. Scott is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/85345528497?pwd=RUZlclU5RFovZ2dJVVJhK0l1SXJmZz09>

Meeting ID: 853 4552 8497

Passcode: 466047



---

**Subject:** Managing Unconscious Bias | CUMULUS MEDIA  
**Location:** See information below

**Start:** Wed 8/18/2021 10:00 AM  
**End:** Wed 8/18/2021 1:00 PM

**Recurrence:** (none)

**Meeting Status:** Accepted

**Organizer:** Todd McCarty  
**Required Attendees:** Eric Mastel; Chris Moreau; John Rowe; Don Boyd; Ken Salyer; Bill Kelly; Marv Nyren; Bruce Law; John Spilman; Beth Coughlin; Eric McCart; Lindy Parr; Shannon Urton; Pat Galloway; John Lewis; Sommer Frisk; Larry Blumhagen; Bob Goodell; Shelly Wilkes; Dot Ealy; James Robinson; Jim Riley; Alex Cadelago; Marlene Hamilton; Marissa Bouchillon  
**Optional Attendees:** Jason Hutchinson; Emily Boldon

## Managing Unconscious Bias | CUMULUS MEDIA

This 3-hour program is a fast-paced and interactive exploration of our unconscious biases, their impact on our work, and tactics for addressing them. Your facilitator, Brooks E. Scott, the owner and founder of Merging Path Coaching, is a professionally certified Executive Coach and Interpersonal Communications expert that specializes in management training, leadership, all with a focused lens of diversity and inclusion. He delivers conversational style workshops that are designed to provide an open safe space to explore identity themes and topics.

The workshop is anchored by three learning objectives:

- Build our awareness and understanding of our unconscious biases, so that we can become better students of our own behavior (i.e. we can catch ourselves in biased moments so others don't have to)
- Establish a shared language and framework for discussing bias, in a safe and constructive way
- Commit to incremental individual changes that add up to significant collective changes in any organization

---

Brooks E. Scott is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/84492147552?pwd=UUNUaXZaZ0RMeDV0R09NUXQvYmlhZz09>

Meeting ID: 844 9214 7552

Passcode: 517321

One tap mobile

+14086380968,,84492147552#,,,,\*517321# US (San Jose)

+16699006833,,84492147552#,,,,\*517321# US (San Jose)

Dial by your location

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

## Transcript for Shannon Urton

Report Filters: Completion Status: Not Started, In Progress, Complete, Failed, Time Requirement Not Met, Pending Approval, Locked, Did Not Attend

Report Created On: 11/1/2023 12:41:47 PM

Course	Enrolled Via	Status
Anti-Harassment Training - Managers (non-state specific)	Requirement	Complete 4/7/2023
Anti-Harassment: 02. Anti-Harassment for Managers	Requirement	Complete 4/6/2023
Anti-Harassment: 03. Investigating Harassment Complaints	Requirement	Complete 4/6/2023
Anti-Racism: Calling Out and Calling In	Historical	Complete 9/6/2022
Anti-Racism: Calling Out and Calling In	Historical	Complete 9/5/2022
Anti-Racism: Calling Out and Calling In	Historical	Complete 8/23/2022
Anti-Racism: Colorblindness Doesn't Work	Historical	Complete 9/6/2022
Anti-Racism: Colorblindness Doesn't Work	Historical	Complete 9/5/2022
Anti-Racism: Learning to Listen and Listening to Learn	Historical	Complete 8/23/2022
Anti-Racism: Learning to Listen and Listening to Learn	Historical	Complete 9/5/2022
Anti-Racism: Maintaining Momentum	Historical	Complete 8/23/2022
Anti-Racism: Maintaining Momentum	Historical	Complete 8/23/2022
Anti-Racism: Maintaining Momentum	Historical	Complete 9/5/2022
Anti-Racism: Maintaining Momentum	Historical	Complete 9/5/2022
Anti-Racism: The Anti-Racism Continuum	Historical	Complete 9/5/2022
DEI Education - Privilege	Requirement	Complete 9/19/2023
DEI Track 1	Requirement	Complete 4/7/2023
Microaggressions	Requirement	Complete 4/7/2023

Privilege: 01. What Is Privilege?	Requirement	Complete 9/19/2023
Privilege: 02. Privilege Scenarios	Requirement	Complete 9/19/2023
Privilege: 03. Using Your Privilege	Requirement	Complete 9/19/2023
Tokenism	Requirement	Complete 4/7/2023
Unconscious Bias: 01. What is Unconscious Bias?	Historical	Complete 4/17/2022
Unconscious Bias: 02. Types of Unconscious Bias	Historical	Complete 4/17/2022
Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete 4/17/2022
Understanding Harassment: 01. Introduction to Understanding Harassment	Requirement	Complete 4/7/2023
Understanding Harassment: 02. Understanding Offenders	Requirement	Complete 4/7/2023
Understanding Harassment: 03. Understanding Targets	Requirement	Complete 4/7/2023
Understanding Harassment: 04. Bystander Training	Requirement	Complete 4/7/2023
Understanding Harassment: 05. Warning Signs	Requirement	Complete 4/7/2023
Understanding Harassment: 06. Healthy Culture	Requirement	Complete 4/7/2023
Working Well with Everyone: 01. What is Diversity?	Historical	Complete 12/22/2021
Working Well with Everyone: 02. Diversity by Design	Historical	Complete 12/22/2021
Working Well with Everyone: 03. The Mistake of Stereotyping	Historical	Complete 12/22/2021
Working Well with Everyone: 04. The Power of Inclusion	Historical	Complete 12/22/2021
Working Well with Everyone: 05. Diversity = Greatness	Historical	Complete 12/22/2021

2021-  
2022  
RS  
#3

**From:** Susan Reams  
**Sent:** Thursday, November 09, 2023 5:43 PM  
**To:** Jaime Gholam  
**Cc:** Shannon Urton  
**Subject:** 10/05/2021 Job Fair

The screenshot shows a Facebook page for 'Workforce Solutions Panhandle'. The page header includes the Facebook logo, a search bar, and navigation icons. The main content area is divided into two columns. The left column contains an 'Intro' section with the following text: 'Workforce Solutions Panhandle provides workforce development services to employers and job seekers'. Below this, there is a list of contact details: 'Page · Employment Agency', '3120 Eddy St. Amarillo, TX, United States, Texas', '(806) 372-5521', 'wspanline@wspanhandle.com', 'wspanhandle.com', and 'Closing Soon'. A rating of 4.2 (39 Reviews) is also shown. The right column features a post from 'Workforce Solutions Panhandle' dated September 30, 2021. The post text reads: 'The Amarillo Job Fair is next week! Interested? Be sure to check out the participating employers below!'. A list of employers follows: '1-800 Plumber + Air & Electric', 'Allstate Security Industries, Inc', 'Amarillo Civic Center', 'Amarillo Emergency Communications (911)', 'Amarillo Emergency Management', 'Amarillo Fire Department', 'Amarillo Gear Co.', 'Amarillo ISD', 'Amarillo Police Department', 'Amarillo Public Health', 'Arden Companies', 'Attebury Grain', 'BSA Health System', 'Caprock Home Health Services', 'Caring Senior Service', 'Caviness Beef Packers', 'City of Amarillo - Drainage', 'City of Amarillo - Human Resources', 'City of Amarillo - Solid Waste', 'City of Amarillo - Street', 'City of Amarillo - Water/Sewer', 'Coca-Cola Southwest Beverages', 'Cumulus', 'Domino's Pizza', 'DynaTen', 'Express Employment Professionals', and 'Fluhman Builders'. The name 'Cumulus' is circled in red.

**KQIZ-FM, KARX(FM), KZRK-FM, KPUR-FM, KPUR(AM)**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 24, 2022, our Market and Business Managers as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Vice President, Human Resources entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers, Business Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of April and May of 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed three segments entitled “Unconscious Bias,” which addressed the meaning of Unconscious Bias – what it is, the types of Unconscious Bias, and how to overcome it.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the month of August 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course on-line which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn’t Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.



	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
5	Management-level training regarding Diversity, Equity, and Inclusion	On January 24, 2023, our SEU’s Market Manager participated in a facilitated session and presentation conducted by a Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a re-fresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which was addressed in our initial facilitated sessions and our subsequent video trainings.
6	Participate in Career Fair	On April 26, 2022, our SEU participated in the Workforce Solutions Panhandle Career Fair at the Amarillo Civic Center. Our Market Manager and an Account Executive occupied the Cumulus booth and engaged with interested attendees about the company as well as careers opportunities in radio broadcasting.
7	Participate in Career Fair	On October 4, 2022, our SEU participated in the Workforce Solutions Panhandle Career Fair at the Amarillo Civic Center. Our Market Manager and an Account Executive occupied the Cumulus booth and engaged with interested attendees about the company as well as careers opportunities in radio broadcasting.

Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination




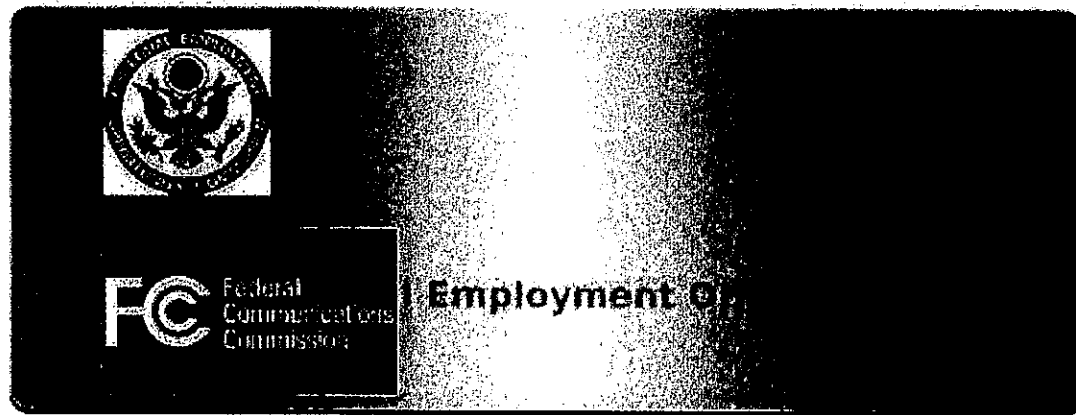
Amber Hodgson uploaded a file in the group: Cumulus Legal Department

May 24, 2022












FCC  Training Webinar from May 24, 2022

The FCC  Training PowerPoint materials from today's webinar are attached. The recording of the webinar will be linked in a comment below. Please let the Legal team know if you have any questions!




*Your Guide to Compliance  
for Cumulus Market Managers, Business Managers & HR Business Partners*

*May 24, 2022*

-  Edit
-  Delete
-  Duplicate event
-  Busy
-  15 minutes before
-  Categorize
-  Private
-  Scheduling poll
-  ...

## EEO Training

Tue 5/24/2022

 See forcebook for log in Legal Dept



# Transcript for Shannon Urton

Report Filters: Completion Status: Not Started, In Progress, Complete, Failed, Time Requirement Not Met, Pending Approval, Locked, Did Not Attend

Report Created On: 11/1/2023 12:41:47 PM

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Anti-Racism: Maintaining Momentum	Historical	Complete 8/23/2022
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DEI Track 1	Requirement	Complete 4/7/2023
Microaggressions	Requirement	Complete 4/7/2023

022-  
2023

RI  
#3

1022-  
2023  
RI  
#2

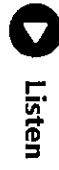
Privilege: 01. What Is Privilege?	Requirement	Complete9/19/2023
Privilege: 02. Privilege Scenarios	Requirement	Complete9/19/2023
Privilege: 03. Using Your Privilege	Requirement	Complete9/19/2023
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Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete4/17/2022
Understanding Harassment: 01. Introduction to Understanding Harassment	Requirement	Complete4/7/2023
Understanding Harassment: 02. Understanding Offenders	Requirement	Complete4/7/2023
Understanding Harassment: 03. Understanding Targets	Requirement	Complete4/7/2023
Understanding Harassment: 04. Bystander Training	Requirement	Complete4/7/2023
Understanding Harassment: 05. Warning Signs	Requirement	Complete4/7/2023
Understanding Harassment: 06. Healthy Culture	Requirement	Complete4/7/2023
Working Well with Everyone: 01. What is Diversity?	Historical	Complete12/22/2021
Working Well with Everyone: 02. Diversity by Design	Historical	Complete12/22/2021
Working Well with Everyone: 03. The Mistake of Stereotyping	Historical	Complete12/22/2021
Working Well with Everyone: 04. The Power of Inclusion	Historical	Complete12/22/2021
Working Well with Everyone: 05. Diversity = Greatness	Historical	Complete12/22/2021

Edit Delete Duplicate event Busy 15 minutes before Categorize Private Scheduling poll ...

**PWF Job Fair**

Tue 4/26/2022 9:00 AM - 2:00 PM

10a-2p. I'll do set up at 9a-11a, Lindsey 11a1p, Dean 1p-3p breakddown. Lunch is provided if you want to eat



LOCAL NEWS

# Amarillo Job Fair 2022

April 19, 2022 3:59PM CDT



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mp3 audio player interface with a progress bar and volume control.

Workforce Solutions Panhandle 2022 Spring Amarillo Job Fair will be April 26th.

The fair will be from 10:00 a.m. to 2:00 p.m. inside the Amarillo Civic Center North Exhibit Hall.

The event will include more than 80 employers offering entry-level to professional level positions and full-time and part-time positions in technical, health care, management, production, customer service, and sales.

Workforce Solutions released the employers that are set to attend the event including: Xcel Energy, City of Amarillo, Texas Department of Criminal Justice, Phillips 66, Pantex, and BSA Health System.

For more information visit [wspanhandle.com](http://wspanhandle.com)

**From:** Susan Reams  
**Sent:** Thursday, November 09, 2023 5:30 PM  
**To:** Jaime Gholam  
**Cc:** Shannon Urton  
**Subject:** 10/4/2022 Job Fair

The screenshot shows a Facebook post from the page 'Workforce Solutions Panhandle'. The post is dated September 27, 2022, and is titled 'The 2022 Fall Amarillo Job Fair is just one week away!'. The post text includes the date and time of the event (October 4th, 10 AM - 2 PM) and a list of employers attending. A red arrow points to 'Cumulus Media' in the list of employers.

**Workforce Solutions Panhandle**  
September 27, 2022

The 2022 Fall Amarillo Job Fair is just one week away!  
(October 4th, 10 AM - 2 PM at the Amarillo Civic Center North Exhibit Hall)

Free admission!

Here's a list of employers that will be in attendance for the big event next Tuesday 🌟

- 48forty Solutions
- Amarillo College
- Amarillo ISD
- Amarillo VA Health Care System
- American Tire Distributors
- Arden Companies (Paradise)- Central Home Brands
- Baptist Community Services
- Ben E. Keith Foods West Texas Division
- BSA Health System
- Cacique Foods
- Caregiver, Inc
- Caviness Beef Packers
- Children's Learning Centers of Amarillo
- City of Amarillo, Texas
- Creative Solutions in HealthCare
- Cumulus Media
- Dallam-Hartley Counties Hospital District
- Eaton
- Friona Industries LP
- Full Smile Management
- Gerber Collision & Glass
- Golden Corral Buffet & Grill
- Goodwill Industries of Northwest Texas
- H&R Foods
- JBS Beef - Cactus, TX
- KB Custom Ag Services
- Kimrad Transport, LP "The Transport Solution"
- Marine Corps
- Memorial Park Funeral Home & Cemetery and Griggs-Schooler-Gordon Funeral Directors
- ML Crane Group
- New York Life, West Texas General Office
- Northwestern Mutual
- NurseCore of West Texas
- Outreach Health Services
- Palo Duro Nursing Home
- Panhandle Community Services

**Susan Reams**  
**Regional Finance Manager, Region 12 | Cumulus Media**  
**M: 940.631.1143**