

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)
EEO PUBLIC FILE REPORT
August 1, 2021 – July 31, 2022¹

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive (<i>High Income Media Sales</i>)	1-29, 32-54	10
Account Executive (<i>High Income Media Sales</i>)	1-29, 32-54	10
Account Executive (<i>High Income Media Sales</i>)	1-29, 31-54	31

¹ This Report was revised in June 2023 to address reporting issues.

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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	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	2
2	Adzuna Website www.adzuna.com/	N	0
3	Job Is Job Website www.jobisjob.com/	N	0
4	MyJobHelper Website www.myjobhelper.com/	N	0
5	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
6	The Job Spider www.jobspider.com/	N	0
7	Trovit Website www.trovit.com/	N	0
8	Indeed Website (not directly contacted by SEU) www.indeed.com	N	0
9	Glassdoor Website (not directly contacted by SEU) www.glassdoor.com/index.htm	N	0
10	LinkedIn Website (not directly contacted by SEU) www.linkedin.com/jobs/	N	5
11	Abilities in Jobs www.abilitiesinjobs.com	N	0
12	Asian in Jobs www.asianinjobs.com	N	0
13	Black In Jobs www.blackinjobs.com	N	0
14	Hispanic In Jobs www.hispanicinjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
16	Diversity in Jobs www.diversityinjobs.com	N	0
17	Seniors in Jobs www.seniorsinjobs.com	N	0
18	Women in Jobs www.womeninjobs.com	N	0
19	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
20	Disabled Person www.disAbledperson.com	N	0
21	Hire Black www.hireblack.com	N	0
22	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
23	African American Job Search www.africanamericanjobsearch.com	N	0
24	Asian Job Search www.asianjobsearch.com	N	0
25	LGBT Job Search www.lgbtjobsearch.com	N	0
26	Disabled Job Seekers www.disabledjobseekers.com	N	0
27	US Diversity Job Search www.usdiversityjobsearch.com	N	0
28	Veteran Job Center www.veteranjobcenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	0
31	Internal Transfer/Promotion	N	1
32	U.S. Department of Veteran Affairs PO Box 8443 910-451-7917 shane.muravsky@va.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	Wilmington Chamber of Commerce 1 Estelle Lee Place (910) 762-2611 dunaway@wilmingtonchamber.org	N	0
34	North Carolina Division of Vocational Rehabilitation 3340 Jaeckle Drive (910) 251-5710 jackie.radford@dhhs.nc.gov	N	0
35	North Carolina Division of Services for the Blind 3240 Burnt Mill Drive pam.hayes@dhhs.nc.gov	N	0
36	Good Shepard Ministries 811 Martin Street (910) 763-4424 debbylk@bellsouth.net	N	0
37	Division of Vocational Rehabilitation Services 805 Ruggles Drive 919-855-3553 kenny.gibbs@dhhs.nc.gov	N	0
38	Pender County Workforce Center 904-A S. Walker Street 910-259-0240 esc.jobs.burgaw@ncmail.net ncws.2200@ncommerce.com	N	0
39	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337 eric.redrick@ncommerce.com gabrilla.garrett@ncommerce.com	N	0
40	Junior League of Wilmington Kelly Foreman 3803 Wrightsville Avenue Wilmington, NC 28403 info@jlwnc.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	Cape Fear Community College Emily Hawarny 411 North Front Street Wilmington, NC 28401 910-362-7768 careerdevelopment@cfcc.edu https://www.collegecentral.com/cfcc/ContactUs.cfm	N	0
42	University of North Carolina at Wilmington 601 South College Road Wilmington, NC 28403 910-962-3174 Contact: Nadirah Pippenn pippenn@uncw.edu CareerCenter@UNCW.edu	N	0
43	Miller-Motte College - Ancora Education 5000 Market Street Wilmington, NC 28405 910-442-3494 (Direct) 910-218-1553 (Wilmington Office) Contact: Rachel Merritt rachel.merritt@miller-motte.edu	N	0
44	Brunswick Community College 50 College Road Bolivia, NC 28422 Contact: Tanya Hart hartt@brunswickcc.edu https://www.brunswickcc.edu/resources/career-counseling/ MAILING ADDRESS: PO Box 30, Supply, NC 28462 (910) 755-7300	N	0
45	Miller-Motte College 3725 Ramsey Street, Fayetteville, NC 28311 Contact: Traneika Fuller traneika.fuller@miller-motte.edu 910-478-4300	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Vocational Rehabilitation Services 3340 Jaeckle Dr. Suite 201 Wilmington, NC 28403 Contact: Ginger Brick gbrick@capefearcog.org https://www.ncdhhs.gov/divisions/vocational-rehabilitation-services https://capefearcog.org/home/staff_directory/ 910-470-7911 x213 910-251-5710	N	0
47	Miller-Motte Business College 105 New Frontier Way Jacksonville, NC 28546 info@miller-motte.edu 910-478-4306	N	0
48	New Hanover Chapter of the National Black Leadership Caucus PO Box 10686 Wilmington, NC 28404 newhanoverblackleadership@gmail.com 877-829-6047	N	0
49	Shaw University Career Development Center 302 Martin Luther King Boulevard Raleigh, NC 27601 919-278-2672 careerdevelopment@shawu.edu	N	0
50	Employment Security Commission 717 Market Street Wilmington, 28401 esc.jobs.wilmington@ncesc.gov 910-251-5777 http://www.unemployment_extension.org/wilmington-north_carolina-unemployment.html	N	0
51	Ohio Media School/Columbus 5330 E Main St. Suite 200 White Hall, OH 43213 escott@beonair.com (614) 423-4945 https://beonair.com/the-ohio-center-for_broadcasting-students-take-on-industry_professionals-every-day-2	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
52	Bladen Community College Advising Center PO Box 266 7418 NC Hwy 41W Dublin, NC 28332 bccadvising@bladenc.edu 910.879.5584	N	0
53	Southeastern Community College 4564 Chadbourne Highway Whiteville, NC 28472 A-Building, Rm 136 (910) 788-6254 Contact: Tiffany Price tiffany.price@scenc.edu	N	0
54	On-Air Announcements (<i>all SEU stations</i>)	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	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, Operations Manager, and Business 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.
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, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed five segments entitled “Working Well With Others,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.
4	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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	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.
6	Participate in Career Fair	On February 16, 2022, our SEU participated in the University of North Carolina-Wilmington's Career & Internship Fair, which took place on its campus. Our Market Manager occupied the Cumulus booth, engaged with interested students about the company, careers in radio broadcasting, and job opportunities within our SEU.
7	Participate in Career Fair	On March 2, 2022, our SEU participated in the University of North Carolina-Wilmington Spring Virtual Career & Internship Fair. Our Market Manager conducted virtual, online interviews with students who expressed interest in our open positions and, when asked, discussed other career opportunities for consideration in the radio broadcasting industry.
8	Participate in Career Fair	On September 22, 2021, our SEU participated in the University of North Carolina-Wilmington's Fall Career & Internship Fair 2021. Our Market Manager conducted virtual, online interviews with students who expressed interest in our open positions and, when asked, discussed other career opportunities for consideration in the radio broadcasting industry.
9	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2021 through June 30, 2022, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Through this partnership Cumulus Media and members of our SEU specifically were able to provide guidance to students seeking employment in the radio broadcasting industry. Our SEU, supports the University's recruitment programs and events throughout the year.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Job Fair Participant and Media Sponsor	On February 16, 2022, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
11	Job Fair Participant and Media Sponsor	On March 2, 2022, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Virtual Spring Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance virtually. Our Market Manager was available virtually and spoke with students and other participants about the company, career opportunities in radio, and job openings within the SEU and the company.
12	Job Fair Participant and Media Sponsor	On September 22, 2021, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Fall Career & Internship Fair 2021. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
13	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2021 through June 30, 2022, our SEU was a member of The University of North Carolina-Wilmington's (UNCW) Soaring Partners Program, which sponsors the UNCW Career Center. Cumulus-Wilmington was the exclusive media sponsor of the Career Center, which assists students and alumni in their pursuit of interesting career opportunities in the radio broadcasting industry. The logo of Cumulus Media is prominently displayed on the main wall in the Career Center office, a visible sign of its willingness to engage with students seeking career assistance.
14	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From August 1, 2021 through July 31, 2022, all five SEU radio stations aired commercials inviting organizations to contact the SEU if they would like to be notified about our job openings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
15	Participate in activity designed by the SEU reasonably calculated to further the goal of disseminating information about careers in broadcasting	From August 1, 2021 through August 27, 2021, all of our SEU's On-Air Personalities aired, "As Live" radio commercials on all five of our stations to educate our audiences about our company as well as current opportunities in radio sales. The SEU aired a total of 108 "As Live" recruitment commercials.
16	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On August 8, 2021, our SEU's Program Director and On-Air Talent participated in the Big Buddy Career/Field Day at the New Hanover County Volunteer Center, during which they spoke with Big Buddies and Little Buddies about how radio stations operate, their jobs, and the opportunities available for a future career in broadcasting.
17	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On August 23, 2021, our SEU's Program Director participated in the North Brunswick Senior Career Day at North Brunswick High, during which he spoke with seniors about his career as well as employment opportunities in radio broadcasting.
18	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On October 28, 2021, our SEU's Program Director participated in the Blue Ribbon Commission on Violence with several other leaders in the community, during which he spoke to "at-risk" teens about career options in broadcasting.
19	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On November 19, 2021, our SEU's Program Director participated in Career Day at the Girls Leadership Academy of Wilmington (GLOW) and spoke with students from the Academy about his job as well as the variety of career opportunities in radio broadcasting.
20	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On December 6, 2021, our SEU's Program Director participated in the Myrtle Grove Middle School Career Day, during which he spoke to students that are members of the African American Council about his job as well as opportunities available for a future career in radio broadcasting.
21	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 2, 2022, our SEU's Program Director participated in the Black in Wilmington career workshop at New Hanover High School, and spoke to high school seniors about career opportunities in radio and shared information about the education/skill sets necessary for success in the radio business.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
22	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 17, 2022, our SEU's Program Director spoke at the University of North Carolina-Wilmington Career Center/Upperman Cultural Center about African Americans in media as well as career opportunities in this industry.
23	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 25, 2022, our SEU's Program Director and On-Air Talent participated in Career Day at Malpass Corner School, during which they spoke to students about their jobs, what it is like to work at a radio station and the other career opportunities in radio broadcasting.
24	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 27, 2022, our SEU's Program Director and On-Air Talent visited Jack n' Jill, Inc. and spoke to Jack teens about their jobs, leadership, and the opportunities available for a future career in broadcasting.careers in radio.
25	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On March 10, 2022, our SEU's Program Director participated in Snipes Elementary Career Celebration Week/Career Day, during which he spoke to students about how radio stations operate, his job, and the opportunities available for a future career in broadcasting.
26	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On March 29, 2022, our SEU's Program Director participated in DREAMS After School Arts Career Day, during which he spoke to students 15 and older about his job as well as opportunities available for a future career in broadcasting.
27	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On May 4, 2022, our SEU's Program Director spoke to Heggard High School's Viking Podcast Team about career possibilities in radio broadcasting.