

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period of August 1, 2013 through July 31, 2014.

1) Employment Unit Location/Name: Peak Broadcasting/Cumulus Media of Fresno Licenses, LLC .

2) Unit Members:

KMJ(AM), Fresno, California
KSKS(FM), Fresno, California
KMGV(FM), Fresno, California
KWYE(FM), Fresno, California
KMJ(FM), Fresno, California

3) EEO Contact Information for Employment Unit:

Mailing Address: Cumulus Media 1071 West Shaw Avenue Fresno, CA 93711	Telephone Number: 559-490-5956
	Contact Person: Jill Jackson
	E-mail Address: Jill.Jackson@cumulus.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title

Recruitment Source Referring Hiree

- | | |
|----------------------|-------------------------------------|
| 1. Account Executive | Internal Posting: Employee Referral |
| 2. News Reporter | Internet Posting: AllAccess.com |
| 3. Chief Engineer | Internet Posting: sbe.com |
| 4. Account Executive | Internal Posting: Employee Referral |

Stations KMJ(AM), KSKS(FM), KMGV(FM), KWYE(FM), and KMJ(FM) are Equal Opportunity Employers

5-1) Job Title: Account Executive

Referral Source(s) of Hiree: Internal Posting:
Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Contact Information:	Requested Notification? (Yes or No)
Bulldoglink.com	Website submission only	5150 N. Maple Avenue M/S JA61 Fresno, CA 93740	www.bulldoglink.com	Yes
Fresno City College	Phyllis Greenwood	1101 East University Avenue Fresno, CA 93741	559-442-8294 phone 559-442-4850 fax www.jobs.fresnocitycollege.edu	Yes
Fresno Institute of Technology	Amanda Nash	732 West Shaw Avenue Clovis, California 93612	559-326-1807 559-326-4364 fax anash@it-email.com	Yes
University of Southern California	Megan H.	Website submission only	meganh@usc.edu	Yes
Heald College	Jena Torres	256 West Bullard Avenue Fresno, CA 93704	559-438-4222 jena_torres@heald.edu	Yes
Cal Works	Anne Adams	1526 East Weldon Avenue Fresno, CA 93704	559-442-8286 anne.adams@fresnocitycollege.edu	Yes
The Ohio Center for Broadcasting	Gary James	9001 Sweet Valley Drive Valley View, OH 44125	216-447-9117 216-642-9232 (fax) gary@beonair.com	Yes
The Ohio Center for Broadcasting	Mark Lillie	1310 Wadsworth Blvd. Ste 100 Lakewood, Co 80214	303-937-7070 303-975-0386 placement.denver@beonair.Com	Yes
CentralValleyHelpWanted.com	Website submission only	1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	800-365-8630 www.centralvalleyhelpwanted.Com	Yes
Employment Development Department	Website Submission Only	3303 N. Blackstone Ave. Fresno, CA 93741	www.caljobs.ca.gov	Yes
San Joaquin Valley College	Patti Gutierrez	295 East Sierra Avenue Fresno, CA 93710	559-448-8282 phone 559-439-8990 fax patricia.gutierrez@sjvc.edu	Yes
Peak Broadcasting Radio Station Websites	Tim Wall	1071 West Shaw Avenue Fresno, CA 93711	tim.wall@cumulus.com	Yes
Internal Bulletin Board Posting: Posted in both elevators (a common informational area for all employees) and at reception desk.	Karen Franz Sales Manager	1071 West Shaw Avenue Fresno, California 93711	559-490-5818 phone Karen.franz@cumulus.com	Yes
Fresno Ad Federation	Erin Backowski	PO Box 3723 Clovis, CA 93613	559-916-4436 phone ebackowski@sbcglobal.net	No

5-2) Job Title: News Reporter

Referral Source(s) of Hire: Internet Posting:
All Access

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Contact Information:	Requested Notification? (Yes or No)
Bulldoglink.com	Website submission only	5150 N. Maple Avenue M/S JA61 Fresno, CA 93740	www.bulldoglink.com	Yes
Fresno City College	Phyllis Greenwood	1101 East University Avenue Fresno, CA 93741	559-442-8294 phone 559-442-4850 fax www.jobs.fresnocitycollege.edu	Yes
Fresno Institute of Technology	Amanda Nash	732 West Shaw Avenue Clovis, California 93612	559-326-1807 559-326-4364 fax anash@it-email.com	Yes
University of Southern California	Megan H.	Website submission only	meganh@usc.edu	Yes
Heald College	Jena Torres	256 West Bullard Avenue Fresno, CA 93704	559-438-4222 jena_torres@heald.edu	Yes
Cal Works	Anne Adams	1526 East Weldon Avenue Fresno, CA 93704	559-442-8286 anne.adams@fresnocitycollege.edu	Yes
Fresno West Coalition	Keith Kelley	303 West Fresno St #202 Fresno, CA 93706	559-485-1273 phone 559-485-1276 fax keithkelley@fwced.org	Yes
CentralValleyHelpWanted.com	Website submission only	1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	800-365-8630 www.centralvalleyhelpwanted.Com	Yes
Employment Development Department	Website Submission Only	3303 N. Blackstone Ave. Fresno, CA 93741	www.caljobs.ca.gov	Yes
San Joaquin Valley College	Patti Gutierrez	295 East Sierra Avenue Fresno, CA 93710	559-448-8282 phone 559-439-8990 fax patricia.gutierrez@sjvc.edu	Yes
Peak Broadcasting Radio Station Websites	Tim Wall	1071 West Shaw Avenue Fresno, California 93711	tim.wall@cumulus.com	Yes
Internal Bulletin Board Posting: posted in both elevators (a common informational area for all employees) and at reception desk.	Stephanie Lee	1071 West Shaw Avenue Fresno, California 93711	559-490-5978 phone Stephanie.lee@cumulus.com	Yes
All Access	Blake Taylor	1071 West Shaw Avenue Fresno, California 93711	559-490-5812 Blake.taylor@cumulus.com	No

5-3) Job Title: Chief Engineer

Referral Source(s) of Hire: Internet Posting:
sbe.org

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Contact Information:	Requested Notification? (Yes or No)
Bulldoglink.com	Website submission only	5150 N. Maple Avenue M/S JA61 Fresno, CA 93740	www.bulldoglink.com	Yes
Fresno City College	Phyllis Greenwood	1101 East University Avenue Fresno, CA 93741	559-442-8294 phone 559-442-4850 fax www.jobs.fresnocitycollege.edu	Yes
Fresno Institute of Technology	Amanda Nash	732 West Shaw Avenue Clovis, California 93612	559-326-1807 phone 559-326-4364 fax anash@it-email.com	Yes
University of Southern California	Megan H.	Website submission only	meganh@usc.edu	Yes
Heald College	Jena Torres	256 West Bullard Avenue Fresno, CA 93704	559-438-4222 jena_torres@heald.edu	Yes
Cal Works	Karin Collins	1526 East Weldon Avenue Fresno, CA 93704	559-442-8286 karin.collins@fresnocitycollege.edu	Yes
The Ohio Center for Broadcasting	Gary James	9001 Sweet Valley Drive Valley View, OH 44125	216-447-9117 216-642-9232 (fax) gary@beonair.com	Yes
The Ohio Center for Broadcasting	Mark Lillie	1310 Wadsworth Blvd. Ste 100 Lakewood, Co 80214	303-937-7070 303-975-0386 placement.denver@beonair.com	Yes
CentralValleyHelpWanted.com	Website submission only	1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	800-365-8630 www.centralvalleyhelpwanted.com	Yes
Employment Development Department	Website submission only	3303 North Blackstone Ave. Fresno, CA 93741	www.caljobs.ca.gov	Yes
San Joaquin Valley College	Patti Gutierrez	295 East Sierra Avenue Fresno, CA 93710	559-448-8282 phone 559-439-8990 fax patricia.gutierrez@sjvc.edu	Yes
Peak Broadcasting Radio Station Websites	Tim Wall	1071 West Shaw Avenue Fresno, CA 93711	tim.wall@cumulus.com	Yes
Internal Bulletin Board Posting: posted in both elevators (a common informational area for all employees) and at reception desk.	Stephanie Lee	1071 West Shaw Avenue Fresno, California 93711	559-490-5978 phone Stephanie.lee@cumulus.com	Yes
Creative Fresno	Courtney	www.fresnopolis.com	559-435-9800 phone courtney@creativefresno.com	Yes
Society of Broadcast Engineers	Website submission only		www.sbe.org	No

5-4) Job Title: Account Executive

Referral Source(s) of Hiree: Internal Posting:
Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Contact Information:	Requested Notification? (Yes or No)
Bulldoglink.com	Website submission only	5150 N. Maple Avenue M/S JA61 Fresno, CA 93740	www.bulldoglink.com	Yes
Fresno City College	Phyllis Greenwood	1101 East University Avenue Fresno, CA 93741	559-442-8294 phone 559-442-4850 fax www.jobs.fresnocitycollege.edu	Yes
Fresno Institute of Technology	Amanda Nash	732 West Shaw Avenue Clovis, California 93612	559-326-1807 phone 559-326-4364 fax anash@it-email.com	Yes
University of Southern California	Megan H.	Website submission only	meganh@usc.edu	Yes
Heald College	Jena Torres	256 West Bullard Avenue Fresno, CA 93704	559-438-4222 jena_torres@heald.edu	Yes
Cal Works	Karin Collins	1526 East Weldon Avenue Fresno, CA 93704	559-442-8286 karin.collins@fresnocitycollege.edu	Yes
The Ohio Center for Broadcasting	Gary James	9001 Sweet Valley Drive Valley View, OH 44125	216-447-9117 216-642-9232 (fax) gary@beonair.com	Yes
The Ohio Center for Broadcasting	Mark Lillie	1310 Wadsworth Blvd. Ste 100 Lakewood, Co 80214	303-937-7070 303-975-0386 placement.denver@beonair.com	Yes
CentralValleyHelpWanted.com	Website submission only	1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	800-365-8630 www.centralvalleyhelpwanted.com	Yes
Employment Development Department	Website submission only	3303 North Blackstone Ave. Fresno, CA 93741	www.caljobs.ca.gov	Yes
San Joaquin Valley College	Patti Gutierrez	295 East Sierra Avenue Fresno, CA 93710	559-448-8282 phone 559-439-8990 fax patricia.gutierrez@sjvc.edu	Yes
Peak Broadcasting Radio Station Websites	Tim Wall	1071 West Shaw Avenue Fresno, CA 93711	tim.wall@cumulus.com	Yes
Internal Bulletin Board Posting: posted in both elevators (a common informational area for all employees) and at reception desk.	Stephanie Lee	1071 West Shaw Avenue Fresno, California 93711	559-490-5978 phone Stephanie.lee@cumulus.com	Yes
Creative Fresno	Courtney	www.fresnopolis.com	559-435-9800 phone courtney@creativefresno.com	Yes
Fresno Ad Federation	Erin Backowski	PO Box 3723 Clovis, CA 93613	ebackowski@sbcglobal.net	No
Clovis Adult Education	Kevin Haddix	1453 David E. Cook Way Clovis, CA 93611	559-327-2800 phone 559-327-2880 fax kevenhaddix@cusd.com	No
Women's Exchange	Sharon	172 North Van Ness Fresno, CA 93701	559-233-7251 phone 559-233-9126 fax mtepperman@aol.com	No

6) Total # of Interviewees Referred by Each Source: For the period from August 1, 2013 – July 31, 2014, this Employment Unit interviewed 6 interviewees for full time job vacancies. These interviewees were referred by the following sources:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
(1) Internal Bulletin Board Posting / Employee Referral	4
(2) Internet Posting /AllAccess.com	1
(3) Internet Posting /sbe.com	1

7) Supplemental Recruitment Measures

(a) Participation in Career Events Sponsored by Educational Institutions

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
Employment Unit On-Air Talent gave a presentation to the Video Production class at Sunnyside High School regarding careers within the Radio Broadcasting Industry.	March 3, 2014	Employment Unit On-Air Talent
Employment Unit On-Air Talent gave a presentation to the Media Club at Sunnyside High School regarding careers within the Radio Broadcasting Industry.	March 3, 2014	Employment Unit On-Air Talent
Employment Unit On-Air Talent gave a presentation to the Video Production class at Sunnyside High School regarding careers within the Radio Broadcasting Industry.	March 3, 2014	Employment Unit On-Air Talent
Employment Unit General Sales Manager and Employment Unit Local Sales Manager were keynote speakers at a job fair at the Holiday Inn regarding sales and marketing opportunities within the radio business.	May 6, 2014	Employment Unit General Sales Manager Employment Unit Local Sales Manager
Employment Unit On-Air Talent gave a presentation to the Government students at Central High East regarding the role of Media in Government and the Civic Process.	May 12, 2014	Employment Unit On-Air Talent
Employment Unit On-Air Talent gave a presentation to the Government students at Central High East regarding the role of Media in Government and the Civic Process.	May 15, 2014	Employment Unit On-Air Talent
Employment Unit On-Air Talent spoke to students during career day at Thomas Elementary School regarding careers in broadcasting.	May 22, 2014	Employment Unit On-Air Talent
Employment Unit Account Executive was to give a presentation about KSKS Kiss Country to the Fresno Chamber of Commerce.	June 3, 2014	Employment Unit Account Executive
Employment Unit Account Executive represented the sales aspects of the radio business at Awahnee Middle School.	June 6, 2014	Employment Unit Account Executive

(b) General Outreach Efforts

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
KMJ(AM); KSKS(FM); KMGV(FM); KWYE(FM); and KMJ(FM) have made significant contributions to Peak Broadcasting's career websites, which contains information designed to inform the general public of current available positions, the numerous and varied career opportunities in the Broadcasting Industry and of the job skills necessary to compete for them.	All full-time job vacancies for which replacements were sought, have been placed on Employment Unit's websites between August 1, 2013 through December 1, 2013	Employment Unit Hiring Managers: General Manager Sales Managers Promotions Managers Program Directors Human Resources
Peak Broadcasting/Cumulus Media communicates its equal employment opportunity policy to all applicants.	August 1, 2013 through July 31, 2014	Employment Applications
The Employment Unit utilizes advertising on each of its five radio stations to recruit for job openings.	August 1, 2013 through July 31, 2014	Employment Unit Sales Managers
Employment Unit personnel provide tours of the radio stations to Boy and Girl Scout troops and other organizations wishing to learn more about radio broadcasting.	October 23, 2013 February 5, 2014 April 7, 2014 June 18, 2014 June 30, 2014 July 15, 2014	Employment Unit News Broadcaster Employment Unit On-Air Talent Employment Unit Promotions Manager Employment Unit Account Executive
Cumulus Media hosted a job fair at Manchester Center inviting community organizations host a booth get the word about career opportunities. Attendance was about 3,000-4,000 people.	July 22, 2014	Employment Unit Hiring Managers: General Manager Sales Managers Promotions Managers Program Directors Human Resources

(c) Training of Management-Level Personnel

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
Employment Unit General Manager met with Stations' EEO Coordinator to review the new Cumulus HRM program and the Employment Unit's related employment practices.	April 24, 2014	General Manager Sales Managers EEO Coordinator
Employment Unit EEO Coordinator and Employment Unit Human Resources Manager met to review recruitment sources and their effectiveness.	July 24, 2014	Employment Unit EEO Coordinator Employment Unit Human Resources Manager