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June 8, 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 WWQQ-FM, Wilmington, North Carolina
Facility ID 28163

Dear Ms. Goldin:

Cumulus Licensing LLC (“Cumulus”), licensee of radio station WWQQ-FM, Wilmington, North Carolina, hereby submits its Response to your letter of April 24, 2023 (“EEO Audit Letter”) concerning the Station’s compliance with the Commission’s Equal Employment Opportunity Rule, 47 C.F.R. § 73.2080. Station WWQQ-FM is part of a station employment unit (“SEU”) based in Wilmington, North Carolina, that includes stations WAAV(AM), Leland, North Carolina (Facility ID 25999), WGNI(FM), Wilmington, North Carolina (Facility ID 8581), WKXS-FM, Leland, North Carolina (Facility ID 25998), and WMNX(FM), Wilmington, North Carolina (Facility ID 8584). For this reason, Cumulus’s Response to the EEO Audit Letter involves the entire Wilmington 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,



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 WWQQ-FM, Wilmington, North Carolina (Facility ID 28163), which is part of a station employment unit based in Wilmington, North Carolina, that includes stations WAAV(AM), Leland, North Carolina (Facility ID 25999), WGNI(FM), Wilmington, North Carolina (Facility ID 8581), WKXS-FM, Leland, North Carolina (Facility ID 25998), and WMNX(FM), Wilmington, North Carolina (Facility ID 8584) (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 April 24, 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: WWQQ-FM, www.wwqq101.com; WAAV(AM), www.980waav.com; WGNI(FM), www.wgni.com; WKXS-FM, www.945thehawkradio.com; and WMNX(FM), www.coast973.com. A copy of the current EEO public file report is on or linked to each of the above websites.

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 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. The SEU employs a total of thirteen (13) full-time employees. The stations are located in a market with a population of more than 250,000. Accordingly, the SEU is required to perform at least four (4) 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, covered/management-level employees, are up to date.

Since the focus of this Response covers reporting periods from August 1, 2020, through July 31, 2022, 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 or not 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.

It is important to note that 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.

Always keeping its general outreach obligations in mind, this SEU far exceeded the number of supplemental recruitment initiative points required over the two-year period, even though some events it might typically host or participate in were curtailed due to the COVID-19 pandemic. During periods when in-person events were not safe, the SEU participated in a variety of virtual training sessions Cumulus offered 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. As concerns about COVID-19 subsided, the SEU took part in numerous job fairs for its benefit as well as that of local businesses and was often a media sponsor of these events. Further, the SEU's Program Director frequently accepted invitations from local schools to speak with students about career opportunities in broadcasting. Most impressive is the SEU Market Manager's involvement with the Wilmington community. As an example, during this two-year reporting period, he further solidified his special relationship with the University of North Carolina-Wilmington's Career Center and its Soaring Partners Program and continued to counsel many students about careers in broadcasting and support them in their endeavors to pursue work in this industry.

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 conducts periodic sessions to brainstorm about activities that will improve its general outreach to better inform the Wilmington community about the variety of career opportunities available 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. This is demonstrated in the outreach conducted for positions that were posted during the 2022 reporting period.

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, Eric McCart, who works in conjunction with in-house counsel at Cumulus headquarters and, when applicable, outside employment and labor counsel.

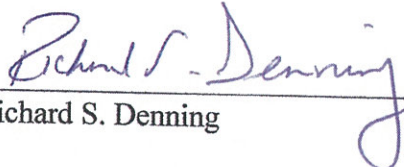
In response to 2(b)(x) of the Audit Letter, Cumulus Licensing LLC, is not a religious broadcaster.

[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 7th day of June 2023.


Richard S. Denning

Attachment A

WGNI(FM), WWQQ(FM), WMNX(FM), WKXS(FM) and WAAV(AM)
EEO PUBLIC FILE REPORT
August 1, 2020-July 31, 2021¹

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
Morning Talk Show Host	1-11, 13-20, 22-28, 35, 37-40, 42	24
Account Executive (<i>High Income Media Sales</i>)	1-11, 13-20, 22-29, 37-61	27
Program Director	1-11, 13-20, 22-28, 31, 35, 37-59	31

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

WGNI(FM), WWQQ(FM), WMNX(FM), WKXS(FM) and WAAV(AM)
EEO PUBLIC FILE REPORT
 August 1, 2020-July 31, 2021

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	University of North Carolina-Wilmington 601 S. College Road Wilmington, NC 28403 910- 962-3755 Via HANDSHAKE	N	0
2	Employment Security Commission 717 Market Street Wilmington, NC 28401	N	0
3	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
4	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
5	NC Division of Vocational Rehabilitation Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
6	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
7	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
8	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
9	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
11	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
12	Urban Insite Website www.urbaninsite.com	N	0
13	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
14	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@scnc.edu	N	0
15	US Department of Veteran Affairs PO Box 8443 Wilmington, NC 28403	N	0
16	Wilmington Chamber of Commerce 1 Estelle Lee Place Wilmington, NC 28401	N	0
17	NC Division of Services for the Blind 3240 Burnt Mill Drive Wilmington, NC 28403	N	0
18	Good Shepard Ministries 811 Martin Street Wilmington, NC 28401	N	0
19	Division of Vocational Rehabilitation 805 Ruggles Drive Raleigh, NC 27603	N	0
20	Pender County Workforce Center 904-A S. Walker Street Burgaw, NC 28425	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	New Hanover County Workforce Center 1994 South 17 th Street Wilmington, NC 28401	N	0
22	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337	N	0
23	Internal Posting	N	0
24	Cumulus Careers Website www.cumulusmedia.jobs.net	N	34
25	LinkedIn Website <i>(not directly contacted by SEU)</i> www.linkedin.com	N	3
26	Glassdoor <i>(not directly contacted by SEU)</i> www.glassdoor.com	N	0
27	Indeed Website <i>(not directly contacted by SEU)</i> www.indeed.com	N	4
28	SEU Job Fairs <i>(see Section III)</i>	N	0
29	Station On-Air Announcements <i>(all SEU stations)</i>	N	0
30	Station Website Postings <i>(one or more SEU stations)</i>	N	0
31	Internal Transfer/Promotion	N	1
32	Walk-In/Self-Referral	N	0
33	Employee Referral	N	0
34	Inside Radio Website www.insideradio.com	N	0
35	All Access Music Group Website allaccess.com	N	0
36	Society of Broadcast Engineers www.sbe.org	N	0
37	Adzuna Website www.adzuna.com/	N	0
38	Job Is Job Website www.jobisjob.com/	N	0
39	MyJobHelper Website www.myjobhelper.com/	N	0
40	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
41	The Job Spider www.jobspider.com/	N	0
42	Trovit Website www.trovit.com/	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Abilities in Jobs www.abilitiesinjobs.com	N	0
44	Asian in Jobs www.asianinjobs.com	N	0
45	Black In Jobs www.blackinjobs.com	N	0
46	Hispanic In Jobs www.hispanicinjobs.com	N	0
47	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
48	Diversity in Jobs www.diversityinjobs.com	N	0
49	Seniors in Jobs www.seniorsinjobs.com	N	0
50	Women in Jobs www.womeninjobs.com	N	0
51	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
52	Disabled Person www.disAbleperson.com	N	0
53	Hire Black www.hireblack.com	N	0
54	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
55	African American Job Search www.africanamericanjobsearch.com	N	0
56	Asian Job Search www.asianjobsearch.com	N	0
57	LGBT Job Search www.lgbtjobsearch.com	N	0
58	Disabled Job Seekers www.disabledjobseekers.com	N	0
59	US Diversity Job Search www.usdiversityjobsearch.com	N	0
60	Veteran Job Center www.veteranjobcenter.com	N	0
61	Seniors to Work www.seniorstowork.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			42

WGNI(FM), WWQQ(FM), WMNX(FM), WKXS(FM) and WAAV(AM)
EEO PUBLIC FILE REPORT
 August 1, 2020 – July 31, 2021

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	From July 1, 2020, through June 30, 2021, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.
2	Participate in Job Fair	On September 23, 2020, our SEU's Market Manager and Program Director participated in the University of North Carolina-Wilmington's Fall Career & Internship Fair 2020. Our Market Manager conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
3	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	During the month of February 2021, our SEU's Program Director and On-Air Talent participated via Zoom in Wilmington's Hoggard High School Virtual Career Days. Each Thursday in February they "met" with the students and discussed how they got involved in radio, the opportunities available for a future career in broadcasting, and the education/skill sets necessary for success in the radio business.
4	Participate in Job Fair	On February 24, 2021, our SEU's Market Manager participated in University of North Carolina-Wilmington's Virtual Career & Internship Fair – Spring 2021, during which he conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
5	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 24, 2021, our SEU's Program Director participated in Wilmington's New Hanover County Schools Career Tech Ed Day Quiz Bowl, via Zoom, during which he discussed the opportunities available for a future career in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 26, 2021, our SEU's Program Director was a panelist on the University of North Carolina-Wilmington's Upperman African American Center's Career Tech Panel and spoke about the urban radio broadcasting industry and how African Americans can break into this business.
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On March 3, 2021, our SEU's Market Manager participated in the University of North Carolina-Wilmington's "So You Wanna... Work in Arts and Communication" online webinar, during which he discussed career opportunities in radio broadcasting and media with the students.
8	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination.	On July 20, 2021, the SEU's management team participated in an employment training webinar conducted by our Market Manager entitled, Recruitment, EEO & Non-Discrimination Training, during which he reviewed FCC EEO rules and discussed best hiring practices.
9	Host a Job Fair	On July 29, 2021, our SEU hosted a job fair under a tent outside our studios in Wilmington. This event was organized by our SEU and promoted on all of our radio Stations. Our Market and Sales Managers were available to talk with attendees about career opportunities in radio as well as current job openings within the SEU and conducted on-site interviews. Applicants were able to fill out applications on site or scan a QR Code and complete online.
10	Participate in activities designed by the SEU reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	From July 22, 2021, through July 31, 2021, our SEU's On-Air Personalities aired "As Live" radio commercials on their stations educating our audiences about our radio company and current opportunities in radio sales and encouraged listeners to find out more and apply.
11	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	From July 1, 2020, through June 30, 2021, our SEU was the exclusive media partner with the University of North Carolina-Wilmington's Career Center's Soaring Partners Program. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.

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.

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)
EEO PUBLIC FILE REPORT
 August 1, 2021 – July 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	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 <i>(not directly contacted by SEU)</i> www.indeed.com	N	0
9	Glassdoor Website <i>(not directly contacted by SEU)</i> www.glassdoor.com/index.htm	N	0
10	LinkedIn Website <i>(not directly contacted by SEU)</i> 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@nccommerce.com	N	0
39	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337 eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	N	0
40	Junior League of Wilmington Kelly Foreman 3803 Wrightsville Avenue Wilmington, NC 28403 info@jlnwnc.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@sccnc.edu	N	0
54	On-Air Announcements (<i>all SEU stations</i>)	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

**WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and
WWQQ(FM)**

EEO PUBLIC FILE REPORT

August 1, 2021 – July 31, 2022

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.

Attachment B

Job Description and Responsibilities

Cumulus Media Wilmington, NC is searching for a dynamic Conservative Morning Talk Show Host for heritage News/Talk/Sports 980 WAAV. Can you deliver a relevant and compelling radio show and establish a personal and emotional connection with our target audience? Are you focused, responsible, collaborative and empowered? If you answered yes, we should talk. We are looking for someone who is compelled to deliver a great radio show every day!

Candidates must have a proven track record of success. Your digital and social media skills must be as engaging as your on-air presentation and execution. The best candidates will be detail oriented with the ability to multi-task and react in a calm and decisive way when dealing with challenging situations. Excellent writing and production skills are essential. People skills and the ability to work closely with all departments and a talented sales team are critical.

Responsibilities include hosting shows that generate significant listenership by being entertaining, informative, community oriented and forwarding the brand. Must have a deep understanding of how to go beyond the latest news, headlines, and events to craft an entertaining and unique product. The candidate should be able to plan, promote and produce a quality show, through creative ideas, segments, booking local and celebrity interviews and production elements. Daily commercial production is required. As an ambassador for Cumulus, participation in station and client events/remotes, connecting with the community and our listeners, building a relationship with clients through the sales team and networking within the market are paramount. Candidates must have unparalleled passion, work ethic and drive.

Who we are

Our people work in a great facility, take pride in our community and value teamwork. Our local Wilmington stations include: News/Talk/Sports 980 AM WAAV The Wave, Today's Hits & Yesterday's Favorites 102.7 WGNI, Cape Fear's Country Leader WWQC 101.3, Coast 97.3 WMNX and WKXS 94.5 The Hawk.

Requirements

Qualifications / Requirements

- Minimum 2 years previous Talk Show on-air experience
- News/Talk format experience
- Strong organizational and computer skills
- Ability to multi-task
- Excellent verbal and written communication skills
- Good at problem solving and prioritizing
- Able to take direction and flawlessly execute game plan
- Radio & Digital advertising sales experience desirable
- Digital video and graphic design skills desirable

Key Responsibilities & Duties

- Knowledge, understanding and compliance with all FCC Rules and Regulations
- Provide with customer service to all of our customers, listeners, advertisers and co-workers
- Responsible for assisting with commercial production
- Live Broadcasts and station appearances, whether paid or unpaid

Required Knowledge, Skills & Abilities

- Focused, Responsible, Collaborative and Empowered
- A commitment to show prep
- Deep knowledge & awareness of local/regional/national events and how they relate to our audience
- Ability to work under pressure while meeting tight deadlines
- Strong production skills
- Proficient with Adobe Audition
- vCreative and OpX experience a huge plus
- Proficient with MS Word and MS Suite of software
- Strong creative, communication and coordination skills
- Station imaging experience is a huge plus

Education and Licensing Requirements

- College degree in Communications or related major preferred. High School Diploma or equivalent required
- Must possess a valid driver's license and must be in good standing

What we offer

- Competitive pay
- Opportunities for career advancement
- Supportive leadership and coaching
- Continuous education and training
- Collaborative and creative environment
- Recognition and reward for outstanding performance
- Vacation & Holidays
- Benefits include: Medical, dental, vision, Health Savings Account with company match, 401K with company match, and Life and Disability coverage

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

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

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

Please type Market name here
Wilmington

**WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)
VACANCY DATA FORM**



Full-Time Job Title: Morning Talk Show Host	Date Filled: 04/19/2021
Recruitment Source ("RS") Referring Hiree: Cumulus Careers Website (RS #24)	Total Number of Interviewees: 21

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	University of North Carolina at Wilmington 601 South College Road Wilmington, NC 28403 910-962-3174 Via HANDSHAKE	N	0
2	Employment Security Commission 717 Market Street Wilmington, 28401	N	0
3	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
4	New Hanover Chapter of the National Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
5	North Carolina Division of Vocational Rehabilitation Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
6	Cape Fear Community College 411 North Front Street Wilmington, NC 28401 910-862-7043	N	0
7	Shaw University Placement Office 118 E. South Street Raleigh, NC 27601	N	0
8	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
9	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0
10	Brunswick Community College PO Box 30 Supply, NC 28462 910-754-6900	N	0
11	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
13	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
14	Southeastern Community College 4564 Chadbourne Highway Whiteville, NC 28472 910-642-7141 Tiffany.price@sccnc.edu	N	0
15	US Department of Veteran Affairs PO Box 8443 Wilmington, NC 28403	N	0
16	Wilmington Chamber of Commerce 1 Estelle Lee Place Wilmington, NC 28401	N	0
17	NC Division of Services for the Blind 3240 Burnt Mill Drive Wilmington, NC 28403	N	0
18	Good Shepard Ministries 811 Martin Street Wilmington, NC 28401	N	0
19	Division of Vocational Rehabilitation 805 Ruggles Drive Raleigh, NC 27603	N	0
20	Pender County Workforce Center 904-A S. Walker Street Burgaw, NC 28425	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
22	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337	N	0
23	Internal Posting	N	0
24	Cumulus Careers Website www.cumulusmedia.jobs.net	N	18
25	LinkedIn Website <i>(not directly contacted by SEU)</i> www.linkedin.com	N	0
26	Glassdoor <i>(not directly contacted by SEU)</i> www.glassdoor.com	N	0
27	Indeed Website <i>(not directly contacted by SEU)</i> www.indeed.com	N	3
28	SEU Job Fairs <i>(see Section III)</i>	N	0
35	All Access Music Group Website allaccess.com	N	0
37	Adzuna Website www.adzuna.com/	N	0
38	Job Is Job Website www.jobisjob.com/	N	0
39	MyJobHelper Website www.myjobhelper.com/	N	0
40	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
42	Trovit Website www.trovit.com/	N	0
Total Interviewees			21



Referencing requisition 000422 - Morning Talk Show Host



Edit job posting Morning Talk Show Host 000422  

Career Site & Manual Options Posting History

Posting ID *:
000422



Career Site Posting Template:
Website




Career Site Go Live Date *:
08/18/2020  

Career Site Expiration Date *:
12/31/2020  

Length (in days) *:
136

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 - (Expired)
- Glassdoor.com - (Expired)
- Job Is Job - (Expired)
- MyJobHelper - (Expired)
- Oodle - (Expired)
- Trovit - (Expired)

Apply Online URL  View Posting  Direct Import Email 

Update Career Site

Posting List ID

Referencing requisition 000422 - Morning Talk Show Host

Edit job posting Morning Talk Show Host 000422  

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
10/23/2020 20:27:03	08/18/2020	10/23/2020	Automated Luceo Process	Suspension	282	
12/31/2020 21:52:40	08/18/2020	12/31/2020	Automated Luceo Process	Suspension	282	
10/23/2020 20:27:04	08/18/2020	10/23/2020	Automated Luceo Process	Suspension	282	
11/18/2020 22:22:46	08/18/2020	12/31/2020	eric.mccart	Modification/Rerun	282	
12/31/2020 21:52:42	08/18/2020	12/31/2020	Automated Luceo Process	Suspension	282	
08/18/2020 19:43:09	08/18/2020	10/23/2020	eric.mccart	Send to publish	282	Cumulus Media
11/18/2020 22:18:02	08/18/2020	12/31/2020	eric.mccart	Modification/Rerun	282	Cumulus Media
11/18/2020 22:22:46	08/18/2020	12/31/2020	eric.mccart	Modification/Rerun	282	Cumulus Media
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	
11/18/2020 22:22:47	08/18/2020	12/31/2020	eric.mccart	Creation Date	282	

14 Records

Morning Talk Show Host (422/282)

[Delete](#)

Morning Talk Show Host August 18, 2020 7:47 PM N. America > USA > North Carolina > New Hanover County > Wilmington
[Resend \(with changes\)](#)

Board Name	Clicks	Activity	Status	Activity
AdSense	0	Posted: August 18, 2020 7:30 PM Removed: September 15, 2020 7:47 PM	✓ Expired	
Blasdeer.com	2	Posted: August 18, 2020 7:47 PM Removed: September 17, 2020 7:47 PM	✓ Expired	
Job is Job	0	Posted: August 18, 2020 7:47 PM Removed: September 17, 2020 7:47 PM	✓ Expired	
MyJobHelper	1	Posted: August 18, 2020 7:47 PM Removed: September 17, 2020 7:47 PM	✓ Expired	
Oodia	0	Posted: August 18, 2020 7:47 PM Removed: September 15, 2020 7:47 PM	✓ Expired	
Trovi	0	Posted: August 18, 2020 7:47 PM Removed: September 15, 2020 7:47 PM	✓ Expired	

From: Barry Fox
Sent: Tuesday, August 18, 2020 8:40 PM
To: Eric McCart <Eric.McCart@cumulus.com>
Subject: RE: WAAV AMD Talk Show Host Job Posting 8.14.20
All Access Posting Attached
Barry Fox
Operations Manager
Program Director WWQQ / WAAV
Cumulus Radio Station Group | Wilmington
O: 910.332.2147
Barry.Fox@cumulus.com

From: Eric McCart
Sent: Tuesday, August 18, 2020 8:08 PM
To: Barry Fox <Barry.Fox@cumulus.com>
Subject: RE: WAAV AMD Talk Show Host Job Posting 8.14.20
Yes please. When you can, send me a pdf copy of the post for our EEO file.
Thanks!
Eric McCart
VP/Market Manager
Cumulus Radio Station Group | Wilmington
O: 910.332.2183
M: 910.386.9004

3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403
Eric.McCart@cumulus.com
cumulusmedia.com



Ask me about the **BIGGEST "Branding Iron"** now available in Wilmington and the Cape Fear Region!
RIGHT NOW TRAFFIC – Sponsorships available NOW on all 5 of our Cumulus radio stations!

From: Barry Fox
Sent: Tuesday, August 18, 2020 8:07 PM

MORNING TALK SHOW HOST-WILMINGTON, NC-CUMULUS MEDIA

Tue Aug 18, 2020 5:34 pm

JOB DESCRIPTION

Cumulus Media Wilmington, NC is searching for a dynamic Conservative Morning Talk Show Host for heritage News/Talk/Sports 980 WAAV. Can you deliver a relevant and compelling radio show and establish a personal and emotional connection with our target audience? Are you focused, responsible, collaborative and empowered? If you answered yes, we should talk. We are looking for someone who is compelled to deliver a great radio show every day!

Candidates must have a proven track record of success. Your digital and social media skills must be as engaging as your on-air presentation and execution. The best candidates will be detail oriented with the ability to multi-task and react in a calm and decisive way when dealing with challenging situations. Excellent writing and production skills are essential. People skills and the ability to work closely with all departments and a talented sales team are critical.

Responsibilities include hosting shows that generate significant listenership by being entertaining, informative, community oriented and forwarding the brand. Must have a deep understanding of how to go beyond the latest news, headlines, and events to craft an entertaining and unique product. The candidate should be able to plan, promote and produce a quality show, through creative ideas, segments, booking local and celebrity interviews and production elements. Daily commercial production is required. As an ambassador for Cumulus, participation in station and client events/remotes, connecting with the community and our listeners, building a relationship with clients through the sales team and networking within the market are paramount. Candidates must have unparalleled passion, worth ethic and drive.

Who we are

Our people work in a great facility, take pride in our community and value teamwork. Our local Wilmington stations include: News/Talk/Sports 980 AM WAAV The Wave, Today's Hits & Yesterday's Favorites 102.7 WGNI, Cape Fear's Country Leader WWQQ 101.3, Coast 97.3 WMNX and WKXS 94.5 The Hawk.

JOB REQUIREMENTS

Qualifications / Requirements

- Minimum 2 years previous Talk Show on-air experience
- News/Talk format experience
- Strong organizational and computer skills
- Ability to multi-task
- Excellent verbal and written communication skills
- Good at problem solving and prioritizing
- Able to take direction and flawlessly execute game plan
- Radio & Digital advertising sales experience desirable
- Digital video and graphic design skills desirable

Key Responsibilities & Duties

- Knowledge, understanding and compliance with all FCC Rules and Regulations
- Provide elite customer service to all of our customers; listeners, advertisers and co-workers
- Responsible for assisting with commercial production
- Live Broadcasts and station appearances, whether paid or unpaid

Required Knowledge, Skills & Abilities

- Focused, Responsible, Collaborative and Empowered
- A commitment to show prep
- Deep knowledge & awareness of local/regional/national events and how they relate to our audience
- Ability to work under pressure while meeting tight deadlines
- Strong production skills
- Proficient with Adobe Audition
- vCreative and OpX experience a huge plus
- Proficient with MS Word and MS Suite of software
- Strong creative, communication and coordination skills
- Station imaging experience is a huge plus

Education and Licensing Requirements

- College degree in Communications or related major preferred. High School Diploma or equivalent required
- Must possess a valid driver's license and must be in good standing

What we offer

Competitive pay

Opportunities for career advancement

Supportive leadership and coaching

Continuous education and training

Collaborative and creative environment

Recognition and reward for outstanding performance

Vacation & Holidays

Benefits include: Medical, dental, vision, Health Savings Account with company match, 401K with company match, and Life and Disability coverage

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).



Job Description and Responsibilities

Account Executive - High Income Media Sales

CUMULUS MEDIA – WILMINGTON NORTH CAROLINA IS SEEKING an exceptional Media Account Executive! 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 Media Sales Professional. Cumulus-Wilmington targets hundreds of local companies with a highly tuned business-category focus and introduces these companies to Cumulus' large demographically distinct audiences via the POWER OF RADIO and DIGITAL ADVERTISING. We hire passionate, driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. If this sounds like you, please submit your resume for consideration.

Who we are:

Our local Wilmington stations include: Today's Hits & Yesterday's Favorites WGNI 102.7, Cape Fears Country Leader WWQQ 101.3, Coast 97.3 WMNX, WKXS 94.5 The Hawk, and News Talk Sports 980 AM WAAV The Wave.

Our Opportunity:

Cumulus Media Wilmington is seeking an experienced Media Account Executive for the Wilmington Market.

This person is responsible for day-to-day sales of our radio station and digital products portfolio, and achieving monthly budget goals. This person will work independently to prospect and develop advertising relationships and help our clients grow their businesses.

Job Summary:

You are a high energy, self-driven sales professional who can spin a lot of plates and thrive in a fast-paced working environment. By creating successful radio and digital advertising campaigns for clients, the Media Account Executive ensures growth within the radio and digital sales department and retains clients for future campaigns. The Media Account Executive keeps a full pipeline, manages sales activity and communicates regularly with management.

Key Responsibilities & Competencies:

- 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
- 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
- Creative spark - the ability to design, create and deliver customized advertising proposals / presentations and generate original ideas
- Gain referral business by providing support, information, and guidance, qualitative research and recommending new opportunities for profit and/or service improvements

- Deliver exceptional customer service
- 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
- 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

Requirements

Requirements & Qualifications:

- 1-2 years Media Sales background preferred/required
- Proficient in Microsoft Office 365, social networking platforms and CRM tools
- Must be highly proficient with MS 365, Word, PowerPoint, Excel and Outlook
- Must be highly proficient using online meeting tools; Teams, Zoom and Bluejeans
- 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
- Bachelor's Degree in Business, Marketing or related field is preferred/required
- Recognized top sales performer with a track record of over-achieving sales goals
- Consistently a Top Performer in closing new Business
- Digitally savvy with a clear understanding of digital advertising and how to sell it
- Marketing expertise a plus
- Stay abreast of the competitive landscape and emerging technologies
- Ability to perform independently in a fast-paced, hyper-competitive sales environment
- Excellent interpersonal/communication skills; outgoing, sociable, and charismatic – you pride yourself on being able to strike up a conversation with anyone
- Requires a valid driver's license and reliable transportation

What we offer:

- Commission-based organization with uncapped earning potential
- Focused, responsible, collaborative and empowered work environment with the ability, to ask "what if" and try innovative solutions
- Opportunities for career advancement
- Supportive leadership, coaching, education, and training
- Recognition and reward for outstanding performance
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long term
- Vacation & Holidays to enjoy the fruits of your labor
- Cumulus is an Equal Opportunity Employer (EEO)

Cumulus Radio Station Group is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

If you have the passion, energy and focus necessary to build upon the legacy of our Cumulus brands, apply to: www.cumulusmedia.com

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)

VACANCY DATA FORM

Full-Time Job Title: Account Representative (High Income Media Sales)	Date Filled: 05/10/2021
Recruitment Source ("RS") Referring Hiree: Indeed Website (not directly contacted by SEU) (RS #27)	Total Number of Interviewees: 7

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	University of North Carolina-Wilmington 601 S. College Road Wilmington, NC 28403 910- 962-3755 Via HANDSHAKE	N	0
2	Employment Security Commission 717 Market Street Wilmington, NC 28401	N	0
3	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
4	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
5	NC Division of Vocational Rehabilitation Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
6	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
7	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
8	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
9	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
10	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
11	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
13	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
14	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@sccnc.edu	N	0
15	US Department of Veteran Affairs PO Box 8443 Wilmington, NC 28403	N	0
16	Wilmington Chamber of Commerce 1 Estelle Lee Place Wilmington, NC 28401	N	0
17	NC Division of Services for the Blind 3240 Burnt Mill Drive Wilmington, NC 28403	N	0
18	Good Shepard Ministries 811 Martin Street Wilmington, NC 28401	N	0
19	Division of Vocational Rehabilitation 805 Ruggles Drive Raleigh, NC 27603	N	0
20	Pender County Workforce Center 904-A S. Walker Street Burgaw, NC 28425	N	0
22	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
23	Internal Posting	N	0
24	Cumulus Careers Website www.cumulusmedia.jobs.net	N	3
25	LinkedIn Website (not directly contacted by SEU) www.linkedin.com	N	3
26	Glassdoor (not directly contacted by SEU) www.glassdoor.com	N	0
27	Indeed Website (not directly contacted by SEU) www.indeed.com	N	1
28	SEU Job Fairs (see Section III)	N	0
29	Station On-Air Announcements (all SEU stations)	N	0
37	Adzuna Website www.adzuna.com/	N	0
38	Job Is Job Website www.jobisjob.com/	N	0
39	MyJobHelper Website www.myjobhelper.com/	N	0
40	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
41	The Job Spider www.jobspider.com/	N	0
42	Trovit Website www.trovit.com/	N	0
43	Abilities in Jobs www.abilitiesinjobs.com	N	0
44	Asian in Jobs www.asianinjobs.com	N	0
45	Black In Jobs www.blackinjobs.com	N	0
46	Hispanic In Jobs www.hispanicinjobs.com	N	0
47	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
48	Diversity in Jobs www.diversityinjobs.com	N	0
49	Seniors in Jobs www.seniorsinjobs.com	N	0
50	Women in Jobs www.womeninjobs.com	N	0
51	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
52	Disabled Person www.disAbledperson.com	N	0
53	Hire Black www.hireblack.com	N	0
54	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
55	African American Job Search www.africanamericanjobsearch.com	N	0
56	Asian Job Search www.asianjobsearch.com	N	0
57	LGBT Job Search www.lgbtjobsearch.com	N	0
58	Disabled Job Seekers www.disabledjobseekers.com	N	0
59	US Diversity Job Search www.usdiversityjobsearch.com	N	0
60	Veteran Job Center www.veteranjobcenter.com	N	0
61	Seniors to Work www.seniorstowork.com	N	0
Total Interviewees			7



Referencing requisition 000869 - High Income Media Sales



Edit job posting High Income Media Sales 000869  

Career Site & Manual Options Posting History

Posting ID *:
000869

Career Site Posting Template:
Website

Career Site Go Live Date *:
02/17/2021  

Career Site Expiration Date *:
05/17/2021  

Length (in days) *:
90




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 - (Expired)
Glassdoor.com - (Expired)
Job Is Job - (Expired)
The Job Spider - (Deactivated)
MyJobHelper - (Expired)
Oodle - (Expired)
Trovit - (Expired)

Apply Online URL  View Posting  Direct Import Email 

Update Career Site

Postings (1 of 1)

Referencing requisition 000869 - High Income Media Sales

Edit job posting High Income Media Sales 000869  

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
05/17/2021 21:54:56	02/17/2021	05/17/2021	Automated Lucco Process	Suspension	529	
02/17/2021 23:34:22	02/17/2021	05/17/2021	eric.mccart	Send to publish	529	Cumulus Media
02/17/2021 23:47:01	02/17/2021	05/17/2021	eric.mccart	Modification/Rerun	529	Cumulus Media

3 Records

High Income Media Sales (869/529)

Details

High Income Media Sales February 17, 2021 11:43 PM [Resend \(with changes\)](#) N. America > USA > North Carolina > New Hanover County > Wilmington

Board Name	Clicks	Activity	Status	Activity
Azzura	0	Posted: February 17, 2021 11:43 PM Removed: March 17, 2021 11:43 PM	✓ Expired	
Classdoor.com	0	Posted: February 17, 2021 11:43 PM Removed: April 18, 2021 11:43 PM	✓ Expired	
Job is Job	0	Posted: February 17, 2021 11:43 PM Removed: March 19, 2021 11:43 PM	✓ Expired	
Job Spinn	0	Posted: February 17, 2021 11:43 PM Removed: May 17, 2021 8:55 PM	✓ Deleted	
MsJobHelper	0	Posted: February 17, 2021 11:43 PM Removed: April 18, 2021 11:43 PM	✓ Expired	
Codex	0	Posted: February 17, 2021 11:43 PM Removed: March 17, 2021 11:43 PM	✓ Expired	
Thovt	0	Posted: February 17, 2021 11:43 PM Removed: March 17, 2021 11:43 PM	✓ Expired	

AE LinkedIn Job Posting 2.22.21

CUMULUS MEDIA | Wilmington, NC is seeking a dynamic **Digital and Radio Account Executive** to join our team! We are looking for passionate, motivated, goal-oriented individuals with high business acumen and the desire to WIN in a fast-paced highly competitive sales environment. Someone who is digitally savvy and desires to create integrated marketing campaigns for their clients. In return, we offer a unique opportunity: a challenging mission, world-class tools to help you succeed, and the chance to realize your full potential as a professional.

For immediate consideration, please visit <https://lnkd.in/ePnAAZ4>

For more information about Cumulus Media, visit our website at: <https://lnkd.in/ecBeUTs>

Cumulus Media, Inc. is proud to be an Equal Opportunity Employer (EOE).



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

Distribution to Career One-Stop Centers and Community-Based Organizations

Job Req: J3N58H6NFWSW3LJBMZQ

Date Received: 04-08-2021

High Income Media Sales

Cumulus Media Wilmington, North Carolina

Center Name	Center Type	Address	Phone	Email	Date Sent
Bladen County NCWorks Career Center	One-Stop Career Center	401 Mercer Mill Road	910-862-3255	eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	04/10/2021
Pender County Workforce Center	One-Stop Career Center	904-A S. Walker Street	910-259-0240	esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	04/10/2021
Division of Vocational Rehabilitation Services	Vocational Rehab	805 Ruggles Drive	919-855-3553	kenny.gibbs@dhhs.nc.gov	04/10/2021
Good Shepard Ministries	Religious	811 Martin St	(910) 763-4424	debbylk@bellsouth.net	04/10/2021
NC DIVISION OF SERVICES FOR THE BLIND	Disability	3240 BURNT MILL DR		pam.hayes@dhhs.nc.gov	04/10/2021
NC DIVISION OF VOCATIONAL REHABILITATION	Disability	3340 JAECKLE DR	(910) 251-5710	jackie.radford@dhhs.nc.gov	04/10/2021
Wilmington Chamber of Commerce	Diversity	1 Estelle Lee Pl	(910) 762-2611	dunaway@wilmingtonchamber.org	04/10/2021
U.S. Department of Veteran Affairs	Veterans Center	PO Box 8443	910-451-7917	shane.muravsky@va.gov	04/10/2021

Date Received: 06-08-2021



Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 04-26-2023. The breakdown of Diversity Listings Expressions of Interest (EOI) can be found at the job level

Broadbean posts all jobs in this report to the following Diversity Network:

www.abilitiesinjobs.com
www.asianinjobs.com
www.blackinjobs.com
www.hispanicinjobs.com
www.lgbtinjobs.com
www.diversityinjobs.com
www.seniorsinjobs.com
www.womeninjobs.com
www.disabledperson.com
www.jofdav.com
www.hireblack.com

www.africanamericanjobsearch.com
www.asianjobsearch.com
www.disabledjobseekers.com
www.hispanicjobexchange.com
www.lgbtjobsearch.com
www.seniorstowork.com
www.usdiversityjobsearch.com
www.veteranjobcenter.com





Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

Brand	Job Title/Req	City	State	Listing Date	EOI
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Cumulus Media	High Income Media Sales J3N58H6NFW3LJBMZQ	Wilmington	North Carolina	2021/05/07	0
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



Cumulus Media's Wilmington location is offering a great opportunity in the programming side of the radio broadcasting industry as a Program Director. Our ideal candidate should possess an extremely good work ethic, be a self-starter, and highly organized with the ability to work in a fast-paced office environment.

Our Opportunity

Cumulus Media Wilmington, NC is searching for its next Program Director for heritage Adult Contemporary WGNI and Classic Rock WKXS. You will be responsible for all aspects of programming including; music scheduling, managing on-air staff, imaging, station strategy, managing promotions, developing revenue generating promotions, social media and have a strong understanding of the core audience of both formats. The position also requires a daily air-shift on WGNI.

Qualifications / Requirements

- Strong organizational and computer skills
- Ability to multi-task
- Excellent verbal and written communication skills
- Good at problem solving and prioritizing
- Able to take direction and flawlessly execute game plan
- 1 year previous on-air experience
- 1 year previous experience as Program Director or Assistant Program Director

Candidates must have a track record of success. Digital and social strategies must be as engaging as on-air tactics and execution. The best candidates will be detail oriented with the ability to multi-task and react in a calm and decisive way when dealing with challenging situations. Excellent writing and production skills to image and brand your stations are essential. People skills and the ability to work closely with talent, department heads and a talented sales team are critical.

About Us

A leader in the radio broadcasting industry, CUMULUS MEDIA (NASDAQ: CMLS) combines high-quality local programming with iconic, nationally syndicated media, sports and entertainment brands to deliver premium content choices to the 245 million people reached each week through its 441 owned-and-operated stations broadcasting in 90 U.S. media markets (including eight of the top 10), approximately 8,000 broadcast radio stations affiliated with its Westwood One network and numerous digital channels.

Together, the Cumulus Radio Station Group and Westwood One platforms make CUMULUS MEDIA one of the few media companies that can provide advertisers with national reach and local impact. The Cumulus Radio Station Group and Westwood One are the exclusive radio broadcast partners to some of the largest brands in sports, entertainment, news, and talk, including the NFL, the NCAA, the Masters, the Olympics, the GRAMMYS, the Academy of Country Music Awards, the American Music Awards, the Billboard Music Awards, and more. Additionally, it is the nation's leading provider of country music and lifestyle content through its NASH brand, which serves country fans nationwide through radio programming, exclusive digital content, and live events. For more information, visit www.cumulusmedia.com.

What We Offer

- Recognition and reward for outstanding performance
- Competitive pay and the ability to increase income
- Benefits, vacation, and paid holidays offered for all full time employees
- Benefits include: Medical, dental, vision, Health Savings Account with company match, 401K with company match, and Life and Disability coverage

Cumulus is an Equal Opportunity Employer.

If you have the passion and energy to put in the long hours necessary to build upon the legacy of our Cumulus brands, apply to: <http://www.cumulus.com/careers>.

**WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)
VACANCY DATA FORM**

Full-Time Job Title: Program Director	Date Filled: 6/21/21
Recruitment Source ("RS") Referring Hiree: Internal Transfer/Promotion (RS #31)	Total Number of Interviewees: 14

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	University of North Carolina-Wilmington 601 S. College Road Wilmington, NC 28403 910- 962-3755 Via HANDSHAKE	N	0
2	Employment Security Commission 717 Market Street Wilmington, NC 28401	N	0
3	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
4	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
5	NC Division of Vocational Rehabilitation Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
6	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
7	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0
8	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
9	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
10	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
11	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
13	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
14	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@sccnc.edu	N	0
15	US Department of Veteran Affairs PO Box 8443 Wilmington, NC 28403	N	0
16	Wilmington Chamber of Commerce 1 Estelle Lee Place Wilmington, NC 28401	N	0
17	NC Division of Services for the Blind 3240 Burnt Mill Drive Wilmington, NC 28403	N	0
18	Good Shepard Ministries 811 Martin Street Wilmington, NC 28401	N	0
19	Division of Vocational Rehabilitation 805 Ruggles Drive Raleigh, NC 27603	N	0
20	Pender County Workforce Center 904-A S. Walker Street Burgaw, NC 28425	N	0
22	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
23	Internal Posting	N	0
24	Cumulus Careers Website www.cumulusmedia.jobs.net	N	13
25	LinkedIn Website (not directly contacted by SEU) www.linkedin.com	N	0
26	Glassdoor (not directly contacted by SEU) www.glassdoor.com	N	0
27	Indeed Website (not directly contacted by SEU) www.indeed.com	N	0
28	SEU Job Fairs (see Section III)	N	0
31	Internal Transfer/Promotion	N	1
35	All Access Music Group Website allaccess.com	N	0
37	Adzuna Website www.adzuna.com/	N	0
38	Job Is Job Website www.jobisjob.com/	N	0
39	MyJobHelper Website www.myjobhelper.com/	N	0
40	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
41	The Job Spider www.jobspider.com/	N	0
42	Trovit Website www.trovit.com/	N	0
43	Abilities in Jobs www.abilitiesinjobs.com	N	0
44	Asian in Jobs www.asianinjobs.com	N	0
45	Black In Jobs www.blackinjobs.com	N	0
46	Hispanic In Jobs www.hispanicinjobs.com	N	0
47	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
48	Diversity in Jobs www.diversityinjobs.com	N	0
49	Seniors in Jobs www.seniorsinjobs.com	N	0
50	Women in Jobs www.womeninjobs.com	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
51	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
52	Disabled Person www.disAbledperson.com	N	0
53	Hire Black www.hireblack.com	N	0
54	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
55	African American Job Search www.africanamericanjobsearch.com	N	0
56	Asian Job Search www.asianjobsearch.com	N	0
57	LGBT Job Search www.lgbtjobsearch.com	N	0
58	Disabled Job Seekers www.disabledjobseekers.com	N	0
59	US Diversity Job Search www.usdiversityjobsearch.com	N	0
Total Interviewees			14

Referencing requisition 000934 - Program Director

Edit job posting Program Director 000934

Career Site & Manual Options Posting History

Posting ID: 000934

Career Site Posting Template: Website

Career Site Go Live Date: 03/15/2021

Career Site Expiration Date: 06/04/2021

Length (in days): 82

Directing applicants from job boards to: Cumulus Media

1. Post to your career sites

Cumulus Media (Public Site)

Apply Online URL View Posting Direct Import Email

2. Post automatically to job boards (next step)

- Adzuna - (Expired)
- Glassdoor.com - (Expired)
- Job is Job - (Expired)
- The Job Spider - (Deactivated)
- MyJobHelper - (Expired)
- Oodiz - (Expired)
- Trovit - (Expired)

Referencing requisition 000934 - Program Director

Edit job posting Program Director 000934

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
06/04/2021 19:04:39	03/15/2021	06/12/2021	eric.mccart	Suspension	591	
03/15/2021 23:44:04	03/15/2021	06/12/2021	eric.mccart	Send to publish	591	Cumulus Media

Program Director (934/591)

Details					
<p>Program Director March 15, 2021 10:50 PM N. America > USA > North Carolina > New Hanover County > Wilmington</p> <p>Resend (with changes)</p>					
Board Name	Clicks	Activity	Status	Activity	
Adzuna	0	Posted: March 15, 2021 10:50 PM Removed: April 12, 2021 10:50 PM	✓ Expired		
Glassdoor.com	0	Posted: March 15, 2021 10:50 PM Removed: May 14, 2021 10:50 PM	✓ Expired		
Job is Job	0	Posted: March 15, 2021 10:50 PM Removed: April 14, 2021 10:50 PM	✓ Expired		
Job Spider	0	Posted: March 15, 2021 10:50 PM Removed: June 4, 2021 6:04 PM	✓ Deleted		
MyJobHelper	0	Posted: March 15, 2021 10:50 PM Removed: May 14, 2021 10:50 PM	✓ Expired		
Oodiz	0	Posted: March 15, 2021 10:50 PM Removed: April 12, 2021 10:50 PM	✓ Expired		
Trovit	0	Posted: March 15, 2021 10:50 PM Removed: April 12, 2021 10:50 PM	✓ Expired		

From: [Cindy Black](#)
To: [Eric McCart](#)
Cc: [Joyce Thomas](#)
Subject: Re: EEO Job Posting - WGNI/WKXS Program Director
Date: Thursday, March 18, 2021 9:26:24 AM
Attachments: [image003.jpg](#)

Good Morning!

All sources on the master list have been either uploaded, emailed or placed in the mail by 9:25 am.

Cindy Black

Assistant Business Manager
Cumulus Broadcasting
3233-4 Burnt Mill Road
Wilmington, NC 28403
910-470-1607 (cell)

COAST, WGNI, HAWK, WAAV, WWQQ

From: Eric McCart <Eric.McCart@cumulus.com>
Sent: Wednesday, March 17, 2021 4:06 PM
To: Cindy Black <Cindy.Black@cumulus.com>
Cc: Joyce Thomas <Joyce.Thomas@cumulus.com>
Subject: EEO Job Posting - WGNI/WKXS Program Director

Hi Cindy,

We appreciate your help to please post the attached Job Opening to everyone listed on our Master EEO Job Posting Source List by COB March 18.

Please reply to this email to confirm once postings have been sent.

Let us know if you have any questions or if we need adjust our deadline.

Thank you so much!

Eric McCart

VP/Market Manager

Cumulus Radio Station Group | Wilmington

O: 910.332.2183

M: 910.386.9004

3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403

Eric.McCart@cumulus.com

cumulusmedia.com

cumulusdigital.com

cumulusmediajobs.net

Wilmington Master Recruitment Source List

✓ Kelly Foreman
Office Manager
Junior League of Wilmington, NC
3803 Wrightsville Avenue
Wilmington, NC 28403
799-7405
info@jilwnc.org

✓ Emily Hawarny
Career Development Coordinator
Cape Fear Community College
411 North Front Street
Wilmington, NC 28401
910-362-7768
careerdevelopment@cfcc.edu
<https://www.collegecentral.com/cfcc/ContactUs.cfm>

✓ Nadirah Phippen, Director
University of North Carolina
at Wilmington
601 South College Road
Wilmington, NC 28403
910-962-3174
pippenn@uncw.edu
CareerCenter@UNCW.edu

✓ Tanya Hart
Success Coach/Counselor
Brunswick Community College
50 College Road
Bolivia, NC 28422
hartt@brunswickcc.edu
<https://www.brunswickcc.edu/resources/career-counseling/>
MAILING ADDRESS:
PO Box 30, Supply, NC 28462
(910) 755-7300

✓ Rachel Merritt
Director of Career Services
Miller-Motte College - Ancora
Education
5000 Market Street
Wilmington, NC 28405
910-442-3494 (Direct)
910-218-1553 (Wilmington Office)
rachel.merritt@miller-motte.edu

✓ Traneika Fuller
Director of Education and Career
Services
Miller-Motte College
3725 Ramsey Street,
Fayetteville, NC 28311
traneika.fuller@miller-motte.edu
910-478-4300

✓ Associate Campus Director
Miller-Motte Business College
105 New Frontier Way
Jacksonville, NC 28546
info@miller-motte.edu
910-478-4306

✓ 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>

✓ Ginger Brick, Workforce
Development Director
Vocational Rehabilitation Services
3340 Jaeckle Dr. Suite 201
Wilmington, NC 28403
gbrick@capefearcog.org
<https://www.ncdhhs.gov/divisions/vocational-rehabilitation-services>
<https://capefearcog.org/home/staff-directory/>
910-470-7911 x213
910-251-5710

✓ New Hanover Chapter of the National
Black Leadership Caucus
PO Box 10686
Wilmington, NC 28404
newhanoverblackleadership@gmail.com
877-829-6047

Wilmington Master Recruitment Source List

✓ Shaw University
Career Development Center
302 Martin Luther King Boulevard
Raleigh, NC 27601
919-278-2672
careerdevelopment@shawu.edu

✓ 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+>

✓ Bladen Community College
Advising Center
PO Box 266
7418 NC Hwy 41W
Dublin, NC 28332
bccadvising@bladenc.edu
910.879.5584

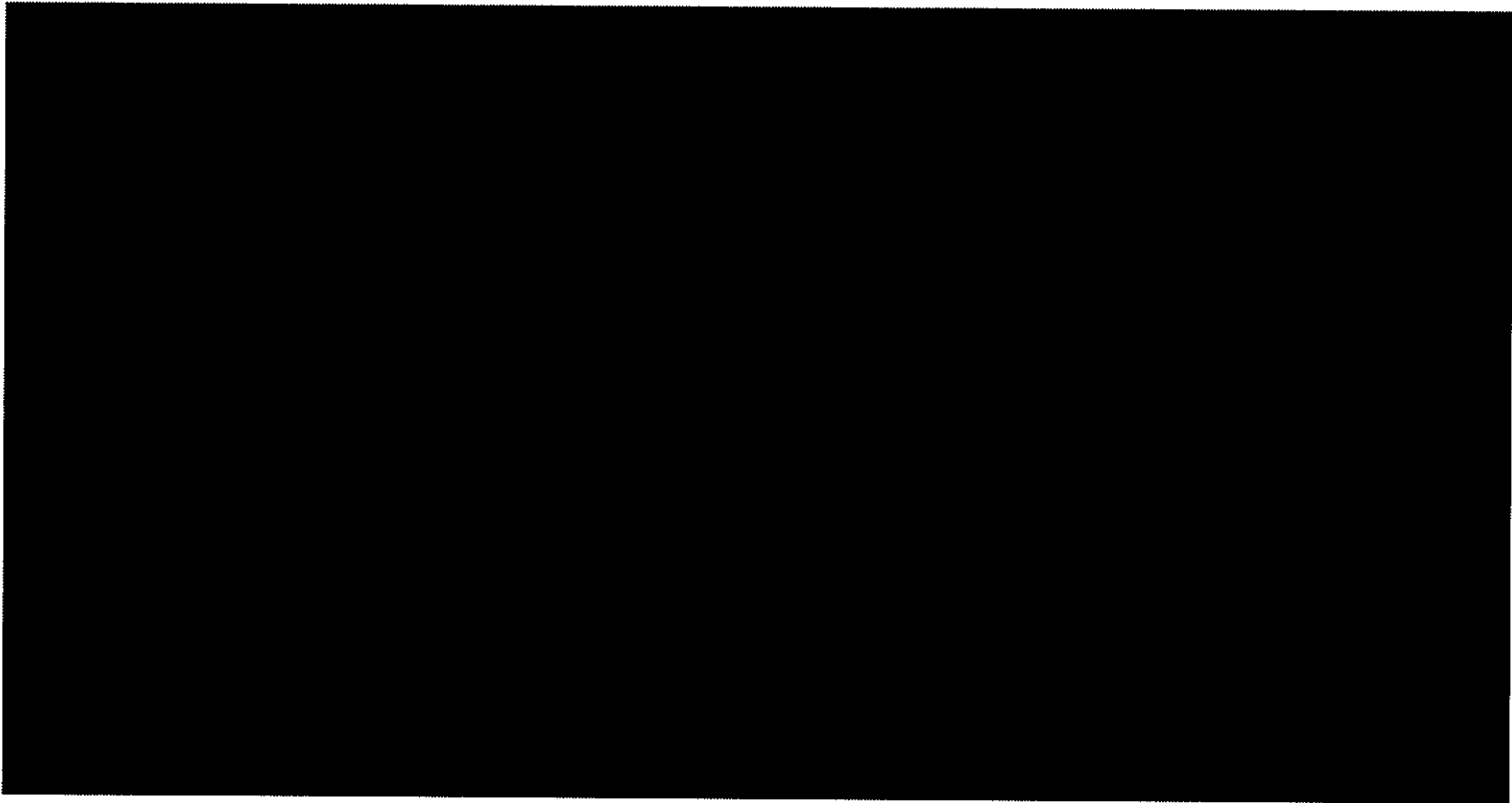
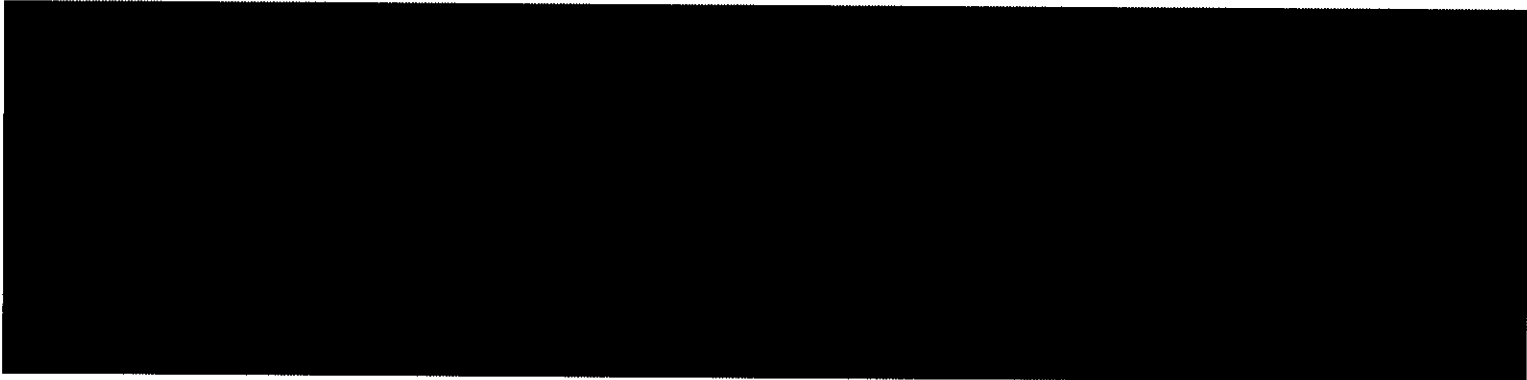
✓ Tiffany Price, NC Works Career
Advisor
Southeastern Community College
4564 Chadbourne Highway
Whiteville, NC 28472
A-Building, Rm 136
(910) 788-6254
tiffany.price@sccnc.edu



Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**



Job Req: J3V7R68D8HP9LTVY6M2

Date Received: 04-08-2021

Program Director

Cumulus Media Wilmington, North Carolina

Center Name	Center Type	Address	Phone	Email	Date Sent
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Job Distribution Summary Report

Report Summary For: Cumulus Media

Start Date: 08-01-2020 End Date: 07-31-2021 Location: Wilmington, North Carolina

Total: 5

Bladen County NCWorks Career Center	One-Stop Career Center	401 Mercer Mill Road	910-862-3255	eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	04/10/2021
Pender County Workforce Center	One-Stop Career Center	904-A S. Walker Street	910-259-0240	esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	04/10/2021
Division of Vocational Rehabilitation Services	Vocational Rehab	805 Ruggles Drive	919-855-3553	kenny.gibbs@dhhs.nc.gov	04/10/2021
Good Shepard Ministries	Religious	811 Martin St	(910) 763-4424	debbyk@bellsouth.net	04/10/2021
NC DIVISION OF SERVICES FOR THE BLIND	Disability	3240 BURNT MILL DR		pam.hayes@dhhs.nc.gov	04/10/2021
NC DIVISION OF VOCATIONAL REHABILITATION	Disability	3340 JAECKLE DR	(910) 251-5710	jackie.radford@dhhs.nc.gov	04/10/2021
Wilmington Chamber of Commerce	Diversity	1 Estelle Lee Pl	(910) 762-2611	dunaway@wilmingtonchamber.org	04/10/2021
U.S. Department of Veteran Affairs	Veterans Center	PO Box 8443	910-451-7917	shane.muravsky@va.gov	04/10/2021





Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

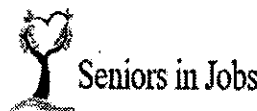
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 04-26-2023. The breakdown of Diversity Listings Expressions of Interest (EOI) can be found at the job level

Broadbean posts all jobs in this report to the following Diversity Network:

www.abilitiesinjobs.com
www.asianinjobs.com
www.blackinjobs.com
www.hispanicinjobs.com
www.lgbtqinjobs.com
www.diversityinjobs.com
www.seniorsinjobs.com
www.womeninjobs.com
www.disabledperson.com
www.jofdav.com
www.hireblack.com

www.africanamericanjobsearch.com
www.asianjobsearch.com
www.disabledjobseekers.com
www.hispanicjobexchange.com
www.lgbtjobsearch.com
www.seniorstowork.com
www.usdiversityjobsearch.com
www.veteranjobcenter.com





Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

Brand	Job Title/Req	City	State	Listing Date	EOI
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Cumulus Media	Program Director J3V7R66D8HP9LTVY6M2	Wilmington	North Carolina	2021/05/28	0
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



Job Description and Responsibilities

Account Executive - High Income Media Sales

CUMULUS MEDIA – WILMINGTON NORTH CAROLINA IS SEEKING an exceptional Media Account Executive! 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 Media Sales Professional. Cumulus-Wilmington targets hundreds of local companies with a highly tuned business-category focus and introduces these companies to Cumulus' large demographically distinct audiences via the POWER OF RADIO and DIGITAL ADVERTISING. We hire passionate, driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. If this sounds like you, please submit your resume for consideration.

Who we are:

Our local Wilmington stations include: Today's Hits & Yesterday's Favorites WGNI 102.7, Cape Fears Country Leader WWQQ 101.3, Coast 97.3 WMNX, WKXS 94.5 The Hawk, and News Talk Sports 107.9 & 980 WAAV The Wave.

Our Opportunity:

Cumulus Media Wilmington is seeking an experienced Media Account Executive for the Wilmington Market.

This person is responsible for day-to-day sales of our radio station and C-Suite digital products portfolio and achieving monthly budget goals. This person will work independently to prospect and develop advertising relationships and help our clients grow their businesses.

Job Summary:

You are a high energy, self-driven sales professional who can spin a lot of plates and thrive in a fast-paced working environment. By creating successful radio and digital advertising campaigns for clients, the Media Account Executive ensures growth within the radio and digital sales department and retains clients for future campaigns. The Media Account Executive keeps a full pipeline, manages sales activity, and communicates regularly with management.

Key Responsibilities & Competencies:

- 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
- 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
- Creative spark - the ability to design, create and deliver customized advertising proposals / presentations and generate original ideas
- Gain referral business by providing support, information, and guidance, qualitative research and recommending new opportunities for profit and/or service improvements
- Deliver exceptional customer service
- 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

- 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

Requirements

Requirements & Qualifications:

- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations
- 1-2 years Media Sales background and experience preferred/required
- Proficient in Microsoft Office 365, CRM tools and business networking platforms
- Must be highly proficient with CRM, MS 365, Word, PowerPoint, Excel, and Outlook
- Must be highly proficient using online meeting tools; MS Teams and Zoom
- 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 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
- Bachelor's Degree in Business, Marketing or related field is preferred/required
- Recognized top sales performer with a track record of over-achieving sales goals
- Consistently a Top Performer in closing new Business
- Digitally savvy with a clear understanding of digital advertising and how to sell it
- Marketing expertise a plus
- Stay abreast of the competitive landscape and emerging technologies
- Ability to perform independently in a fast-paced, hyper-competitive sales environment
- Excellent interpersonal/communication skills; outgoing, sociable, and charismatic – you pride yourself on being able to strike up a conversation with anyone
- Requires a valid driver's license and reliable transportation

What we offer:

- Commission-based organization with uncapped earning potential
- Focused, responsible, collaborative, and empowered work environment with the ability, to ask, "what if" and try innovative solutions
- Opportunities for career advancement
- Supportive leadership, coaching, education, and training
- Recognition and reward for outstanding performance
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long term
- Vacation & Holidays to enjoy the fruits of your labor
- Cumulus is an Equal Opportunity Employer (EEO)

Cumulus Radio Station Group is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

If you have the passion, energy and focus necessary to build upon the legacy of our Cumulus brands, apply to: www.cumulusmedia.com

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive (High Income Media Sales)	Date Filled: 08/23/2021
Recruitment Source ("RS") Referring Hiree: Linkedin Website (<i>not directly contacted by SEU</i>) (RS #10)	Total Number of Interviewees: 6

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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 (<i>not directly contacted by SEU</i>) www.indeed.com	N	0
9.	Glassdoor Website (<i>not directly contacted by SEU</i>) www.glassdoor.com/index.htm	N	0
10.	LinkedIn Website (<i>not directly contacted by SEU</i>) www.linkedin.com/jobs/	N	3
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
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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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
32.	U.S. Department of Veteran Affairs PO Box 8443 910-451-7917 shane.muravsky@va.gov	N	0
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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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@nccommerce.com	N	0
39.	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337 eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	N	0
40.	Junior League of Wilmington Kelly Foreman 3803 Wrightsville Avenue Wilmington, NC 28403 info@jlwnc.org	N	0
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 Phippen 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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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
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/staffdirectory/ 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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
50.	Employment Security Commission 717 Market Street Wilmington, 28401 esc.jobs.wilmington@ncesc.gov 910-251-5777 http://www.unemploymentextension.org/wilmington-northcarolina-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-forbroadcasting-students-take-on-industryprofessionals-every-day-2	N	0
52.	Bladen Community College Advising Center PO Box 266 7418 NC Hwy 41W Dublin, NC 28332 bccadvising@bladencc.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@sccnc.edu	N	0
54.	On-Air Announcements (all SEU stations)	N	0
Total Interviewees			3

Referencing requisition 001240 - High Income Media Sales

Edit Job posting High Income Media Sales 001240

Career Site & Manual Options Posting History

Posting ID: 001240

Career Site Posting Template: Website

Career Site Go Live Date: 06/08/2021

Career Site Expiration Date: 08/06/2021

Length (in days): 60

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 - (Expired)
 - Glassdoor.com - (Deactivated)
 - Job Is Job - (Expired)
 - The Job Spider - (Deactivated)
 - MyJobHelper - (Deactivated)
 - Oodle - (Expired)
 - Trovit - (Expired)

Apply Online URL Copy View Posting Copy Direct Import Email Copy

Update Career Site Posting List

Referencing requisition 001240 - High Income Media Sales

Edit Job posting High Income Media Sales 001240

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
08/06/2021 20:33:16	06/08/2021	08/06/2021	Automated Luceo Process	Suspension	899	
06/08/2021 11:59:24	06/08/2021	08/06/2021	eric.mccart	Send to publish	899	Cumulus Media

High Income Media Sales (1240/899)

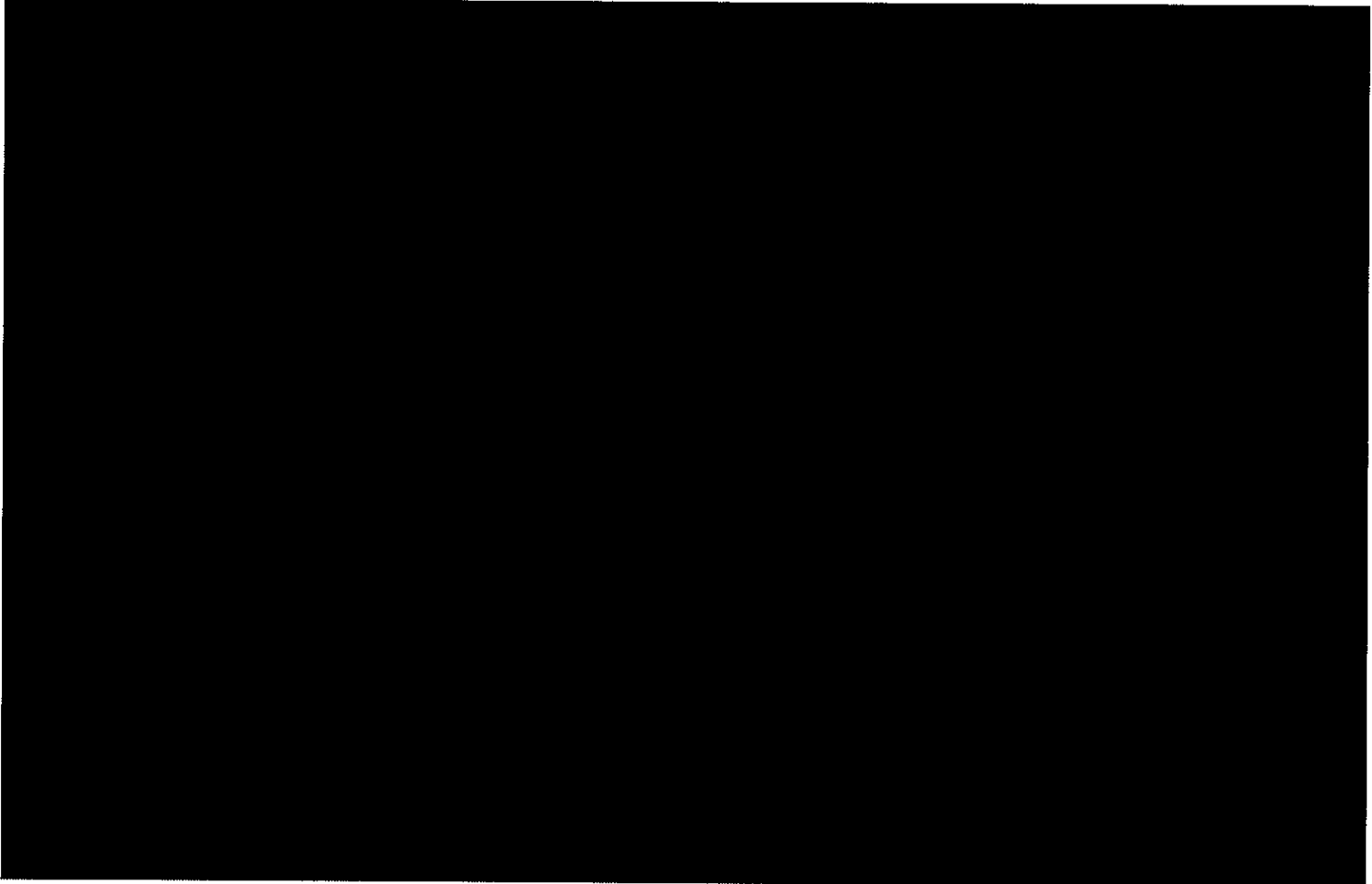
Board Name	Clicks	Activity	Status	Activity
Adzuna	0	Posted: June 8, 2021 11:02 AM Removed: July 6, 2021 11:02 AM	Expired	
Glassdoor.com	0	Posted: June 8, 2021 11:02 AM Removed: August 6, 2021 7:33 PM	Deleted	
Job Is Job	0	Posted: June 8, 2021 11:02 AM Removed: July 6, 2021 11:02 AM	Expired	
Job Spider	0	Posted: June 8, 2021 11:02 AM Removed: August 6, 2021 7:33 PM	Deleted	
MyJobHelper	0	Posted: June 8, 2021 11:02 AM Removed: August 6, 2021 7:33 PM	Deleted	
Oodle	0	Posted: June 8, 2021 11:02 AM Removed: July 6, 2021 11:02 AM	Expired	
Trovit	0	Posted: June 8, 2021 11:02 AM Removed: July 6, 2021 11:02 AM	Expired	



Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**



Job Req: J3N7WZ6XDJW2DGY8M9G

Date Received: 06-08-2021

High Income Media Sales

Cumulus Media Wilmington, North Carolina

Center Name	Center Type	Address	Phone	Email	Date Sent
Bladen County NCWorks Career Center	One-Stop Career Center	401 Mercer Mill Road	910-862-3255	eric.redrick@nccommerce.com gabriella.garrett@nccommerce.com	06/10/2021
Pender County Workforce Center	One-Stop Career Center	904-A S. Walker Street	910-259-0240	esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	06/10/2021
Division of Vocational Rehabilitation Services	Vocational Rehab	805 Ruggles Drive	919-855-3553	kenny.gibbs@dhs.nc.gov	06/10/2021
Good Shepard Ministries	Religious	811 Martin St	(910) 763-4424	debbylk@bellsouth.net	06/10/2021



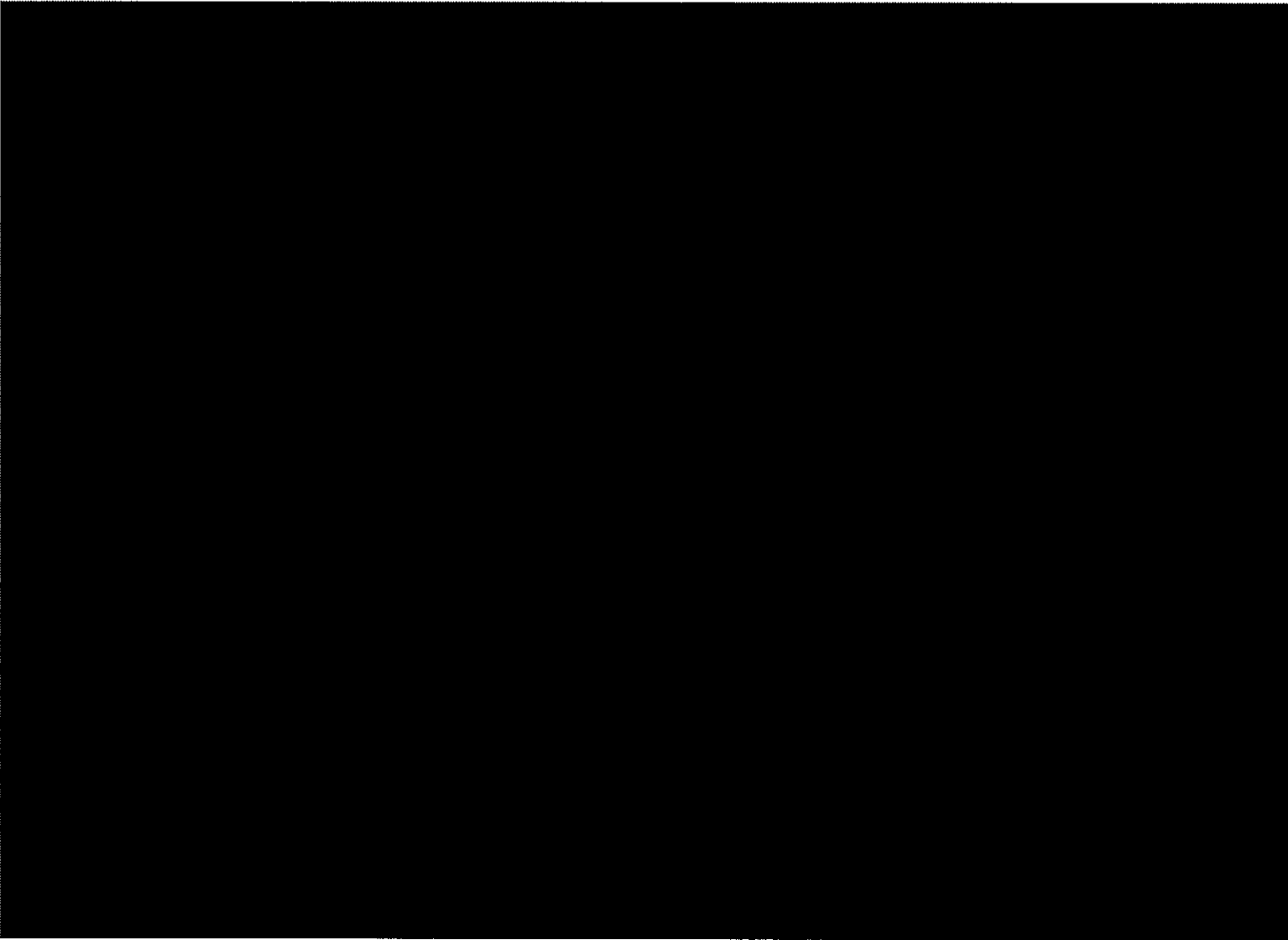
Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

NC DIVISION OF SERVICES FOR THE BLIND	Disability	3240 BURNT MILL DR		pam.hayes@dhhs.nc.gov	06/10/2021
NC DIVISION OF VOCATIONAL REHABILITATION	Disability	3340 JAECKLE DR	(910) 251-5710	jackie.radford@dhhs.nc.gov	06/10/2021
Wilmington Chamber of Commerce	Diversity	1 Estelle Lee Pl	(910) 762-2511	dunaway@wilmingtonchamber.org	06/10/2021
U.S. Department of Veteran Affairs	Veterans Center	PO Box 8443	910-451-7917	shane.muravsky@va.gov	06/10/2021





Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

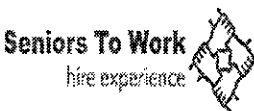
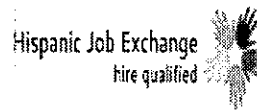
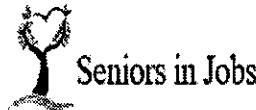
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www.hispanicinjobs.com
www.lgbtqinjobs.com
www.diversityinjobs.com
www.seniorsinjobs.com
www.womeninjobs.com
www.disabledperson.com
www.jofdav.com
www.hireblack.com

www.africanamericanjobsearch.com
www.asianjobsearch.com
www.disabledjobseekers.com
www.hispanicjobexchange.com
www.lgbtjobsearch.com
www.seniorstowork.com
www.usdiversityjobsearch.com
www.veteranjobcenter.com





Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **08-01-2020** End Date: **07-31-2021** Location: **Wilmington, North Carolina**

Total: **5**

Brand	Job Title/Req	City	State	Listing Date	EOI
Cumulus Media	High Income Media Sales J3N7WZ6XDJW2DGY6M9G	Wilmington	North Carolina	2021/07/06	0
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	0



Job Description and Responsibilities

Account Executive - High Income Media Sales

CUMULUS MEDIA – WILMINGTON NORTH CAROLINA IS SEEKING an exceptional Media Account Executive! 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 Media Sales Professional. Cumulus-Wilmington targets hundreds of local companies with a highly tuned business-category focus and introduces these companies to Cumulus' large demographically distinct audiences via the **POWER OF RADIO** and **DIGITAL ADVERTISING**. We hire passionate, driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. If this sounds like you, please submit your resume for consideration.

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Our local Wilmington stations include: Today's Hits & Yesterday's Favorites WGNI 102.7, Cape Fears Country Leader WWQQ 101.3, Coast 97.3 WMNX, WKXS 94.5 The Hawk, and News Talk Sports 980 AM WAAV The Wave.

Our Opportunity:

Cumulus Media Wilmington is seeking an experienced Media Account Executive for the Wilmington Market.

This person is responsible for day-to-day sales of our radio station and digital products portfolio, and achieving monthly budget goals. This person will work independently to prospect and develop advertising relationships and help our clients grow their businesses.

Job Summary:

You are a high energy, self-driven sales professional who can spin a lot of plates and thrive in a fast-paced working environment. By creating successful radio and digital advertising campaigns for clients, the Media Account Executive ensures growth within the radio and digital sales department and retains clients for future campaigns. The Media Account Executive keeps a full pipeline, manages sales activity and communicates regularly with management.

Key Responsibilities & Competencies:

- 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
- 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
- Creative spark - the ability to design, create and deliver customized advertising proposals / presentations and generate original ideas
- Gain referral business by providing support, information, and guidance, qualitative research and recommending new opportunities for profit and/or service improvements
- Deliver exceptional customer service
- 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

- 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

Requirements

Requirements & Qualifications:

- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations
- 1-2 years Media Sales background preferred/required
- Proficient in Microsoft Office 365, social networking platforms and CRM tools
- Must be highly proficient with MS 365, Word, PowerPoint, Excel, and Outlook
- Must be highly proficient using online meeting tools; MS Teams and Zoom
- 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 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
- Bachelor's Degree in Business, Marketing or related field is preferred/required
- Recognized top sales performer with a track record of over-achieving sales goals
- Consistently a Top Performer in closing new Business
- Digitally savvy with a clear understanding of digital advertising and how to sell it
- Marketing expertise a plus
- Stay abreast of the competitive landscape and emerging technologies
- Ability to perform independently in a fast-paced, hyper-competitive sales environment
- Excellent interpersonal/communication skills; outgoing, sociable, and charismatic – you pride yourself on being able to strike up a conversation with anyone
- Requires a valid driver's license and reliable transportation

What we offer:

- Commission-based organization with uncapped earning potential
- Focused, responsible, collaborative, and empowered work environment with the ability, to ask, "what if" and try innovative solutions
- Opportunities for career advancement
- Supportive leadership, coaching, education, and training
- Recognition and reward for outstanding performance
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long term
- Vacation & Holidays to enjoy the fruits of your labor
- Cumulus is an Equal Opportunity Employer (EEO)

Cumulus Radio Station Group is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

If you have the passion, energy and focus necessary to build upon the legacy of our Cumulus brands, apply to: www.cumulusmedia.com

Posted: 8/12/2021

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive (High Income Media Sales)	Date Filled: 10/11/2021
Recruitment Source ("RS") Referring Hiree: Linkedin Website (<i>not directly contacted by SEU</i>) (RS #10)	Total Number of Interviewees: 3

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1.	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	0
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 (<i>not directly contacted by SEU</i>) www.indeed.com	N	0
9.	Glassdoor Website (<i>not directly contacted by SEU</i>) www.glassdoor.com/index.htm	N	0
10.	LinkedIn Website (<i>not directly contacted by SEU</i>) www.linkedin.com/jobs/	N	2
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
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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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
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
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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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@nccommerce.com	N	0
39.	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337 eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	N	0
40.	Junior League of Wilmington Kelly Foreman 3803 Wrightsville Avenue Wilmington, NC 28403 info@jlwnc.org	N	0
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 Pippen pippenn@uncw.edu CareerCenter@UNCW.edu	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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
46.	Vocational Rehabilitation Services 3340 Jaeckle Dr. Suite 201 Wilmington, NC 28403 Contact: Ginger Brick gbrick@capefearcog.org https://www.ncdhrs.gov/divisions/vocational-rehabilitation-services https://capefearcog.org/home/staffdirectory/ 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

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
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.unemploymentextension.org/wilmington-northcarolina-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-forbroadcasting-students-take-on-industryprofessionals-every-day-2	N	0
52.	Bladen Community College Advising Center PO Box 266 7418 NC Hwy 41W Dublin, NC 28332 bccadvising@bladencc.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@sccnc.edu	N	0
54.	On-Air Announcements (all SEU stations)	N	0
Total Interviewees			3

Referencing requisition 001457 - High Income Media Sales

Edit job posting High Income Media Sales 001457/5



Career Site & Manual Options Posting History

Posting ID *:
001457/5

Career Site Posting Template *:
Website

Career Site Go Live Date *:
08/15/2021

Career Site Expiration Date *:
10/13/2021

Length (in days) *:
60

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 - (Expired)
 - Glassdoor.com - (Deactivated)
 - Jobs Job - (Expired)
 - The Job Spider - (Deactivated)
 - MyJobHelper - (Deactivated)
 - Oodle - (Expired)
 - Trovit - (Expired)

Apply Online URL View Posting Direct Import Email

Referencing requisition 001457 - High Income Media Sales

Edit job posting High Income Media Sales 001457/5



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
10/13/2021 20:44:05	08/15/2021	10/13/2021	Automated Luceo Process	Suspension	1205	
08/15/2021 12:34:44	08/15/2021	10/13/2021	eric.mccart	Send to publish	1205	Cumulus Media

High Income Media Sales (1457/1205)

Delete

High Income Media Sales August 15, 2021 11:38 AM **N. America > USA > North Carolina > New Hanover County > Wilmington**
[Resend \(with changes\)](#)

Board Name	Clicks	Activity	Status	Activity
Adzuna	0	Posted: August 15, 2021 11:38 AM Removed: September 12, 2021 11:38 AM	Expired	
Glassdoor.com	0	Posted: August 15, 2021 11:38 AM Removed: October 13, 2021 7:44 PM	Deleted	
Jobs Job	0	Posted: August 15, 2021 11:38 AM Removed: September 14, 2021 11:38 AM	Expired	
Job Spider	2	Posted: August 15, 2021 11:38 AM Removed: October 13, 2021 7:44 PM	Deleted	
MyJobHelper	1	Posted: August 15, 2021 11:38 AM Removed: October 13, 2021 7:44 PM	Deleted	
Oodle	0	Posted: August 15, 2021 11:38 AM Removed: September 12, 2021 11:38 AM	Expired	
Trovit	0	Posted: August 15, 2021 11:38 AM Removed: September 12, 2021 11:38 AM	Expired	



Report Summary For: **Cumulus Media**

Start Date: **08-01-2021** End Date: **07-31-2022** Location: **Wilmington, North Carolina**

Total: **9**



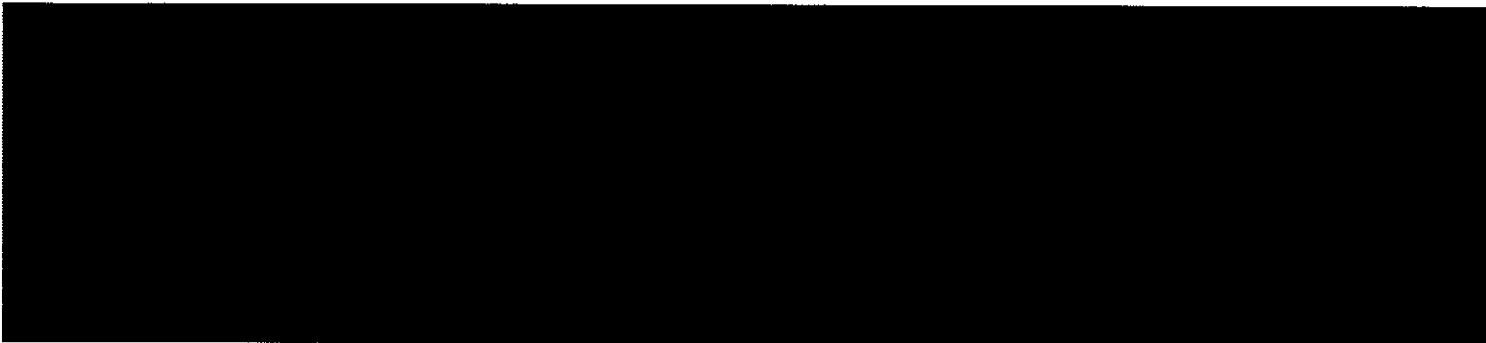
Job Req: J3Q6PP75V347HVKH0C3

Date Received: 08-15-2021

High Income Media Sales

Cumulus Media Wilmington, North Carolina

Center Name	Center Type	Address	Phone	Email	Date Sent
Bladen County NCWorks Career Center	One-Stop Career Center	401 Mercer Mill Road	910-862-3255	eric.redrick@nccommerce.com gabriella.garrett@nccommerce.com	08/21/2021
Pender County Workforce Center	One-Stop Career Center	904-A S. Walker Street	910-259-0240	esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	08/21/2021
Division of Vocational Rehabilitation Services	Vocational Rehab	805 Ruggles Drive	919-855-3553	kenny.gibbs@dhhs.nc.gov	08/21/2021
Good Shepard Ministries	Religious	811 Martin St	(910) 763-4424	debbyk@bellsouth.net	08/21/2021
NC DIVISION OF SERVICES FOR THE BLIND	Disability	3240 BURNT MILL DR		pam.hayes@dhhs.nc.gov	08/21/2021
NC DIVISION OF VOCATIONAL REHABILITATION	Disability	3340 JAECKLE DR	(910) 251-5710	jackie.radford@dhhs.nc.gov	08/21/2021
Wilmington Chamber of Commerce	Diversity	1 Estelle Lee Pl	(910) 762-2611	dunaway@wilmingtonchamber.org	08/21/2021
U.S. Department of Veteran Affairs	Veterans Center	PO Box 8443	910-451-7917	shane.muravsky@va.gov	08/21/2021



[← Jobs \(/jobs\)](#)

HIGH INCOME MEDIA SALES IN WILMINGTON, NC

Job #5339833 • Created 9/13/2021 by Eric McCart • Expires 10/31/2021

[Edit \(/jobs/5339833/edit\)](#)

[More Actions ▾](#)

[Details \(/jobs/5339833\)](#)

[Schools \(/jobs/5339833/schools\)](#)

[Matches \(/jobs/5339](#)

Job Roles

[Edit](#)

Advertising and Promotions Managers

Advertising Sales Agents

Marketing Managers

Basic Information

Locations

Wilmington, North Carolina, United States

Compensation

Paid

Duration

Permanent

Job Description

[Edit](#)

[\(/jobs/5339833/edit?initial_page=1\)](#)

JOB DESCRIPTION

CUMULUS MEDIA - WILMINGTON NORTH CAROLINA IS SEEKING an exceptional Media Account Executive! 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 Media Sales Professional. Cumulus-Wilmington targets hundreds of local companies with a highly tuned business-category focus and introduces these companies to Cumulus' large demographically distinct audiences via the POWER OF RADIO and DIGITAL ADVERTISING. We hire passionate, driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. If this sounds like you, please submit your resume for consideration.

Who we are:

Our local Wilmington stations include: Today's Hits & Yesterday's Favorites WGNI 102.7, Cape Fears Country Leader WWQQ 101.3, Coast 97.3 WMNX, WKXS 94.5 The Hawk, and News Talk Sports 980 AM WAAV The Wave.

Our Opportunity:

Cumulus Media Wilmington is seeking an experienced Media Account Executive for the Wilmington Market.

This person is responsible for day-to-day sales of our radio station and digital products portfolio, and achieving monthly budget goals. This person will work independently to prospect and develop advertising relationships and help our clients grow their businesses.

Job Summary:

You are a high energy, self-driven sales professional who can spin a lot of plates and thrive in a fast-paced working environment. By creating successful radio and digital advertising campaigns for clients, the Media Account Executive ensures growth within the radio and digital sales department and retains clients for future campaigns. The Media Account Executive keeps a full pipeline, manages sales activity and communicates regularly with management.

Key Responsibilities & Competencies:

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

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

Creative spark - the ability to design, create and deliver customized advertising proposals / presentations and generate original ideas

Gain referral business by providing support, information, and guidance, qualitative research and recommending new opportunities for profit and/or service improvements

Deliver exceptional customer service

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

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

JOB REQUIREMENTS

All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations

1-2 years Media Sales background preferred/required

Proficient in Microsoft Office 365, social networking platforms and CRM tools

Must be highly proficient with MS 365, Word, PowerPoint, Excel, and Outlook

Must be highly proficient using online meeting tools; MS Teams and Zoom

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 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

Bachelor's Degree in Business, Marketing or related field is preferred/required
 Recognized top sales performer with a track record of over-achieving sales goals
 Consistently a Top Performer in closing new Business
 Digitally savvy with a clear understanding of digital advertising and how to sell it
 Marketing expertise a plus
 Stay abreast of the competitive landscape and emerging technologies
 Ability to perform independently in a fast-paced, hyper-competitive sales environment
 Excellent interpersonal/communication skills; outgoing, sociable, and charismatic – you pride yourself on being able to strike up a conversation with anyone
 Requires a valid driver's license and reliable transportation

What we offer:

Commission-based organization with uncapped earning potential
 Focused, responsible, collaborative, and empowered work environment with the ability, to ask, "what if" and try innovative solutions
 Opportunities for career advancement
 Supportive leadership, coaching, education, and training
 Recognition and reward for outstanding performance

Preferences

Edit

(/jobs/5339833/edit?initial_page=2)

Graduation Date

No Graduation Date set

School Years

No School Year preference set

Majors

Sales, Public Relations, Radio, Television, Media, Digital Communication, Advertising, Communication & Media Studies

GPA

No GPA preference set

Work Authorization

US work authorization is required

Company Details

Industry

Journalism, Media & Publishing

Website

<https://www.cumulusmedia.com/work-here/>
[\(https://www.cumulusmedia.com/work-here/\)](https://www.cumulusmedia.com/work-here/)

Headquarters Location

3233 Burnt Mill Drive, Ste 4, Wilmington, North Carolina 28403, United States of America

Size

1,000 - 5,000 employees

Type

Public

On Campus Interviews

You have no on-campus interviews scheduled for this job.

Attachments

No attachments yet

New Attachment (</jobs/5339833/attachments/new>)

Labels

Add label

Create new label

Notes

View and add notes

Tracking Code

No tracking code added

Applicant Package Recipients

Will be listed as "Contacts" for Universities

Eric McCart

Eric.McCart@cumulus.com
cumulusmedia.com
cumulusdigital.com
cumulusmediajobs.net



Ask me about the **BIGGEST "Branding Irons"** now available in Wilmington and the Cape Fear Region!
RIGHT NOW TRAFFIC & CAPE FEAR WEATHER – Sponsorships available **NOW** on all 5 of our Cumulus radio stations!

From: Cindy Black <Cindy.Black@cumulus.com>

Sent: Thursday, August 12, 2021 4:42 PM

To: Joyce Thomas <Joyce.Thomas@cumulus.com>; Eric McCart <Eric.McCart@cumulus.com>

Subject: Re: Cumulus Media Wilmington Account Executive Job Posting 8.12.21

Joyce and Eric,

I have completed the following in regard to the EEO Vacancy:

Emailed to MSRL-Colleges and Business

Prepared the mailing for MSRL

Emailed to Ohio Center for Broadcasting

I will upload the job description to HANDSHAKE tomorrow morning if that is ok with the both of you.

Cindy Black

Assistant Business Manager

Cumulus Broadcasting

3233-4 Burnt Mill Road

Wilmington, NC 28403

910-470-1607 (cell)

COAST, WGNI, HAWK, WAAV, WWQQ

From: [Cindy Black](#)
To: [Eric McCart](#); [Joyce Thomas](#)
Subject: Re: Cumulus Media Wilmington Account Executive Job Posting 8.12.21
Date: Friday, August 13, 2021 9:08:38 AM
Attachments: [image001.jpg](#)

Good Morning Eric and Joyce,

All Contacts on the MSRL have been completed.




Cindy Black

Assistant Business Manager
Cumulus Broadcasting
3233-4 Burnt Mill Road
Wilmington, NC 28403
910-470-1607 (cell)

COAST, WGNI, HAWK, WAAV, WWQQ

From: Eric McCart <Eric.McCart@cumulus.com>
Sent: Thursday, August 12, 2021 4:44 PM
To: Cindy Black <Cindy.Black@cumulus.com>; Joyce Thomas <Joyce.Thomas@cumulus.com>
Subject: RE: Cumulus Media Wilmington Account Executive Job Posting 8.12.21



Eric McCart
VP/Market Manager
Cumulus Radio Station Group | Wilmington
M: 910.386.9004

3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403

WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive (High Income Media Sales)	Date Filled: 12/18/2021
Recruitment Source ("RS") Referring Hiree: Internal Transfer/Promotion (RS #31)	Total Number of Interviewees: See VDF for Account Executive (High Income Media Sales) #2 filled on 10/11/2021

Please note that Account Executives (High Income Media Sales) #2 and #3 were part of the same recruitment effort. See the Vacancy Data Form for Account Executive (High Income Media Sales) #2, filled 10/11/2021, for recruitment and interviewee information.

Attachment C

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	From July 1, 2020, through June 30, 2021, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.
2	Participate in Job Fair	On September 23, 2020, our SEU's Market Manager and Program Director participated in the University of North Carolina-Wilmington's Fall Career & Internship Fair 2020. Our Market Manager conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
3	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	During the month of February 2021, our SEU's Program Director and On-Air Talent participated via Zoom in Wilmington's Hoggard High School Virtual Career Days. Each Thursday in February they "met" with the students and discussed how they got involved in radio, the opportunities available for a future career in broadcasting, and the education/skill sets necessary for success in the radio business.
4	Participate in Job Fair	On February 24, 2021, our SEU's Market Manager participated in University of North Carolina-Wilmington's Virtual Career & Internship Fair – Spring 2021, during which he conducted online interviews with students interested in our open positions and discussed other career opportunities in the radio broadcast industry.
5	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 24, 2021, our SEU's Program Director participated in Wilmington's New Hanover County Schools Career Tech Ed Day Quiz Bowl, via Zoom, during which he discussed the opportunities available for a future career in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On February 26, 2021, our SEU's Program Director was a panelist on the University of North Carolina-Wilmington's Upperman African American Center's Career Tech Panel and spoke about the urban radio broadcasting industry and how African Americans can break into this business.
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On March 3, 2021, our SEU's Market Manager participated in the University of North Carolina-Wilmington's "So You Wanna... Work in Arts and Communication" online webinar, during which he discussed career opportunities in radio broadcasting and media with the students.
8	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination.	On July 20, 2021, the SEU's management team participated in an employment training webinar conducted by our Market Manager entitled, Recruitment, EEO & Non-Discrimination Training, during which he reviewed FCC EEO rules and discussed best hiring practices.
9	Host a Job Fair	On July 29, 2021, our SEU hosted a job fair under a tent outside our studios in Wilmington. This event was organized by our SEU and promoted on all of our radio Stations. Our Market and Sales Managers were available to talk with attendees about career opportunities in radio as well as current job openings within the SEU and conducted on-site interviews. Applicants were able to fill out applications on site or scan a QR Code and complete online.
10	Participate in activities designed by the SEU reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	From July 22, 2021, through July 31, 2021, our SEU's On-Air Personalities aired "As Live" radio commercials on their stations educating our audiences about our radio company and current opportunities in radio sales and encouraged listeners to find out more and apply.
11	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	From July 1, 2020, through June 30, 2021, our SEU was the exclusive media partner with the University of North Carolina-Wilmington's Career Center's Soaring Partners Program. Our SEU was able to connect with and assist students in obtaining employment in the radio broadcast industry with the support of recruitment programs and events throughout the year.

Career Fair Description

Virtual Career & Internship Fair

Wednesday, February 24, 2021

Fair Open to Students & Alumni: 1:00 to 4:00pm

Check out the **Career Fair Webpage** (<https://uncw.edu/career/careerfair.html>) for more resources on preparing for the fair! Registration closes on 2/12/21.

Day of Support: The Career Center will be on hand to answer any questions you have as you navigate the virtual fair platform. Call us at anytime during the fair using the Zoom link below.

Employer Zoom: <https://uncw.zoom.us/j/82448331041?pwd=cXFoQINjUnhCT292SIBjVUFwRnhUUT09> (<https://uncw.zoom.us/j/82448331041?pwd=cXFoQINjUnhCT292SIBjVUFwRnhUUT09>)

Thank you to our Career Fair Sponsors for supporting our Seahawks!

*Cumulus Media

*Enterprise

*Live Oak Bank

*Modern Woodmen of America

UNCW's Career & Internship Fair is open to all students and alumni seeking employment and/or internship opportunities. All majors and classes (freshmen through graduate) are encouraged to attend!

Students will be seeking full-time, part-time, and internship opportunities! Students can build their schedule ahead of time as well as browse employer sessions the day of.

Registration Fees: \$150

*Please note that early bird registration will not be offered for this event. The cost to register for this virtual fair will be \$150 per employer.

Registration Fee Includes:

- Registration includes multiple 30 min group sessions with up to 50 students per session.
- Various 10 minute 1:1 student conversations throughout the fair.
- Communication options with students include video, audio, and chat.
- Employers will also have the ability to share company values and documents with students ahead of time.

Sponsor this event!

Be recognized at a high-impact campus engagement event.

\$250 Level - Career Fair Sponsor

- Logo displayed on the Career Fair website.
- Career Fair Sponsors listed within the fair description visible to students.
- Career Fair Sponsors listed within within the fair description visible to employers.
- Email marketing to student body. (*Usually a diamond level sponsorship benefit).

Please make checks payable to UNCW Career Center and mail to the following address: University of North Carolina Wilmington- Career Center, 601 South College Road, Wilmington, NC 28403-5924.

Payment Policy:

- Payments should be completed within 14 days of registering for the event.
- Future event registration for an organization with an unpaid balance will not be approved until full payment is received, and access to all other recruiting services will also be denied.

Cancellation and Refund Policy:

- All cancellations must be emailed to careercenter@uncw.edu.
- Cancellations received prior to 2/12/2021 will receive a full refund; any cancellations received after that time will be required to pay in full.
- An organization who is a no-show for an event or cancels after the deadline will not be eligible for a refund.

New Registration

A message from University of North Carolina Wilmington:

Please make sure that all of your registrants have created their own user account in Handshake prior to the event. Each registrant will be required to have a user account in order to participate in the event.

Registration Options

Please select your registration options below

Wednesday, Feb 24, 1:00 pm - 4:00 pm

Registration Type

- Virtual Fair Rate - Each employer is allowed up to 15 representatives per 'booth'. - \$150.00**
- I will not be attending this day

Add-on Items *(For this date and time only)*

No add-on items available

General Items *(These items apply to your entire registration)*

Add-on Items *(For this date and time only)*

Available Items	description	Price	Quantity Available	Quantity Requested
Career Fair Sponsor	Logo displayed on the Career Fair website. Logo displayed on the student preview page for the event in Handshake. Logo displayed with other career fair sponsors during the event. Email marketing to student body. (*Usually a diamond level sponsorship benefit).	\$250.00	1	<input type="text" value="0"/>

Basic Information

Employer description

CUMULUS MEDIA is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month – wherever and whenever they want it.

CUMULUS MEDIA engages listeners with high-quality local programming through 416 owned-and-operated stations across 86

The career fair organizer has set a limit. -497 characters remaining

*** (required) Schedule Owner**

Eric McCart

Which division of the organization are you registering?

If you want to register a specific division of your company, rather than the entire company, choose your division here. If you want to register the entire company, just leave this blank.

If you're not seeing the division you want, you can add a division here. (employers/398381/divisions)

From: Huffman, Stacey L. <huffmans@uncw.edu>
Sent on: Friday, February 26, 2021 9:06:17 PM
To: Eric McCart <Eric.McCart@cumulus.com>; New, Shirl M. <news@uncw.edu>; Gentry, Shannon R. <gentrys@uncw.edu>
CC: Ozuna, Charles A. <ozunac@uncw.edu>; Wright, Leslie <wrightlk@uncw.edu>
Subject: [EXT] See You Next Week! (UNCW's So You Wanna Event)

Follow up: Follow up

Start date: Friday, February 26, 2021 12:00:00 AM

Due date: Friday, February 26, 2021 12:00:00 AM

Hi All,

Thank you again for donating your time and expertise to this career exploration event! We have already heard from a number of students who have expressed how excited they are to chat with you!

I am including the Zoom information for you once again and the list of questions that may be asked during the panel portion. If we don't get to some of the questions then feel free to address them during your breakout session at the end.

We will plan on hopping on the Zoom call about 15 minutes before the start time just to make sure technology is playing nice that afternoon! If you run into any tech issues that day feel free to call or text my cell phone: 919-539-0061

"So You Wanna... Work in Arts & Communication"

Wednesday, March 3rd 1:00 – 1:45 p.m.

Zoom: <https://uncw.zoom.us/j/758885782?pwd=SkkxUEF2ZkEhdEM3TURJTmEzekUyZz09>

Zoom Pass Code: 466981

Please plan to arrive 10-15 minutes early to ensure technology is working properly and to ask any questions that you may have!

Moderator: Charles Ozuna

Tech Support: Leslie Wright

Panelists:

Eric – VP/Market Manager at Cumulus Media; Mass Communications & Consumer Psychology; minor in Business Management – Purdue University

Shannon – Editor at Focus on the Coast Weddings (formerly with Encore Magazine, which sadly did not survive the pandemic); Psychology major with sociology minor from UNC-

Pembroke; Writing MFA from Savannah College of Art and Design

Shirl – Art Director at UNCW's Office of University Relations (OUR) with 20 yrs of graphic design experience; OUR hires interns

Panelist Questions

- Tell us a little bit about your organization and your role. What does a typical day look like for you?
- What is your favorite part about your job? What is something that's maybe not so glamorous about your job that students may not be aware of?
- What led you to your current position?
- What can students do to make themselves marketable for your industry?
- Does your organization take on volunteers, interns, or part-time employees? If so, how can students learn more about these opportunities and/or apply?
- What's something you know now about your college experience/academic major/career path that you wish you had known as a college student?
- *[for our panelists with advanced degrees]* - What made you decide on the school/program for your graduate degree? What would you advise students to look for in a graduate program if they are interested in working in a similar field or position as you?
- What advice do you have for students that may have a general interest in this area?

**Panelists can use these questions during the breakout room if we did not get to them during the panel portion*

Thank you again!!

Stacey

Stacey Huffman

Assistant Director for Career Exploration | Career Center

University of North Carolina Wilmington

huffmans@uncw.edu | <http://uncw.edu/career>

910.962.3174

NOTICE: Emails sent and received in the course of university business are subject to the North Carolina Public Records Act (N.C.G.S. §132-1 et seq.) and may be released to the public unless an exception applies.

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@cumulus.com if you believe the email is suspicious.

From: Kaminski, Emily R. <kaminskie@uncw.edu>

Sent: Thursday, June 3, 2021 4:13 PM

To: Eric McCart

Subject: [EXT] RE: UNCW - Soaring Partner

Hi Eric –

I am following up on my note below. Let me know if you have any questions about the Soaring Partners program for this upcoming academic year.

Best!

Emily

From: Kaminski, Emily R.

Sent: Thursday, May 27, 2021 1:04 PM

To: Eric.McCart@cumulus.com

Subject: UNCW - Soaring Partner

Hi Eric –

I wanted to reach out with a big **THANK YOU** for being a valued Soaring Partner and for supporting our Seahawks during a very challenging year. Your help in getting the word out to the community regarding how we were hosting our virtual fairs was incredibly helpful when things were changing so quickly.

I am enjoying the start of summer and hope you are too! Since July is around the corner, I was wondering if you would you like to start up the process of updating the in-kind agreement for the upcoming 2021-2022 year? I have attached a draft but I am open to any changes or updates you would like to suggest. Our offerings have not changed all that much. I did edit it so that they applied to virtual career fairs as well as in-person fairs because we are very likely to have a mixture of both this year.

Let me know if you have any questions. I would also be happy to schedule a time to connect over Zoom if you would like to chat about the upcoming year in more detail.

Best!

Emily

Emily Kaminski '13

Employer Development Coordinator | Career Center

University of North Carolina Wilmington

kaminskie@uncw.edu | [//uncw.edu/career](https://uncw.edu/career)

910.962.3079



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 if you believe the email is suspicious.

From: Pippen, Nadirah <pippenn@uncw.edu>
Sent on: Friday, August 21, 2020 1:19:19 PM
To: Eric McCart <Eric.McCart@cumulus.com>; Kaminski, Emily R. <kaminskie@uncw.edu>
Subject: RE: Cumulus Media UNCW 2020-2021 Soaring Partner Agreement
Attachments: Cumulus Media UNCW SOARS Agreement 2020-2021 Final v8.20.20.pdf (488.88 KB)

Good morning Eric. Please see the signed document attached. It would not let me do my electronic signature but this method seemed to work. Let me know if you need something more official!

Respectfully,

Nadirah Pippen NCC
 Director | [UNCW Career Center](#)
 University of North Carolina Wilmington
 910.962.3174 | www.uncw.edu/career

NOTICE: Emails sent and received in the course of university business are subject to the North Carolina Public Records Act (N.C.G.S. §132-1 et seq.) and may be released to the public unless an exception applies.

I'm an Ally, are you?



From: Eric McCart <Eric.McCart@cumulus.com>
Sent: Thursday, August 20, 2020 12:50 PM
To: Kaminski, Emily R. <kaminskie@uncw.edu>; Pippen, Nadirah <pippenn@uncw.edu>
Subject: Cumulus Media UNCW 2020-2021 Soaring Partner Agreement

Good afternoon!

Please find our 2020-2021 Soaring Partner Agreement attached. I added the additional commercials as mentioned. Take a look and let me know if you have any questions. If everything looks ok, please sign and return to me at your convenience. I would expect we'll be sending your Virtual Career and Internship Fair commercials for approval by tomorrow morning. We'll also include your campaign schedule.

Our best,
Eric McCart
 VP/Market Manager
 Cumulus Radio Station Group | Wilmington
 O: 910.332.2183
 M: 910.386.9004

3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403
Eric.McCart@cumulus.com
cumulusmedia.com



Ask me about the **BIGGEST "Branding Iron"** now available in Wilmington and the Cape Fear Region!
RIGHT NOW TRAFFIC – Sponsorships available NOW on all 5 of our Cumulus radio stations!

From: Kaminski, Emily R. [<mailto:kaminskie@uncw.edu>]
Sent: Thursday, August 20, 2020 9:44 AM
To: Eric McCart <Eric.McCart@cumulus.com>
Subject: RE: Virtual Career and Internship Fair Scripts
 Perfect, thank you Eric.

Best!
 Emily

From: Eric McCart <Eric.McCart@cumulus.com>
Sent: Wednesday, August 19, 2020 3:29 PM
To: Kaminski, Emily R. <kaminskie@uncw.edu>
Subject: RE: Virtual Career and Internship Fair Scripts

Hey Emily,
 We're all good, I'm able to see the changes. Looks great and we'll send you the commercials once they are produced.
 Thanks much!

Eric McCart
 VP/Market Manager
 Cumulus Radio Station Group | Wilmington
 O: 910.332.2183
 M: 910.386.9004

3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403
Eric.McCart@cumulus.com
cumulusmedia.com



Ask me about the **BIGGEST "Branding Iron"** now available in Wilmington and the Cape Fear Region!
RIGHT NOW TRAFFIC – Sponsorships available NOW on all 5 of our Cumulus radio stations!

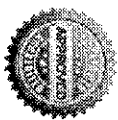
**WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and
WWQQ(FM)**

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.



Mineral™

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Eric McCart

has completed the course:

Harassment Prevention for US Managers

December 12, 2021

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

Start: Wed 8/18/2021 11:00 AM
End: Wed 8/18/2021 2:00 PM
Show Time As: Tentative

Recurrence: (none)

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

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)

+1 646 876 9923 US (New York)

Meeting ID: 844 9214 7552

Transcript for Eric McCart: 2023-05-04

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

Course	Enrolled Via	Status	Completion
Unconscious Bias: 01. What is Unconscious Bias?	Historical	Complete	5/1/2022
Unconscious Bias: 02. Types of Unconscious Bias	Historical	Complete	5/1/2022
Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete	5/1/2022

Working Well with Everyone:	Historical	Complete	12/30/2021
01. What is Diversity?	Historical	Complete	12/30/2021
Working Well with Everyone:	Historical	Complete	12/30/2021
02. The Diversity Continuum	Historical	Complete	12/30/2021
Working Well with Everyone:	Historical	Complete	12/30/2021
03. The Mistake of Stereotyping	Historical	Complete	12/30/2021
Working Well with Everyone:	Historical	Complete	12/30/2021
04. The Power of Inclusion	Historical	Complete	12/30/2021
Working Well with Everyone:	Historical	Complete	12/30/2021
05. Diversity = Greatness	Historical	Complete	12/30/2021
Working Well with Everyone:	Historical	Complete	12/30/2021
05. Diversity = Greatness	Historical	Complete	12/30/2021



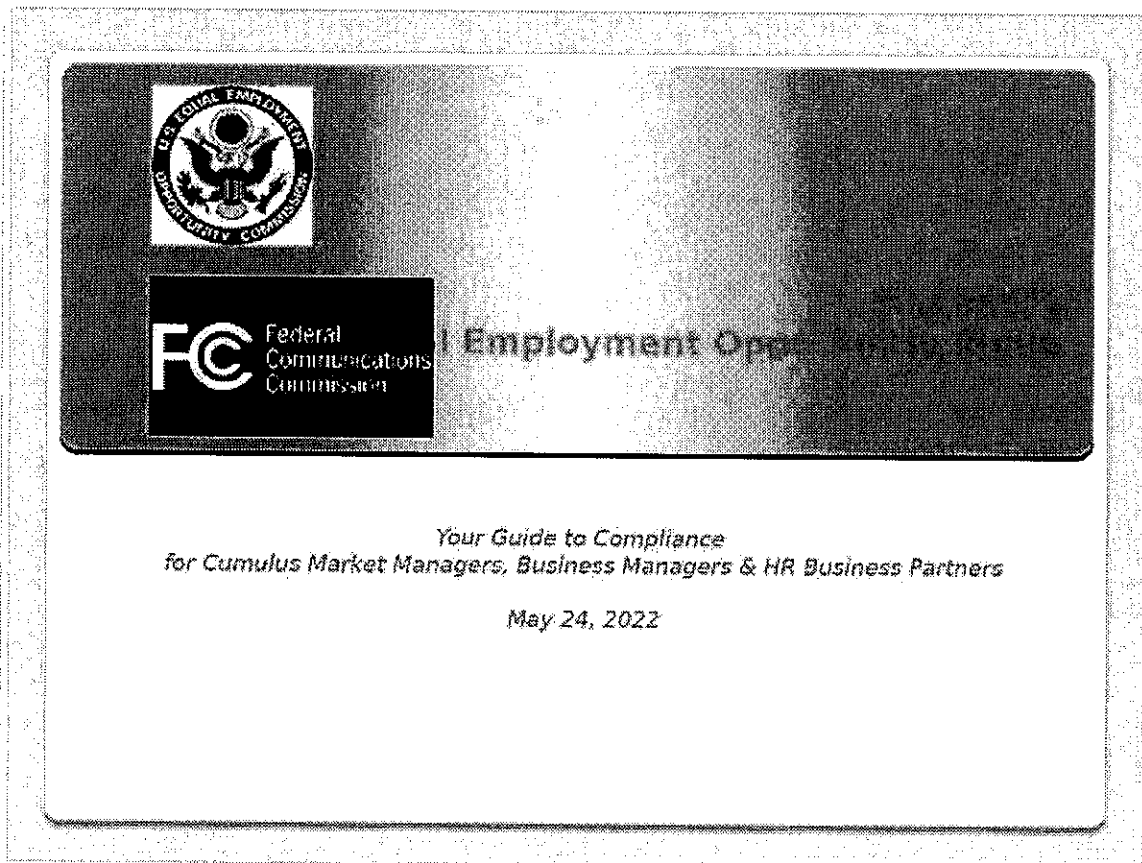
Amber Hodgson uploaded a file in the group: Cumulus Legal Department

May 24, 2022

...

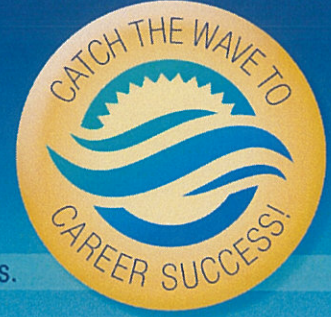
FCC EEO Training Webinar from May 24, 2022

The FCC EEO 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!



Career & Internship Fair

Meet recruiters and hiring managers from local, regional and national employers.



Virtual - Career & Internship Fair - Fall 2021

Wednesday, September 22nd 2021, 1:00 pm - 4:00 pm EDT
Virtual

+ Register

[iiP68dpSxSNA](#) [Map \(/career_fairs/25258/employer_preview?active_tab=map\)](#) [All Employers \(/career_fairs/25258/employers_list?logg](#)

2 months away

Contact

Emily Kaminski
Employer Development Coordinator
kaminski@uncw.edu (mailto:kaminskie@uncw.edu)

Career Fair Description

Virtual Career & Internship Fair

Wednesday, September 22, 2021

Fair Open to Students & Alumni: 1:00 to 4:00pm

UNCW's Career & Internship Fair is open to all students and alumni seeking employment and/or internship opportunities. All majors and classes (freshmen through graduate) are encouraged to attend. Check out the **Career Fair Webpage** (<https://uncw.edu/career/careerfair.html>) for more resources on preparing for the fair!
Registration closes on 9/10/21.

Day of Support: The Career Center will be on hand to answer any questions you have as you navigate the virtual fair platform. Call us at anytime during the fair using the Zoom link below.

Employer Zoom: <https://uncw.zoom.us/j/87138869221?pwd=a0WwYitOMm5EOUNXb2IMTGcxaEVJQT09> (<https://uncw.zoom.us/j/87138869221?pwd=a0WwYitOMm5EOUNXb2IMTGcxaEVJQT09>)

Thank you to our Career Fair Sponsors for supporting our Seahawks!

**Sponsors to be listed.*

UNCW's Career & Internship Fair is open to all students and alumni seeking employment and/or internship opportunities. All majors and classes (freshmen through graduate) are encouraged to attend!

Students will be seeking full-time, part-time, and internship opportunities! Students can build their schedule ahead of time as well as browse employer sessions the day of.

Registration Fees: \$150

*Please note that early bird registration will not be offered for this event. The cost to register for this virtual fair will be \$150 per employer.

Registration Fee Includes:

- Registration Includes multiple 30 min group sessions with up to 50 participants.
- Various 10 minute 1:1 student conversations throughout the fair.
- Communication options with students Include video, audio, and chat.
- Employers will also have the ability to share company values and documents with students ahead of time.

Sponsor this event!

Be recognized at a high-impact campus engagement event.

\$250 Level – Career Fair Sponsor

- Logo displayed on the Career Fair website.
- Career Fair Sponsors listed within the fair description visible to students.
- Career Fair Sponsors listed within the fair description visible to employers.
- Email marketing to student body. (*Usually a diamond level sponsorship benefit).

Please make checks payable to UNCW Career Center and mail to the following address: University of North Carolina Wilmington- Career Center, 601 South College Road, Wilmington, NC 28403-5924.

Payment Policy:

- Payments should be completed within 14 days of registering for the event.
- Future event registration for an organization with an unpaid balance will not be approved until full payment is received, and access to all other recruiting services will also be denied.

Cancellation and Refund Policy:

- All cancellations must be emailed to careercenter@uncw.edu.
- Cancellations received prior to 9/10/2021 will receive a full refund; any cancellations received after that time will be required to pay in full.
- An organization who is a no-show for an event or cancels after the deadline will not be eligible for a refund.

New Registration

A message from University of North Carolina Wilmington:

Please make sure that all of your registrants have created their own user account in Handshake prior to the event. Each registrant will be required to have a user account in order to participate in a Handshake virtual fair.

Registration Options

Please select your registration options below

Wednesday, Sep 22, 1:00 pm - 4:00 pm

Registration Type

- Virtual Fair Rate - Each employer is allowed up to 15 representatives per 'booth'. - \$150.00**
- I will not be attending this day

Add-on Items *(For this date and time only)*

No add-on items available

General Items *(These items apply to your entire registration)*

Add-on Items *(For this date and time only)*

Available Items	description	Price	Quantity Available	Quantity Requested
Career Fair Sponsor	Logo displayed on the Career Fair website. Logo displayed on the student preview page for the event in Handshake. Logo displayed with other career fair sponsors during the event. Email marketing to student body. (*Usually a diamond level sponsorship benefit).	\$250.00	1	<input type="text" value="1"/>

Basic Information

Employer description

each week. Among the thousands of commercial messages that these consumers are exposed to each day, radio reaches consumers when they have little else to distract them. That's why the engagement levels for radio advertising (the percentage of people who actively pay attention to the ads) is by far the highest of any mass media.

The career fair organizer has set a limit. -905 characters remaining

*(required) Schedule Owner

Eric McCart

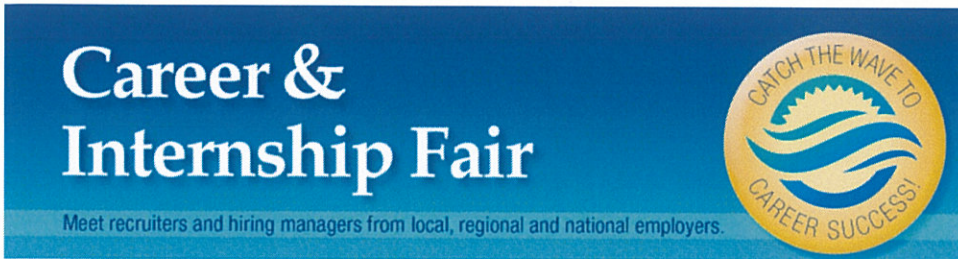
Which division of the organization are you registering?

If you want to register a specific division of your company, rather than the entire company, choose your division here. If you want to register the entire company, just leave this blank.

If you're not seeing the division you want, you can add a division here. (/employers/398381/divisions)

From: Lewandowski, Christopher L <lewandowskic@uncw.edu>
Sent on: Wednesday, February 16, 2022 12:03:37 PM
To: Eric McCart <Eric.McCart@cumulus.com>
Subject: [EXT]UNCW Career & Internship Fair Logistics!

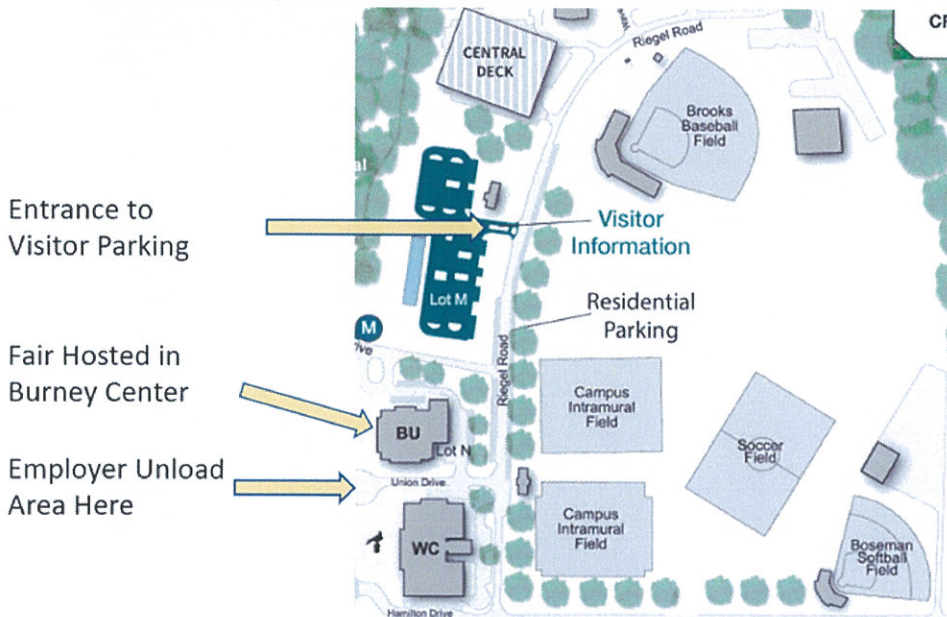
Follow up: Follow up
Start date: Wednesday, February 16, 2022 12:00:00 AM
Due date: Wednesday, February 16, 2022 12:00:00 AM



Good morning, Eric!
TODAY IS THE DAY for the UNCW IN-PERSON Career & Internship Fair! We are excited to welcome you back to campus for our first in-person career fair since before the COVID-19 pandemic!

Parking Information & Unloading your materials

1. Please plan to unload your recruitment materials (anything for your booth) at the entrance from Union Drive.
 - a. [Employer Unload – Google Maps Link](#)
2. After unloading your materials with a UNCW Career Center team member, please move your vehicle to our free parking in Visitor Lot M on Riegel Road, near the Campus Intramural Field and Brooks Baseball Field (see map below)
 - a. [Lot M - Google Maps Location Link](#)



If you would like a full Campus Map please see this link: https://uncw.edu/transportation/documents/campus-map-19_directory.pdf

Fair Hours

Check-In, Set-Up & Brunch: 10:00 a.m. to 12:00 p.m.

- Should you arrive early please enjoy our beautiful campus and know that check in will begin at 10:00 a.m.!
- The weather forecast is calling for 50-60 degrees and sunny!
- Boxed lunches will be available starting at 10:45 a.m. in the lobby of the Burney Center
- Please plan to take your food and drink back to your booth to eat
- Catering will remove any remaining lunches starting at 12:00 p.m. (Noon) so please ensure you have gathered your lunch prior to the start of the fair.

Fair Opens to Students & Alumni: 12:00 p.m. to 4:00 p.m.

- We are advertising this timeframe to our students and ask you to stay the entire time as students have classes throughout the day and may plan to arrive at the fair throughout this entire period

Should you have any questions, please feel free to respond to this email or contact the Career Center at 910-962-3174.

Sincerely,
Chris

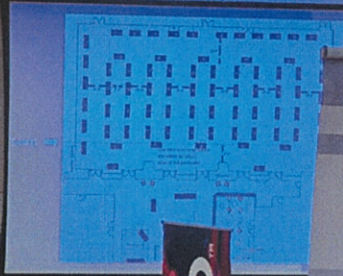
Chris Lewandowski (he, him, his)
Associate Director for Career Development



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From: Eric McCart <Eric.McCart@cumulus.com>
Sent on: Friday, June 4, 2021 11:21:08 AM
To: Kaminski, Emily R. <kaminskie@uncw.edu>
BCC: Eric McCart <Eric.McCart@cumulus.com>
Subject: Re: [EXT] RE: UNCW - Soaring Partner

Hi Emily,

Hope you are well and thank you so much for emails. We would absolutely love to continue our Soaring partnership with UNCW! I will review your draft and get back with you next week.

Many thanks,

Eric

Eric McCart
VP/Market Manager
Cumulus Radio Station Group | Wilmington
M: [910.386.9004](tel:910.386.9004)

[3233 Burnt Mill Drive, Suite 4, Wilmington, NC 28403](https://www.3233BurntMillDrive.com)
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From: Kaminski, Emily R. <kaminskie@uncw.edu>
Sent: Thursday, June 3, 2021 4:13 PM
To: Eric McCart
Subject: [EXT] RE: UNCW - Soaring Partner

Hi Eric –

I am following up on my note below. Let me know if you have any questions about the Soaring Partners program for this upcoming academic year.

Best!

Emily

From: Kaminski, Emily R.
Sent: Thursday, May 27, 2021 1:04 PM
To: Eric.McCart@cumulus.com
Subject: UNCW - Soaring Partner

Hi Eric –

I wanted to reach out with a big **THANK YOU** for being a valued Soaring Partner and for supporting our Seahawks during a very challenging year. Your help in getting the word out to the community regarding how we were hosting our virtual fairs was incredibly helpful when things were changing so quickly.

I am enjoying the start of summer and hope you are too! Since July is around the corner, I was wondering if you would you like to start up the process of updating the in-kind agreement for the upcoming 2021-2022 year? I have attached a draft but I am open to any changes or updates you would like to suggest. Our offerings have not changed all that much. I did edit it so that they applied to virtual career fairs as well as in-person fairs because we are very likely to have a mixture of both this year.

Let me know if you have any questions. I would also be happy to schedule a time to connect over Zoom if you would like to chat about the upcoming year in more detail.

Best!

Emily

Emily Kaminski '13
Employer Development Coordinator | Career Center
University of North Carolina Wilmington
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910.962.3079



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