



1300 NORTH 17th STREET, 11th FLOOR
ARLINGTON, VIRGINIA 22209

OFFICE: (703) 812-0400
FAX: (703) 812-0486
www.fhhlaw.com
www.commlawblog.com

MARK N. LIPP
(703) 812-0445
LIPP@FHHLAW.COM

December 13, 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**
Radio License Holding CBC, LLC
Station WLAV-FM, Grand Rapids, Michigan
Facility ID 41680

Dear Ms. Goldin:

Radio License Holding CBC, LLC (“RLH-CBC”), licensee of radio station WLAV-FM, Grand Rapids, Michigan, hereby submits its Response to your letter of October 30, 2023 (“EEO Audit Letter”) concerning the Station’s compliance with the Commission’s Equal Employment Opportunity Rule, 47 C.F.R. § 73.2080. Station WLAV-FM is part of a station employment unit based in Grand Rapids, Michigan, that includes stations WJRW(AM), Grand Rapids, Michigan (Facility ID 41679), WKLQ(FM), Holland, Michigan (Facility ID 41678), WTNR(FM), Greenville, Michigan (Facility ID 24639), and WHTS(FM), Coopersville, Michigan (Facility ID 71090). For this reason, the RLH-CBC Response to the EEO Audit Letter involves the entire Grand Rapids SEU.

To comply with the procedures presented in Item 5(a) of the aforementioned EEO Audit Letter, RLH-CBC 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 Radio License Holding CBC, LLC.

Sincerely,

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

Mark Lipp

Enclosures

DECLARATION OF RICHARD S. DENNING

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

I am Executive Vice President and General Counsel of Radio License Holding CBC, LLC, licensee of radio station WLAV-FM, Grand Rapids, Michigan (Facility ID 41680), which is part of a station employment unit based in Grand Rapids, Michigan, that includes stations WJRW(AM), Grand Rapids, Michigan (Facility ID 41679), WKLQ(FM), Holland, Michigan (Facility ID 41678), WTNR(FM), Greenville, Michigan (Facility ID 24639), and WHTS(FM), Coopersville, Michigan (Facility ID 71090) (collectively, the "SEU"). The stations in this SEU are commonly owned through indirect subsidiaries ultimately owned and controlled by Cumulus Media Inc. (collectively, "Cumulus"). This Declaration and the attachments provided hereto are being submitted in response to a letter dated October 30, 2023 (the "Audit Letter") from Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission ("FCC"), concerning a random audit of the SEU's compliance with the FCC's equal employment opportunity ("EEO") rule, 47 C.F.R. § 73.2080.

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

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

In response to Question 2(b)(ii) of the Audit Letter, the website of each station in the SEU is as follows: WLAV-FM, www.wlav.com; WJRW(AM), www.theticketmi.com; WKLQ(FM), www.thisismusic.com; WTNR(FM), www.thunder1073.com; and WHTS(FM), www.1053hotfm.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 EEO public file reports referred to above is included in Attachment B, and, pursuant to the Audit Letter, this response provides one such notice for each position filled. The SEU's standard practice is to retain copies of job vacancy announcements that are sent to all recruitment sources, as required by Section 73.2080(c)(5)(iii).

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 nineteen (19) 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 Market Managers, Regional Vice Presidents, and HR Business Partners, are up to date.

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

other position postings. Once a posting was finalized, the System notified the hiring manager as applicants applied, and it was the responsibility of the hiring manager to track interviewees and associated recruitment sources. Once a hiring decision was made, the hiring manager returned the interviewee information to the BM.

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

This SEU was able to exceed the required number of supplemental recruitment initiative points over the two-year period even though many events it may have hosted or participated in were not scheduled due to the COVID-19 pandemic. Because of the concern about in-person events, Cumulus offered a variety of virtual training sessions to management and/or staff. One such session focused on compliance with FCC EEO rules, while other sessions concentrated on creating a diverse, inclusive, and healthy workplace environment. The SEU also participated in a virtual career networking event sponsored by the Michigan Association of Broadcasters. During this outreach event, its Sales Managers interacted with many students and professionals and shared information about career opportunities in radio broadcasting as well as job openings within the SEU and the company.

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. Consequently, the SEU typically examines its EEO program on an annual basis. In addition to the annual review, the SEU's MM and HRBP often discuss ways to improve its vacancy-specific recruitment efforts as well as its general outreach to better inform the Grand Rapids community about career opportunities in broadcasting. It should be noted that if any EEO issues arise that warrant special attention, the SEU convenes separate meetings with appropriate personnel to discuss these issues. Since April 2021 when the HR department assumed more responsibility in this process, it coordinated with an arm of CareerBuilder, Broadbean Technology, to incorporate numerous diversity sites and additional local sources into its MRSL, which are automatically contacted when a full-time position is available. This is demonstrated in the outreach conducted for positions that were posted during the 2022 and 2023 reporting periods.

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

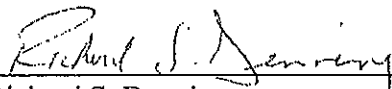
In response to 2(b)(x) of the Audit Letter, Radio License Holding CBC, LLC, is not a religious broadcaster.

[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 12th day of December 2023.


Richard S. Denning

Attachment A

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
June 1, 2021 – May 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	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30
Account Executive	1-30, 32-38, 41-48	30

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

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
 June 1, 2021 – May 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	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	0
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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	4
31	Internal Transfer/Promotion	N	0
32	Womens Resource Center Contact: Marcia Van Poolen 678 Front Street, Suite 180 Grand Rapids, MI 49504	N	0
33	Hispanic Center of West Michigan Contact: Salvatore Lopez 1204 Grandville Ave SW Grand Rapids, MI 49503	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Hispanic Ministries Community Bulletin Board 671 Davis Ave NW Grand Rapids, MI 49504	N	0
35	Grand Rapids Urban League Placement Office 745 Eastern Ave SE Grand Rapids, MI 49503	N	0
36	Michigan Employment Security Commission Job Orders PO Box 169 Grand Rapids, MI 49501	N	0
37	Job Corps of Grand Rapids Placement Office 110 Hall Street SE Grand Rapids, MI 49507	N	0
38	Calvary Church Contact: Regina Scovill 777 E Beltline NE Grand Rapids, MI 49525	N	0
39	Michigan Association of Broadcasters www.mab.com	N	0
40	On-Air Announcements (<i>one or more SEU stations</i>)	N	0
41	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Phone: 269.962.5411 bishopj1@michigan.gov ramierezl@migian.gov	N	0
42	Great Lakes Bay Michigan Works 312 E Genesee Phone: 989.752.3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Michigan Works! Montcalm Creek Service Center 114 South Greenville West Drive Phone: 616.754.3611 hardemand@michigan.gov	N	0
44	Michigan Works! Service Center – Grand Rapids 215 Straight Avenue NW Phone: 616.887.2960 lieffersl@michigan.gov marind@michigan.gov	N	0
45	Michigan Works! Service Center – West Side 215 Straight NW Phone: 616.336.4040 headworthc@michigan.gov marind@michigan.gov	N	0
46	Michigan Works! Service Center in Midland County 1409 Washington Phone: 989.631.3073 smb@michiganworks.com	N	0
47	West Michigan Works! Service Center: OttawayCounty 121 Clover Avenue Phone: 616.396.2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
48	Michigan Works! Service Center – Franklin 121 Franklin Street SE, Suite 120 Ellisn1@michigan.gov Lafavev1@michigan.gov	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			4

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
June 1, 2021 – May 31, 2022

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 29, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don't look, think, act, and problem solve like them.
2	Management-level training 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.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. Our Operations and Business Managers—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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	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.
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 March 25, 2022, our SEU participated in the Digital Speed Networking Career Outreach event sponsored by the Michigan Association of Broadcasters Foundation, which took place virtually due to Covid-19 restrictions. Our Sales Managers participated in this event and were automatically paired with some of the fifty (50) students and business-minded professionals seeking employment in five minute intervals. They swiftly shared information about career opportunities in radio as well as job openings within our SEU and company with each participant.

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023¹

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/Sales Executive	1-30, 32-40	30
Multi-Media Account Executive	1-29, 32-43	1
VP/Market Manager	1-29, 32-40	1
On-Air Personality	1-10, 30, 32-43	30
Continuity Lead	1-29, 32-43	1
Multi-Media Account Executive	1-29, 32-43	8
Multi-Media Account Executive	1-29, 32-43	1
Program Director	1-29, 32-43	1

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

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
 June 1, 2022 – May 31, 2023

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	17
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	1
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	0
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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Word-of-Mouth Referral	N	4
31	Internal Transfer/Promotion	N	0
32	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
34	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0
35	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
41	Goodwill Industries 3035 Prairie Drive SW Grandville, MI 49418 616-532-4200 tamid@goodwillgr.org	N	0
42	Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207 info@grurbanleague.org mmartin@grurbanleague.org	N	0
43	Hispanic Center of Western MI 1204 Grandville Avenue SW Grand Rapids, MI 49503 616-742-0223 dmadrigal@hispanic-center.org	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			22

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
EEO PUBLIC FILE REPORT
 June 1, 2022 – May 31, 2023

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding Diversity, Equity, and Inclusion	During the months of August/September 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course on-line which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
3	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On January 25, 2023, our SEU's Market Manager participated in a facilitated session and presentation conducted by a Diversity, Equity, and Inclusion ("DEI") advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a re-fresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which were addressed through our initial facilitated sessions and our subsequent video trainings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2023, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HIS) entitled, “Understanding Harassment” and “Anti-Harassment – Managers” (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2023, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete the Health & Safety Institute (HIS) on-line course presented in two segments entitled, “Microaggressions” and “Tokenism.” The segments defined these terms, explained how they originated, and provided methods to overcome these behaviors.
6	Management-level training regarding Diversity, Equity, and Inclusion	On April 21, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Bias and Barriers.

Attachment B



Cumulus Radio
STATION GROUP™
A DIVISION OF CUMULUS MEDIA

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

Who we are:

Cumulus Grand Rapids/Muskegon currently features 5 stations in the Grand Rapids metro area and surrounding counties and 5 stations serving the Muskegon area. We reach thousands of listeners on a daily basis. At Cumulus Grand Rapids/Muskegon we strive to hire passionate, driven, resourceful, problem solvers who have the ability to drive the evolving, diverse culture of the Power of Radio to success.

Cumulus owns and operates 460 radio stations in 94 U.S. markets, as well as Westwood One Networks, serving over 10,000 stations worldwide. Over 225 million people per week engage with a Cumulus or Westwood One asset making it an exciting and unique career opportunity! We are constantly creating new windows for success and strive to provide world class tools to help you succeed and reach your full potential as an employee. More recently, Cumulus is the proud creator of NASH- an exciting new lifestyle and entertainment brand targeting over 90 million country music fans nationwide.

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

Key Responsibilities:

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective sales presentations; negotiation and closing
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects

- Follow all station procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis
- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace
- Think creatively and generate original ideas

Qualifications:

- Proficient in Microsoft Office suite, social networking platforms and CRM tools
- Excellent communication skills
- Experience developing new business relationships in an outside sales role
- Strong understanding of lead generation and ability to connect with viable prospects
- Comprehension of sales metrics in order to fill a sales funnel and robust pipeline of residual business
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job
- Flexible and creative
- Digitally savvy
- 2 years in Media Sales background preferred
- Bachelor's Degree in Business, Marketing or related field is preferred

What we offer:

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

For immediate consideration, please visit www.cumulus.com/work-here/

For more information about Cumulus Media, Inc., visit our website at: <https://www.cumulus.com>

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

Post: May 13, 2021 – July 15, 2021

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive	Date Filled: 07/19/2021
Recruitment Source ("RS") Referring Hiree: Employee Referral, RS #30	Total Number of Interviewees: 4

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	0
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.lgbtainjobs.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.disAbleperson.com	N	0
21.	Hire Black Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29.	Seniors to Work www.seniorstowork.com	N	0
30.	Employee Referral	N	4
32.	Womens Resource Center Contact: Marcia Van Poolen 678 Front Street, Suite 180 Grand Rapids, MI 49504	N	0
33.	Hispanic Center of West Michigan Contact: Salvatore Lopez 1204 Grandville Ave SW Grand Rapids, MI 49503	N	0
34.	Hispanic Ministries Community Bulletin Board 671 Davis Ave NW Grand Rapids, MI 49504	N	0
35.	Grand Rapids Urban League Placement Office 745 Eastern Ave SE Grand Rapids, MI 49503	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
36.	Michigan Employment Security Commission Job Orders PO Box 169 Grand Rapids, MI 49501	N	0
37.	Job Corps of Grand Rapids Placement Office 110 Hall Street SE Grand Rapids, MI 49507	N	0
38.	Calvary Church Contact: Regina Scovill 777 E Beltline NE Grand Rapids, MI 49525	N	0
41.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Phone: 269.962.5411 bishopj1@michigan.gov ramierezl@migian.gov	N	0
42.	Great Lakes Bay Michigan Works 312 E Genesee Phone: 989.752.3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
43.	Michigan Works! Montcalm Creek Service Center 114 South Greenville West Drive Phone: 616.754.3611 hardemand@michigan.gov	N	0
44.	Michigan Works! Service Center – Grand Rapids 215 Straight Avenue NW Phone: 616.887.2960 lieffersl@michigan.gov marind@michigan.gov	N	0
45.	Michigan Works! Service Center – West Side 215 Straight NW Phone: 616.336.4040 headworthc@michigan.gov marind@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
46.	Michigan Works! Service Center in Midland County 1409 Washington Phone: 989.631.3073 smb@michiganworks.com	N	0
47.	West Michigan Works! Service Center: OttawayCounty 121 Clover Avenue Phone: 616.396.2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
48.	Michigan Works! Service Center – Franklin 121 Franklin Street SE, Suite 120 Ellisn1@michigan.gov Lafavev1@michigan.gov	N	0
Total Interviewees			4

Referencing requisition 001146 - Account Executive

Edit job posting Account Executive 001146

Career Site & Manual Options Posting History

Posting ID:
001146

Career Site Posting Template:
Website

Career Site Go Live Date:
05/13/2021

Career Site Expiration Date:
06/08/2021

Length (in days):
27

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

Apply Online URL View Posting Direct Import Email

Referencing requisition 001146 - Account Executive

Edit job posting Account Executive 001146

Career Site & Manual Options Posting History

Postings history

2 Records

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
06/08/2021 12:03:38	05/13/2021	07/11/2021	crystal.jacobs	Suspension	748	
05/13/2021 09:47:52	05/13/2021	07/11/2021	crystal.jacobs	Send to publish	748	Cumulus Media

Account Executive (1146/748)

Board Name	Clients	Activity	Status	Activity
Account Executive	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
Adruna	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
Glassdoor.com	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
Jobs Job	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
The Job Spider	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
MyJobHelper	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:03 AM	Deleted	
Oodle	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:04 AM	Deleted	
Trovit	0	Posted: May 13, 2021 8:50 AM Removed: June 8, 2021 11:04 AM	Deleted	

Referencing requisition 001146 - Account Executive

Edit job posting Account Executive 001146/1

Career Site & Manual Options Posting History

Posting ID:
001146/1

Career Site Posting Template:
Website

Career Site Go Live Date:
09/03/2021

Career Site Expiration Date:
11/09/2021

Length (in days):
68

Forwarding 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)
- MyJobKeeper - (Deactivated)
- Indeed - (Expired)
- Travis - (Expired)

Apply Online URL View Posting Direct Impact Email

Referencing requisition 001146 - Account Executive

Edit job posting Account Executive 001146/1

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 20:32:55	06/08/2021	08/06/2021	Automated Luceo Process	Suspension	901	
11/09/2021 08:28:24	09/03/2021	12/31/2021	embouchison	Suspension	901	
06/08/2021 12:16:55	06/08/2021	08/06/2021	crystaljacobs	Send to publish	901	Cumulus Media
06/23/2021 22:32:09	06/08/2021	08/06/2021	jeremyboiker	Modification/Retrun	901	Cumulus Media
09/03/2021 10:41:57	09/03/2021	12/31/2021	jeremyboiker	Modification/Retrun	901	Cumulus Media

Account Executive (1146/901)

Details

Account Executive June 23, 2021 9:36 PM N. America > USA > Michigan > Kent County > Grand Rapids
Resend (with changes)

Board Name	Clicks	Activity	Status	Activity
Account	0	Posted: June 23, 2021 9:36 PM Removed: July 21, 2021 9:36 PM	✓ Expired	
Classroom.com	0	Posted: June 23, 2021 9:36 PM Removed: August 6, 2021 7:32 PM	✓ Deleted	
Job In Job	0	Posted: June 23, 2021 9:36 PM Removed: July 23, 2021 9:36 PM	✓ Expired	
Job Spide	0	Posted: June 23, 2021 9:36 PM Removed: August 6, 2021 7:32 PM	✓ Deleted	
MyJobHelper	0	Posted: June 23, 2021 9:36 PM Removed: August 6, 2021 7:32 PM	✓ Deleted	
Open	0	Posted: June 23, 2021 9:36 PM Removed: July 21, 2021 9:36 PM	✓ Expired	
Tract	0	Posted: June 23, 2021 9:36 PM Removed: July 21, 2021 9:36 PM	✓ Expired	

Account Executive June 8, 2021 11:17 AM N. America > USA > Michigan > Kent County > Grand Rapids
Resend (with changes)

Board Name	Clicks	Activity	Status	Activity
Account	1	Posted: June 23, 2021 9:33 PM Removed: July 8, 2021 11:17 AM	✓ Expired	
Classroom.com	0	Posted: June 8, 2021 11:17 AM Removed: August 6, 2021 7:32 PM	✓ Deleted	
Job In Job	0	Posted: June 8, 2021 11:17 AM Removed: July 8, 2021 11:17 AM	✓ Expired	
Job Spide	0	Posted: June 8, 2021 11:17 AM Removed: August 6, 2021 7:32 PM	✓ Deleted	
MyJobHelper	0	Posted: June 8, 2021 11:17 AM Removed: August 6, 2021 7:32 PM	✓ Deleted	
Open	0	Posted: June 8, 2021 11:17 AM Removed: July 8, 2021 11:17 AM	✓ Expired	
Tract	0	Posted: June 8, 2021 11:17 AM Removed: July 8, 2021 11:17 AM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: **05-10-2021** End Date: **11-11-2021** Location: **Grand Rapids, Michigan**

Total: 11

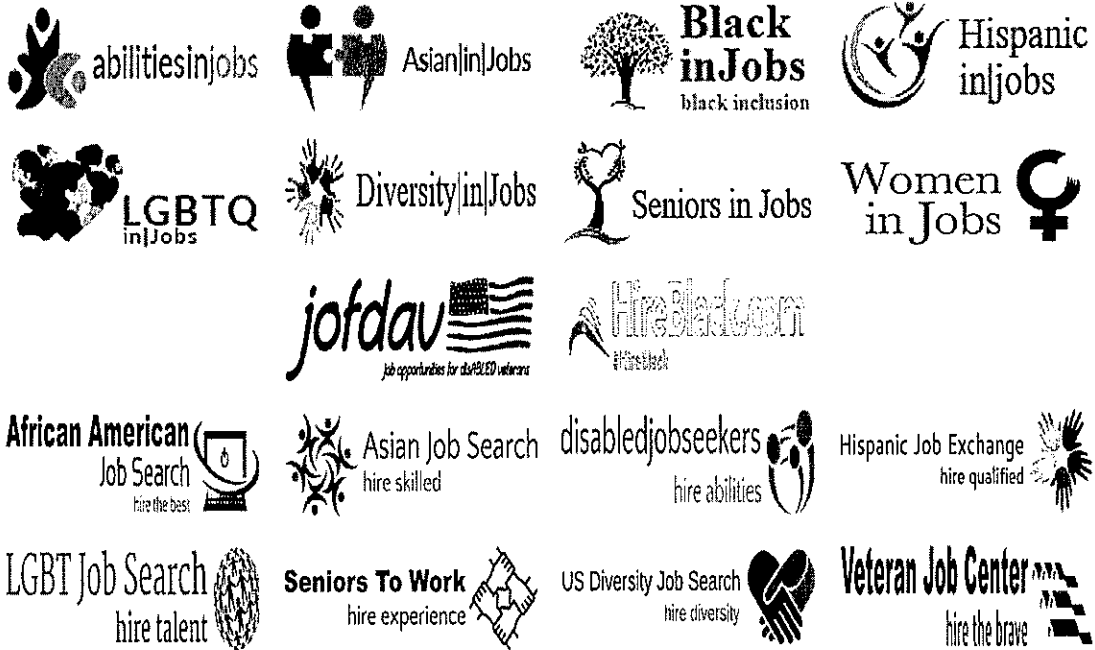
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-03-2023. 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.ablitiesinjobs.com
www.asianinjobs.com
www.blackinjobs.com
www.hispanicinjobs.com
www.lgbtjinjobs.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: **05-10-2021** End Date: **11-11-2021** Location: **Grand Rapids, Michigan**

Total: 11

Brand	Job Title/Req	City	State	Listing Date	EOI
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Cumulus Media	Account Executive J3T2R56C5823BSTVQC8	Grand Rapids	Michigan	2021/08/04	0
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Cumulus Media	Account Executive J3S43J6J9V6KZH914	Grand Rapids	Michigan	2021/05/13	0
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Cumulus Radio
STATION GROUP™
A DIVISION OF CUMULUS MEDIA

May 13, 2021

Women's Resource Center
Marcia Van Poolen
678 Front Street, Suite 180
Grand Rapids, MI 49504

Please post the enclosed career opportunity for **Account Executive** position with Cumulus Media of Grand Rapids.

Thank you.

Crystal Jacobs
Business Manager
Cumulus Media – Grand Rapids/Muskegon
616.855.8304
Email: crystal.jacobs@cumulus.com



Cumulus Radio
STATION GROUP™
A DIVISION OF CUMULUS MEDIA

May 13, 2021

Hispanic Ministries
Community Bulletin Board
671 Davis Avenue NW
Grand Rapids, MI 49504

Please post the enclosed career opportunity for **Account Executive** position with Cumulus Media of Grand Rapids.

Thank you.

Crystal Jacobs
Business Manager
Cumulus Media – Grand Rapids/Muskegon
616.855.8304
Email: crystal.jacobs@cumulus.com



Cumulus Radio
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May 13, 2021

Grand Rapids Urban League
Placement Office
745 Eastern Avenue
Grand Rapids, MI 49503

Please post the enclosed career opportunity for **Account Executive** position with Cumulus Media of Grand Rapids.

Thank you.

Crystal Jacobs
Business Manager
Cumulus Media – Grand Rapids/Muskegon
616.855.8304
Email: crystal.jacobs@cumulus.com



Cumulus Radio
STATION GROUP™
A DIVISION OF CUMULUS MEDIA

May 13, 2021

Job Corps of Grand Rapids
Placement Office
110 Hall Street SE
Grand Rapids, MI 49507

Please post the enclosed career opportunity for **Account Executive** position with Cumulus Media of Grand Rapids.

Thank you.

Crystal Jacobs
Business Manager
Cumulus Media – Grand Rapids/Muskegon
616.855.8304
Email: crystal.jacobs@cumulus.com



Report Summary For: **Cumulus Media**

Start Date: 05-10-2021 End Date: 11-12-2021 Location: **Grand Rapids, Michigan**

Total: 9

Job Req: J3S43J6J9V6KZHB914

Date Received: 05-13-2021

Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezi@michigan.gov	06/10/2021
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	anmarieb@michiganworks.com jackson8@michigan.gov	06/10/2021
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	06/10/2021
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LiefferstL@michigan.gov marind@michigan.gov	06/10/2021
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	06/10/2021
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	06/10/2021
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	06/10/2021
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	06/10/2021
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	06/10/2021

Job Req: J3T2R56C5823BSTVQC8

Date Received: 06-08-2021

Account Executive

Cumulus Media Grand Rapids, Michigan





Report Summary For: **Cumulus Media**

Start Date: 05-10-2021 End Date: 11-12-2021 Location: **Grand Rapids, Michigan**

Total: 9

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezj@michigan.gov	06/10/2021
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	06/10/2021
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	06/10/2021
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	06/10/2021
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	06/10/2021
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	06/10/2021
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschultema@westmiworks.org rcarrasco@westmiworks.org	06/10/2021
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavav1@michigan.gov	06/10/2021
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@gwrc.org	06/10/2021

Job Req: J3T77J6NRMWGXL73M37

Date Received: 09-03-2021

Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezj@michigan.gov	09/07/2021
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	09/07/2021
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	09/07/2021
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	09/07/2021
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	09/07/2021



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **05-10-2021** End Date: **11-12-2021** Location: **Grand Rapids, Michigan**

Total: **9**

Michigan Worksl Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	09/07/2021
West Michigan Worksl Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	09/07/2021
West Michigan Worksl Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellsn1@michigan.gov lafavev1@michigan.gov	09/07/2021
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	09/07/2021

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)

VACANCY DATA FORM

Full-Time Job Title: Account Executives (#2 and #3)	Date Filled: 10/18/2021 <i>(2 hires on the same date)</i>
Recruitment Source ("RS") Referring Hiree: Employee Referral, RS # 30 <i>(for BOTH AEs)</i>	Total Number of Interviewees: See VDF for Account Executive #1 filled on 07/19/2021

Please note that Account Executives #2 and #3 were part of the same recruitment effort as that of Account Executive #1. See the Vacancy Data Form for Account Executive #1, filled 07/19/2021, for recruitment and interviewee information.

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive (#4)	Date Filled: 11/08/2021
Recruitment Source ("RS") Referring Hiree: Employee Referral, RS # 30	Total Number of Interviewees: See VDF for Account Executive #1 filled on 07/19/2021

Please note that Account Executive #4 was also part of the same recruitment effort as Account Executive #1. See the Vacancy Data Form for Account Executive #1, filled 07/19/2021, for recruitment and interviewee information.

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM

Full-Time Job Title: Account/Sales Executive	Date Filled: 09/12/2022
Recruitment Source ("RS") Referring Hire: Word-of-Mouth Referral, RS #30	Total Number of Interviewees: 1

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.iobisiob.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	0
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29.	Seniors to Work www.seniorstowork.com	N	0
30.	Word-of-Mouth Referral	N	1
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
Total Interviewees			1

The Q 94.5, 97 LAV and Hot FM 105.3 with the Gray and Green Show of CUMULUS MEDIA | Grand Rapids is seeking a talented and dynamic **Sales Executive** who wants to help businesses grow in the West Michigan area, and get compensated getting results for the great businesses here in the area. We look for individuals that have a passion for learning about the uniqueness of different businesses and different industries and who is not afraid to introduce themselves to someone they've never met before. This position can be extremely rewarding financially if you are self-motivated and have a client first mentality. We connect our audiences to our customers. We use the power of creative audio to tell a business' story through our radio stations, streaming platforms, and podcasting.

Who We Are: An awesome company to work for!

Cumulus Grand Rapids/Muskegon currently features 5 stations in the Grand Rapids metro area and surrounding counties and 4 stations serving the Muskegon area. We reach thousands of listeners on a daily basis. At Cumulus Grand Rapids/Muskegon we strive to hire passionate, driven, resourceful, problem solvers who have the ability to drive the evolving, diverse culture of the Power of Radio to success.

Cumulus owns and operates 460 radio stations in 94 U.S. markets, as well as Westwood One Networks, serving over 10,000 stations worldwide. Over 225 million people per week engage with a Cumulus or Westwood One asset making it an exciting and unique career opportunity! We are constantly creating new windows for success and strive to provide world class tools to help you succeed and reach your full potential as an employee. More recently, Cumulus is the proud creator of NASH- an exciting new lifestyle and entertainment brand targeting over 90 million country music fans nationwide.

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

Key Responsibilities:

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective multi-platform, integrated sales presentations (broadcast, digital, events); negotiation and closing
- Beyond our broadcast products, have strong familiarity and become full-versed in selling both Cumulus' station digital assets (e.g. streaming, stations website and social advertising) and digital audience extension products to deliver a complete marketing solution to advertisers
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects

- Follow all station and corporate procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis

- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace
- Think creatively and generate original ideas

Specific Job Description:

- Spend a minimum of one-hour per day in a prospecting Power Hour.
- Make a minimum of 200 telephone prospecting calls per week recorded CRM (Customer Relationship Management) System.
- Complete a minimum of ten Customer Needs Assessment appointments per week.
- Make a minimum of five sales presentations per week.
- Make a minimum of two annual sales per month.
- Complete order entry.
- Maintain an accurate record of your activities in the CRM system.
- Maintain a complete client information record.
- Maintain a complete agency information record.
- Maintain an updated record of all activities, reminders, and cold calls.
- Maintain an updated record of all ASKs.

Requirements

Qualifications:

- Proficient in Microsoft Office suite, social networking platforms and CRM tools
- Excellent communication skills
- Experience developing new business relationships in an outside sales role
- Excellent presenter to clients of sales opportunities and post-sale successes
- Strong understanding of lead generation and ability to connect with viable prospects
- Comprehension of sales metrics in order to fill a sales funnel and robust pipeline of residual business
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job
- Flexible and creative
- Digitally savvy
- 1-3 years in Media Sales background preferred/required
- Bachelor's Degree in Business, Marketing or related field is preferred/required
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations

What we offer:

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

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

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

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

Referencing requisition 002242 - Account Executive

Edit job posting Account Executive 002242

Career Site & Manual Options Posting History

Posting ID:
002242

Career Site Posting Template:
Website

Career Site Go Live Date:
03/23/2022

Career Site Expiration Date:
05/21/2022

Length (in days):
60

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)
- Job Is Job - (Expired)
- The Job Spider - (Expired)
- MyJobHelper - (Expired)
- Oodle - (Expired)
- Trovit - (Expired)

Referencing requisition 002242 - Account Executive

Edit job posting Account Executive 002242

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
05/21/2022 20:24:41	03/23/2022	05/21/2022	sa	Suspension	2013	
03/23/2022 17:42:39	03/23/2022	05/21/2022	mwilliams	Send to publish	2013	Cumulus Media

Account Executive (2242/2013)

Board Name	Jobs	Activity	Status	Activity
Adzuna	3	Posted: March 23, 2022 4:43 PM Removed: April 20, 2022 4:43 PM	✓ Expired	
Job Is Job	3	Posted: March 23, 2022 4:43 PM Removed: April 22, 2022 4:43 PM	✓ Expired	
MyJobHelper	3	Posted: March 23, 2022 4:43 PM Removed: April 22, 2022 4:43 PM	✓ Expired	
Oodle	3	Posted: March 23, 2022 4:43 PM Removed: April 20, 2022 4:43 PM	✓ Expired	
Trovit	3	Posted: March 23, 2022 4:50 PM Removed: April 20, 2022 4:50 PM	✓ Expired	

Referencing requisition 002242 - Account Executive

Edit job posting Account Executive 002242/1

Career Site & Manual Options Posting History

Posting ID:
002242/1

Career Site Posting Template:
Website

Career Site Go Live Date:
06/03/2022

Career Site Expiration Date:
08/01/2022

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)
- Jobs Job - (Expired)
- The Job Spider - (Expired)
- MyJobHelper - (Expired)
- Dodge - (Expired)
- Trovit - (Expired)

Apply Online URL Copy View Posting Copy Direct Import Email Copy

Referencing requisition 002242 - Account Executive

Edit job posting Account Executive 002242/1

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
08/01/2022 20:22:05	06/03/2022	08/01/2022	sa	Suspension	2301	
06/03/2022 15:44:25	06/03/2022	08/01/2022	mwilliams	Send to publish	2301	Cumulus Media
06/03/2022 15:47:00	06/03/2022	08/01/2022	mwilliams	Modification/Rerun	2301	Cumulus Media
06/03/2022 16:26:31	06/03/2022	08/01/2022	mwilliams	Modification/Rerun	2301	Cumulus Media
06/14/2022 21:41:56	06/03/2022	08/01/2022	sa	Modification/Rerun	2301	Cumulus Media

Account Executive (2242/2301)

Board Name	Clocks	Activity	Status	Activity
Account Executive	0	Posted: June 3, 2022 4:05 PM Removed: July 1, 2022 2:45 PM	✓ Expired	
Jobs Job	0	Posted: June 3, 2022 2:45 PM Removed: July 3, 2022 2:45 PM	✓ Expired	
Job Spider	12	Posted: June 3, 2022 2:45 PM Removed: July 3, 2022 2:45 PM	✓ Expired	
MyJobHelper	0	Posted: June 3, 2022 2:45 PM Removed: July 3, 2022 2:45 PM	✓ Expired	
Dodge	0	Posted: June 3, 2022 2:45 PM Removed: July 1, 2022 2:45 PM	✓ Expired	
Trovit	0	Posted: June 3, 2022 2:45 PM Removed: July 1, 2022 2:45 PM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: **03-19-2022** End Date: **05-25-2022** Location: **Grand Rapids, Michigan**

Total: **5**

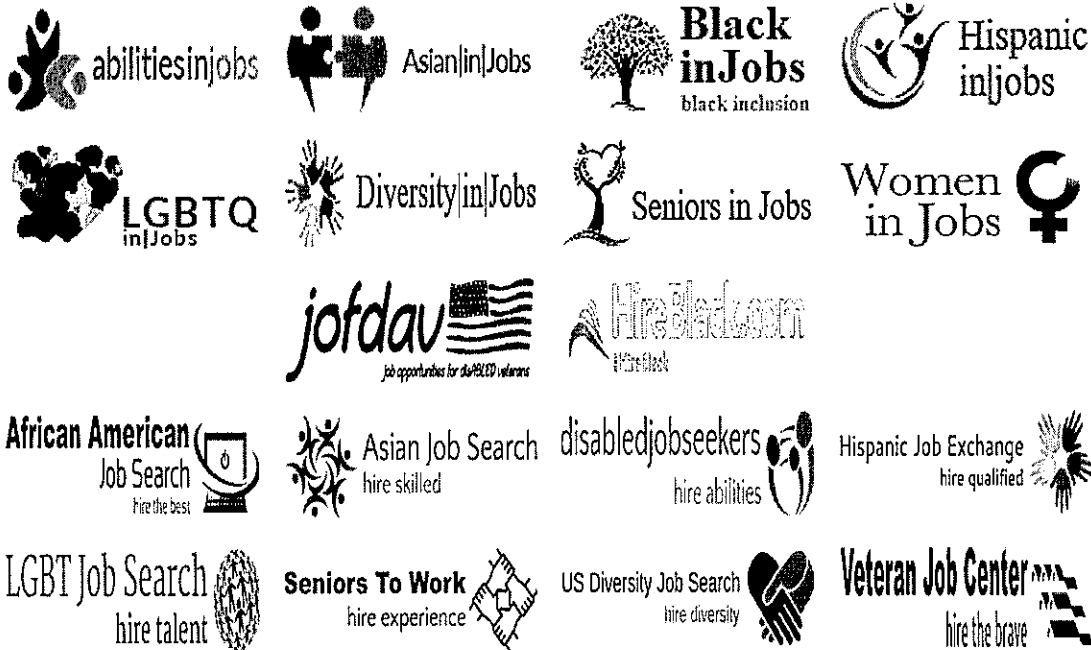
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-03-2023. 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.lgbtjinjobs.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: **03-19-2022** End Date: **05-25-2022** Location: **Grand Rapids, Michigan**

Total: **5**

Brand	Job Title/Req	City	State	Listing Date	EOI
Cumulus Media	Account Executive J3M8F66LGKQRJFQV8CJ	Grand Rapids	Michigan	2022/04/21	0



Report Summary For: **Cumulus Media**

Start Date: 03-19-2022 End Date: 05-22-2022 Location: **Grand Rapids, Michigan**

Total: 3

Job Req: J3M8F66LGKQRJFQV8CJ

Date Received: 03-23-2022

Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezl@michigan.gov	03/26/2022
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	03/26/2022
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	03/26/2022
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	03/26/2022
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthe@michigan.gov marind@michigan.gov	03/26/2022
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	03/26/2022
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	03/26/2022



Report Summary For: **Cumulus Media**

Start Date: **03-19-2022** End Date: **05-22-2022** Location: **Grand Rapids, Michigan**

Total: **3**

West Michigan Worksl Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	03/26/2022
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	03/26/2022



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 18

Job Req: J3R1N55YYL4827TYDQX

Date Received: 06-03-2022

Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezi@michigan.gov	06/06/2022
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	06/06/2022
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	06/06/2022
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	06/06/2022
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	06/06/2022
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	06/06/2022
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	06/06/2022
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	06/06/2022
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	06/06/2022

**WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM**

Full-Time Job Title: Multi-Media Account Executive	Date Filled: 12/05/2022
Recruitment Source ("RS") Referring Hire: Cumulus Careers Website, RS #1	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.	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	6
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	1
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	0
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 anmarieb@michiganworks.com jackson8@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
41.	Goodwill Industries 3035 Prairie Drive SW Grandville, MI 49418 616-532-4200 tamid@goodwillgr.org	N	0
42.	Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207 info@grurbanleague.org mmartin@grurbanleague.org	N	0
43.	Hispanic Center of Western MI 1204 Grandville Avenue SW Grand Rapids, MI 49503 616-742-0223 dmadrigal@hispanic-center.org	N	0
Total Interviewees			7

CUMULUS MEDIA | (Grand Rapids/Muskegon) is seeking a talented and dynamic **Multi-Media Account Executive** who thrives in a fast-paced working environment. We are looking for a passionate, motivated, goal-oriented and highly competitive individual with a proven track record of over-achieving sales goals. We hire driven, resourceful, organized, customer-focused problem solvers who have great communication skills and the ability to cultivate client relationships. In return, we offer a unique career opportunity: one where you are given a challenging mission, world-class tools to help you succeed, and the chance to realize your full potential as a sales professional. Our Multi-Media Account Executives provide solutions to their clients in West Michigan and contacts across the US maximizing our multi-media options that include audio and highly targeted digital assets.

Who We Are:

CUMULUS MEDIA | (Grand Rapids/Muskegon) features 5 stations in the Grand Rapids metro area: The legendary Classic Rocker 97 LAV, 105.3 HOT FM home of the Gray & Green Show, The Q 94.5, Thunder 107.3 and The Ticket AM 1340. In the Muskegon area we feature 4 stations: 98.3 WLCS, NASH 97.5, Sunny 92.5 and V100. In addition, we have our discount deal platform, Sweet Deals.

Key Responsibilities:

- Ability to identify decision-maker needs and gain understanding of objectives. This leads to development of effective integrated marketing solutions that deliver results and ROI
- Deliver effective multi-platform, integrated sales presentations which may include audio, video, digital, and event partnerships
- Focused new business development via on-going prospecting to aggressively seek to grow revenue. Networking, initial contact/cold calling, canvassing, client referrals are all examples of building and maintaining a robust target list of qualified new customers
- Utilize resources for continuous education and awareness. This includes the rapidly changing competitive landscape and emerging technology to best position Cumulus solutions as the premiere solution providers in the marketplace
- Follow procedures for preparing orders, resolving billing issues, submitting regular sales reports including detailed business development pipeline, revenue performance forecast, and competitive analysis
- Collaborate with team resources to generate creative solutions

Requirements

Qualifications:

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

- Flexible and creative
- Digitally savvy

What we offer:

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

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

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

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



Referencing requisition 002640 - Multi-Media Account Executive



Edit job posting Multi-Media Account Executive 002640  

Career Site & Manual Options Posting History

Posting ID:
002640



Career Site Posting Template:
Website




Career Site Go Live Date:
01/13/2023  

Career Site Expiration Date:
03/15/2023  

Length (in days):
62

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)
- Job Is Job - (Expired)
- The Job Spider - (Expired)
- MyJobHelper - (Expired)
- Oodle - (Expired)
- Trovit - (Expired)

Apply Online URL  View Posting  Direct Import Email 

Referencing requisition 002640 - Multi-Media Account Executive

Edit Job Posting Multi-Media Account Executive 002640

Career Site & Manual Options Posting History

Postings history

10 Records

Date Modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
10/06/2022 20:24:03	08/08/2022	10/06/2022	sa	Suspension	2512	
12/16/2022 19:21:02	10/18/2022	12/16/2022	sa	Suspension	2512	
03/13/2023 20:18:02	01/13/2023	03/13/2023	sa	Suspension	2512	
03/14/2023 23:15:56	01/13/2023	04/12/2023	derek.falter	Suspension	2512	
08/08/2022 15:05:33	08/08/2022	10/06/2022	mwilliams	Send to publish	2512	Cumulus Media
08/09/2022 17:09:50	08/08/2022	10/06/2022	mwilliams	Modification/Rerun	2512	Cumulus Media
08/09/2022 17:10:09	08/08/2022	10/06/2022	mwilliams	Modification/Rerun	2512	Cumulus Media
10/18/2022 16:47:17	10/18/2022	12/16/2022	mwilliams	Modification/Rerun	2512	Cumulus Media
01/13/2023 15:35:11	01/13/2023	03/13/2023	mwilliams	Modification/Rerun	2512	Cumulus Media
03/14/2023 23:08:24	01/13/2023	04/12/2023	derek.falter	Modification/Rerun	2512	Cumulus Media

Multi-Media Account Executive (2640/2512)

Details				
Multi-Media Account Executive August 8, 2022 2:06 PM N. America > USA > Michigan > Kent County > Grand Rapids				
Resend (with changes)				
Board Name	Clicks	Activity	Status	Activity
Arizona	3	Posted: August 9, 2022 4:16 PM Removed: September 5, 2022 2:06 PM	✓ Expired	
Job to Job	0	Posted: August 8, 2022 2:06 PM Removed: September 7, 2022 2:06 PM	✓ Expired	
Job Seeker	12	Posted: August 8, 2022 2:06 PM Removed: September 7, 2022 2:06 PM	✓ Expired	
MyCareerPage	3	Posted: August 8, 2022 2:06 PM Removed: September 7, 2022 2:06 PM	✓ Expired	
Open	5	Posted: August 8, 2022 2:06 PM Removed: September 5, 2022 2:06 PM	✓ Expired	
Travt	3	Posted: August 8, 2022 2:06 PM Removed: September 5, 2022 2:06 PM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 16

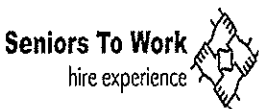
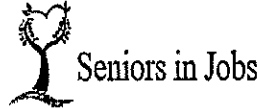
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-01-2023. 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: **11-01-2021** End Date: **05-31-2023** Location: **Grand Rapids, Michigan**

Total: 16

Cumulus Media	Multi-Media Account Executive J3M1DL61R41YX6W1J6W	Grand Rapids	Michigan	2022/11/07	0
Cumulus Media	Account Executive J3R1N55YYL4827TYDQX	Grand Rapids	Michigan	2022/07/28	0





Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 18

Job Req: J3Q8BJ6FGGSSQFPLNHL

Date Received: 09-02-2022

Multi-Media Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezf@michigan.gov	09/06/2022
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	anmarieb@michiganworks.com jackson8@michigan.gov	09/06/2022
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	09/06/2022
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	09/06/2022
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	09/06/2022
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	09/06/2022
West Michigan Works! Service Center; Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuiltema@westmiworks.org rcarrasco@westmiworks.org	09/06/2022
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	09/06/2022
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	09/06/2022
Goodwill Industries	Diversity	3035 Prairie Dr SW	616-532-4200	tamid@goodwillgr.org	09/06/2022



Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 18

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

Job Req: J3M1DL61R41YX6W1J6W

Date Received: 10-19-2022

Multi-Media Account Executive

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezi@michigan.gov	10/22/2022



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: Grand Rapids, Michigan

Total: 18

Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	10/22/2022
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	10/22/2022
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	Liefferstl@michigan.gov marind@michigan.gov	10/22/2022
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	10/22/2022
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	10/22/2022
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	10/22/2022
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St, SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	10/22/2022
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	10/22/2022
Goodwill Industries	Diversity	3035 Prairie Dr SW	616-532-4200	tamid@goodwillgr.org	10/22/2022
Grand Rapids Urban League	American Indian or Alaskan Native Asian Black or African American Disability Female Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	745 Eastern Avenue SE	(616) 245-2207	info@grurbanleague.org mmartin@grurbanleague.org	10/22/2022
Hispanic Center of Western MI	Diversity	1204 Grandville Avenue SW	616-742-0223	dmdrigal@hispanic-center.org	10/22/2022
Women's Resource Center	American Indian or Alaskan Native Asian Black or African American Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	678 Front Ave NwSuite 180	(616) 458-5443	info@grwrc.org	10/22/2022

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM

Full-Time Job Title: VP/Market Manager	Date Filled: 08/01/2022
Recruitment Source ("RS") Referring Hiree: Cumulus Careers Website, RS #1	Total Number of Interviewees: 1

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	1
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	0
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29.	Seniors to Work www.seniorstowork.com	N	0
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
Total Interviewees			1

CUMULUS MEDIA | Grand Rapids/Muskegon, MI is searching for an exceptional individual to join us as our **VP/Market Manager**. Our market leaders have the support of great products and assets, tremendous training tools, and a team that supports business development and rewards performance.

Cumulus Grand Rapids/Muskegon currently features 5 stations in the Grand Rapids metro area and surrounding counties and 5 stations serving the Muskegon area. We reach thousands of listeners on a daily basis. At Cumulus Grand Rapids/Muskegon we strive to hire passionate, driven, resourceful, problem solvers who have the ability to drive the evolving, diverse culture of the Power of Radio to success.

Competency:

- Approaches role as a coach would
- Continually raises standard of performance
- Invests resources in actions to reach long-term goals
- Empowers team and allows them to own their work
- Sees more opportunities and fewer obstacles
- Type of person talented professionals naturally follow
- Makes sound business decisions in alignment with leadership objectives

Focus:

- Identify, recruit and develop high-performance sales talent and build a successful team to ensure continued top-line growth
- Lead the local and regional sales effort and focus on diversifying the broadcast sales portfolio and penetrate growth business categories
- Drive sales, deliver growth, exceed goals and live in the details of the business
- Work across departments to optimize execution
- Contribute your talents and time to meeting challenges, solving problems and rising to the opportunities before us
- Ensure every decision has a thoughtful game plan to tactfully execute
- Takes responsibility for our teams' efforts and outcomes, celebrating successes

Requirements

Qualifications:

- Steady career progression as a top performer
- Ideal background a successful track record and reputation as one of the "best" in the advertising sales solutions including integrated, idea-based programs utilizing on-air, on-site, and digital
- Strong business acumen and understanding of lead generation, CRM, account/business development
- Strong goal orientation and ability to coach and lead the sales team
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations

What We Offer:

- Competitive pay with performance incentives
- Focused, responsible and collaborative work environment with the ability, to ask "what if" and try innovative solutions
- Supportive Leadership
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

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

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

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

Referencing requisition 001858 - VP/Market Manager

Edit job posting VP/Market Manager 001858

Career Site & Manual Options Posting History

Posting ID:
001858

Career Site Posting Template:
Website

Edit HTML Content

Career Site Go Live Date:
11/09/2021

Career Site Expiration Date:
01/07/2022

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)

Adruna - (Expired)
Job Is Job - (Expired)
The Job Spider - (Deactivated)
MyJobHelper - (Deactivated)
Codie - (Expired)
Trovit - (Expired)

Apply Online URL Copy View Posting Copy Direct Import Email Copy

Referencing requisition 001858 - VP/Market Manager

Edit Job posting VP/Market Manager 001858

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
01/07/2022 19:01:05	11/09/2021	01/07/2022	Automated Luceo Process	Suspension	1591	
11/09/2021 10:29:06	11/09/2021	01/07/2022	mbouchillon	Send to publish	1591	Cumulus Media

VP/Market Manager (1858/1591)

Board Name	Clicks	Activity	Status	Activity
Adara	0	Posted: November 9, 2021 10:30 AM Removed: December 7, 2021 10:30 AM	✓ Expired	
Job 's Job	0	Posted: November 9, 2021 10:30 AM Removed: December 9, 2021 10:30 AM	✓ Expired	
Job Eater	2	Posted: November 9, 2021 10:30 AM Removed: January 7, 2022 7:01 PM	✓ Deleted	
MyJobHuber	0	Posted: November 9, 2021 10:30 AM Removed: January 7, 2022 7:01 PM	✓ Deleted	
Core	0	Posted: November 9, 2021 10:30 AM Removed: December 7, 2021 10:30 AM	✓ Expired	
Love	2	Posted: November 9, 2021 10:30 AM Removed: December 7, 2021 10:30 AM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: **11-01-2021** End Date: **05-31-2023** Location: **Grand Rapids, Michigan**

Total: **16**

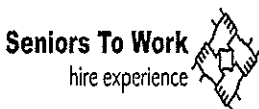
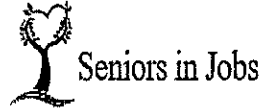
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-01-2023. 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





Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: Grand Rapids, Michigan

Total: 16

Cumulus Media	VP/Market Manager J3Q7XS74Q3ZCDZ1L2GW	Grand Rapids	Michigan	2021/12/14	0
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Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **05-10-2021** End Date: **11-12-2021** Location: **Grand Rapids, Michigan**

Total: **9**

Job Req: J3Q7XS74Q3ZCDZ1L2GW

Date Received: 11-09-2021

VP/Market Manager

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-982-5411	bishopj1@michigan.gov ramierezl@michigan.gov	11/11/2021
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	11/11/2021
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	11/11/2021
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	11/11/2021
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	11/11/2021
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	11/11/2021
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschultema@westmiworks.org rcarrasco@westmiworks.org	11/11/2021
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	11/11/2021
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@gnwrc.org	11/11/2021

**WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM**

Full-Time Job Title: On-Air Personality	Date Filled: 12/05/2022
Recruitment Source ("RS") Referring Hiree: Word-of-Mouth Referral, RS #30	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	0
30.	Word-of-Mouth Referral	N	3
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellis1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
41.	Goodwill Industries 3035 Prairie Drive SW Grandville, MI 49418 616-532-4200 tamid@goodwillgr.org	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
42.	Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207 info@grurbanleague.org mmartin@grurbanleague.org	N	0
43.	Hispanic Center of Western MI 1204 Grandville Avenue SW Grand Rapids, MI 49503 616-742-0223 dmadrigal@hispanic-center.org	N	0
Total Interviewees			3

CUMULUS MEDIA| WLAV-FM is looking for a morning host/co-host to join our team on Classic Rock 97 LAV. Grand Rapids is the second largest city in Michigan and on the grow, with West Michigan a unique area incorporating big city style with the heart of the Midwest. WLAV is nearing its 50-year anniversary as THE Classic Rock station and requires a special talent to fully understand the lifestyle and legacy of a legendary brand. If you can answer “yes” to these questions, then we want to talk to you:

- Do your stories entertain and make people laugh and smile?
- Are you willing to live your life on-air and share it on social media?
- Do you create social/digital content that engages the audience & grows listenership?
- Do continuously plan & prep throughout the day?
- Are you as dynamic in person at appearance & events as you are on air?
- Do you quickly develop positive relationships with co-hosts, our sales team, your other station colleagues?
- Are you willing to become an integral part of the West Michigan community, including philanthropic networking?

Experienced Classic and Active Rock, Alt and AAA hosts encouraged to apply but all music and talk format personalities with an interest in Classic Rock welcome. You'll be working for a station you can build the next chapter of a highly respected legacy on. In other words: we're kind of a big deal. You will be, too.

Who We Are:

CUMULUS MEDIA| Grand Rapids currently features 5 stations in the Grand Rapids MI metro area: Classic Rock 97 LAV, WHTS 105-3 Hot FM (CHR) WKLQ The Q 94-5 (AAA), WTNR Thunder 107-3 (Country) and WJRW AM 1340/106-1 FM (Sports Talk). Our cluster also oversees Cumulus Media Muskegon in the West Michigan metro area, featuring WVIB V-100 FM (Urban A/C), 98-3 WLCS (Classic Hits), WWSN Sunny 92-5 (A/C) and WLAW Nash Icon 97-5 (Country). At Cumulus West Michigan we strive to hire passionate, driven, resourceful, problem solvers who can drive the evolving, diverse culture of the Power of Audio to success.

Key Responsibilities:

- Co-Host and Co-produce a compelling and relevant radio show using creativity, imagination, and collaboration targeted at our West Michigan Classic Rock audience.
- Excel at listener interaction. Be great on the phones with listeners, know their needs and produce strong social media engagement across the multiple platforms our audience embraces, with focus on video creation and podcast projects.
- Be a strong partner to our sales team, establishing and enhancing client relationships; working on endorsement projects designed to meet the needs of our advertisers; creating commercials, social posts, and video content to drive results for their businesses.
- Be a station ambassador at station appearance by maintaining a positive and approachable attitude around listeners & clients.
- Participate in both internal station meetings and external stations events and be flexible to join in off shift remotes and weekend voice tracking for one or more stations.
- Adhere to all “Cumulus Programming Principles”, policies and procedures of the station, Cumulus Media, Inc., the FCC, and all other federal, state, and local laws.

Requirements

To upload your air-check, please paste the audio file into a Word document and save with name format Lastname.Audio and upload as part of your application by selecting "Include a cover letter". Instructions are also provided on the application form.

Qualifications:

- 5 + years of Full-Time On-Air commercial radio experience with successful ratings history preferred.
- Extensive morning experience preferred. But high-profile talent from any shift encouraged!
- An audio demo of on-air work, including show content with other hosts, creative segments and listener interaction. Include commercial endorsements if possible.
- Working knowledge of social media platforms, especially Facebook & Instagram with strong engagement results.
- Experience with audio editing (Adobe Audition) and video production/edit skill preferred.
- Knowledge of OpX studio automation a plus.
- Maintain an upbeat positive personality, being entertaining, topical and engaging on the air; able to relate to the West Michigan market.
- Must work well in a team environment; be a partner and work collaboratively to insure a team efforted show.
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally mandated accommodations.

What we offer:

- Competitive pay
- Professional growth and career path
- Focused, responsible and collaborative work environment with the ability, to ask "what if" and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

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

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

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

Referencing requisition 002693 - Morning Show Host

Edit Job posting Morning Show Host 002693

Career Site & Manual Options Posting History

Posting ID:
002693

Career Site Posting Template:
Website

Career Site Go Live Date:
08/23/2022

Career Site Expiration Date:
09/23/2022

Length (In days):
32

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)
- Job Is Job - (Expired)
- The Job Spider - (Expired)
- MyJobHelper - (Expired)
- Oodle - (Expired)
- Trovit - (Expired)

Apply Online URL View Posting Direct Import Email

Referencing requisition 002693 - Morning Show Host

Edit Job posting Morning Show Host 002693

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
09/23/2022 19:48:07	08/23/2022	10/21/2022	mwilliams	Suspension	2580	
08/23/2022 19:23:34	08/23/2022	10/21/2022	mwilliams	Send to publish	2580	Cumulus Media

Morning Show Host (2693/2580)

Board Name	Clocks	Activity	Status	Activity
Adzuna	0	Posted: August 23, 2022 12:24 PM Removed: September 20, 2022 12:24 PM	✓ Expired	
Job Is Job	0	Posted: August 23, 2022 12:24 PM Removed: September 22, 2022 12:24 PM	✓ Expired	
Job Spider	12	Posted: August 23, 2022 12:24 PM Removed: September 22, 2022 12:24 PM	✓ Expired	
MyJobHelper	0	Posted: August 23, 2022 12:24 PM Removed: September 22, 2022 12:24 PM	✓ Expired	
Oodle	0	Posted: August 23, 2022 12:24 PM Removed: September 20, 2022 12:24 PM	✓ Expired	
Trovit	0	Posted: August 23, 2022 12:24 PM Removed: September 20, 2022 12:24 PM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: Grand Rapids, Michigan

Total: 18

Job Req: J3S84G6V2M5VXH9PXQ4

Date Received: 09-02-2022

Morning Show Host

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierez1@michigan.gov	09/06/2022
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	09/06/2022
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	09/06/2022
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	09/06/2022
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	09/06/2022
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	09/06/2022
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	09/06/2022
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		etl1sn1@michigan.gov lafavev1@michigan.gov	09/06/2022



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **11-07-2021** End Date: **05-31-2023** Location: **Grand Rapids, Michigan**

Total: **18**

Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	09/06/2022
Goodwill Industries	Diversity	3035 Prairie Dr SW	616-532-4200	tamid@goodwillgr.org	09/06/2022
Grand Rapids Urban League	American Indian or Alaskan Native Asian Black or African American Disability Female Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	745 Eastern Avenue SE	(616) 245-2207	info@grurbanleague.org mmartin@grurbanleague.org	09/06/2022
Hispanic Center of Western MI	Diversity	1204 Grandville Avenue SW	616-742-0223	dmadriral@hispanic-center.org	09/06/2022
Women's Resource Center	American Indian or Alaskan Native Asian Black or African American Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	678 Front Ave NwSuite 180	(616) 458-5443	info@grwrc.org	09/06/2022

**WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM**

Full-Time Job Title: Continuity Lead	Date Filled: 04/03/2023
Recruitment Source ("RS") Referring Hiree: Cumulus Careers Website, RS #1	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	6
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	0
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29.	Seniors to Work www.seniorstowork.com	N	0
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
41.	Goodwill Industries 3035 Prairie Drive SW Grandville, MI 49418 616-532-4200 tamid@goodwillgr.org	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
42.	Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207 info@grurbanleague.org mmartin@grurbanleague.org	N	0
43.	Hispanic Center of Western MI 1204 Grandville Avenue SW Grand Rapids, MI 49503 616-742-0223 dmadrigal@hispanic-center.org	N	0
Total Interviewees			6

CUMULUS MEDIA | (Grand Rapids/Muskegon) is seeking a talented **Continuity Lead** who thrives in a fast-paced working environment. We are looking for a passionate, motivated, goal-oriented individual. We hire driven, resourceful, organized, problem solvers who have great communication skills. In return, we offer a unique career opportunity: one where you are given a challenging mission, world-class tools to help you succeed, and the chance to realize your full potential.

Who We Are:

CUMULUS MEDIA | (Grand Rapids/Muskegon) features 5 stations in the Grand Rapids metro area: The legendary Classic Rocker 97 LAV, 105.3 HOT FM home of the Gray & Green Show, The Q 94.5, Thunder 107.3 and The Ticket AM 1340. In the Muskegon area we feature 4 stations: 98.3 WLCS, NASH 97.5, Sunny 92.5 and V100. In addition, we have our discount deal platform, Sweet Deals.

Key Responsibilities:

- Receive orders from local, national personnel with traffic and copy instructions
- Assist AEs and National orders by gathering copy and traffic and working to solve clearance issues
- Coordinate with sales and production to ensure commercial copy is scheduled and run as instructed
- Participate in station Programming, Promotions, Sales and events as it relates to commercial programming logs
- Tracking commercial scripts and ensuring all copy/creative is received and accurately inputted into the VCreative Production order system in a timely fashion, by daily deadlines
- Backup for Account Executives as needed to input traffic instructions into Vcreative
- Provide excellent customer service to both internal and external stakeholders through effective management of the Muskegon and Grand Rapids Traffic email mailbox
- Coordinating and executing the entering of syndicated radio programs and network commercials and affidavits
- Ensure logs are reconciled and finalized daily
- Perform other duties within sales/production function as needed
- Perform accounts receivable duties and assistance as required
- Assist with research and resolve invoice discrepancies and issues
- Prepares and assembles reports and presentations
- Provide research materials using Tapscan, Media Monitors, Scarborough, etc.
- Keep sales materials/ media kits up to date
- Works on highly time sensitive projects, adhering to deadlines
- Manages multiple project requests simultaneously with quick turnaround time
- Additional duties as designated by the General Sales Manager and Market Manager
- Report directly to the Market Manager

Qualifications:

- Proficient in Microsoft Office suite

- Excellent communication skills
- Strong knowledge of all FCC rules and regulations
- Traffic software experience preferred, Wide Orbit experience a plus
- VCreative software experience a plus
- Proficient in data entry and possess a high level of attention to detail
- Ability to communicate and collaborate with individuals at all levels, internally and externally
- Flexible, adaptable and able to operate in fast paced, changing environment
- Knowledge of Wide Orbit software a plus
- Organization skills
- Team Player attitude and ability to work under pressure and meet multiple deadlines
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job

What we offer:

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

Requirements

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).

Referencing requisition 003044 - Continuity Lead

Edit Job posting Continuity Lead 003044

Career Site & Manual Options **Posting History**

Posting ID: 003044

Career Site Posting Template: Website

Career Site Go Live Date: 01/31/2023

Career Site Expiration Date: 03/15/2023

Length (in days): 44

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)
 Job Is Job - (Expired)
 The Job Spider - (Expired)
 MyJobHelper - (Expired)
 Doodle - (Expired)
 Trovit - (Expired)

Referencing requisition 003044 - Continuity Lead

Edit Job posting Continuity Lead 003044

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
03/14/2023 22:47:18	01/31/2023	03/31/2023	derekfalter	Suspension	3037	
01/31/2023 16:46:12	01/31/2023	03/31/2023	mwilliams	Send to publish	3037	Cumulus Media

Continuity Lead (3044/3037)

Details

Continuity Lead January 31, 2023 4:48 PM N. America > USA > Michigan > Kent County > Grand Rapids

Revisions (with SHA0988)

Board Name	Ckcls	Activity	Status	Activity
Aceme	5	Posted: January 31, 2023 4:46 PM Removed: February 28, 2023 4:46 PM	✓ Expired	
Job Is Job	0	Posted: January 31, 2023 4:46 PM Removed: March 2, 2023 4:15 PM	✓ Expired	
Job Spider	11	Posted: January 31, 2023 4:46 PM Removed: March 2, 2023 4:46 PM	✓ Expired	
MyJobHelper	0	Posted: January 31, 2023 4:46 PM Removed: March 2, 2023 4:46 PM	✓ Expired	
Doodle	1	Posted: January 31, 2023 4:46 PM Removed: February 28, 2023 4:40 PM	✓ Expired	
Trovit	0	Posted: January 31, 2023 4:46 PM Removed: February 28, 2023 4:40 PM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 16

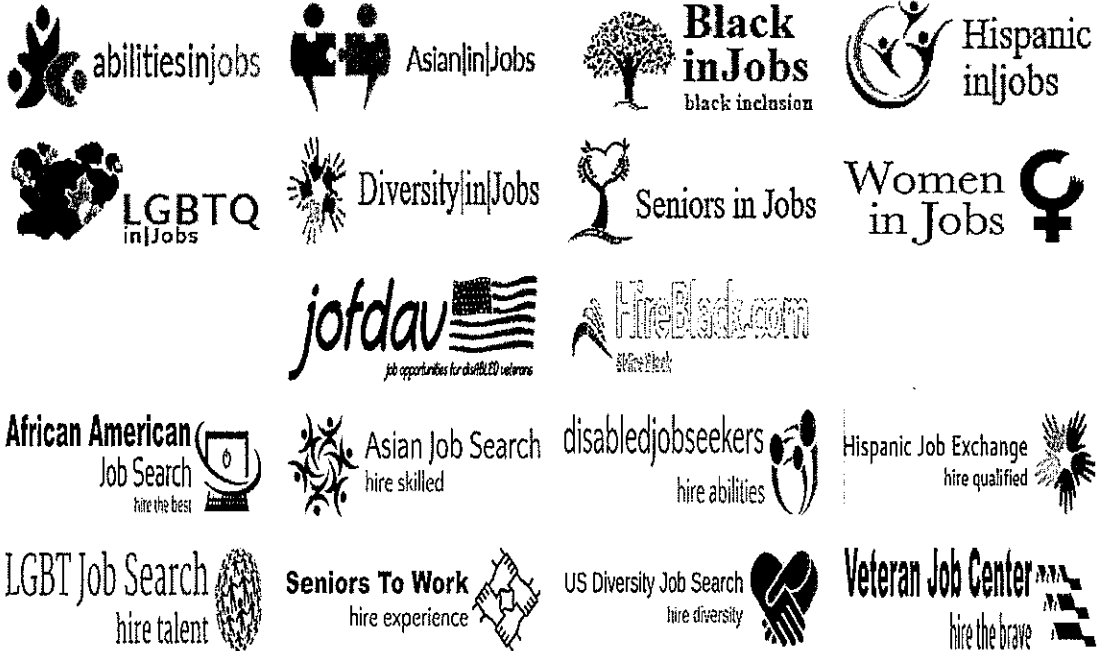
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-01-2023. 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





Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 16

Cumulus Media	Continuity Lead job in Grand Rapids at CUMULUS MEDIA Inc. J3R6SD73VW52BN89FDZ	Grand Rapids	Michigan	2023/03/14	0
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Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: **11-07-2021** End Date: **05-31-2023** Location: **Grand Rapids, Michigan**

Total: 18

Job Req: J3R6SD73VW52BN89FDZ

Date Received: 02-01-2023

Continuity Lead job in Grand Rapids at CUMULUS MEDIA Inc.

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramirezzi@michigan.gov	02/03/2023
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	02/03/2023
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	02/03/2023
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	02/03/2023
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	02/03/2023
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	02/03/2023
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschuitema@westmiworks.org rcarrasco@westmiworks.org	02/03/2023
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	02/03/2023
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	02/03/2023
Goodwill Industries	Diversity	3035 Prairie Dr SW	616-532-4200	tamid@goodwillgr.org	02/03/2023



Job Distribution Summary Report

Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: Grand Rapids, Michigan

Total: 18

Grand Rapids Urban League	American Indian or Alaskan Native Asian Black or African American Disability Female Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	745 Eastern Avenue SE	(616) 245-2207	info@grurbanleague.org mmartin@grurbanleague.org	02/03/2023
Hispanic Center of Western MI	Diversity	1204 Grandville Avenue SW	616-742-0223	dmadrigoal@hispanic-center.org	02/03/2023
Women's Resource Center	American Indian or Alaskan Native Asian Black or African American Hispanic or Latino Native Hawaiian or Pacific Islander Two or More Races	678 Front Ave NwSuite 180	(616) 458-5443	info@grwrc.org	02/03/2023

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM

Full-Time Job Title: Multi-Media Account Executive #2	Date Filled: 02/13/2023
Recruitment Source ("RS") Referring Hiree: <u>Indeed</u> (not directly contacted by SEU), RS #8	Total Number of Interviewees: See VDF for Multi-Media Account Executive #1 filled on 12/05/2022

Please note that Multi-Media Account Executive #2 was part of the same recruitment effort as Multi-Media Account Executive #1. See the Vacancy Data Form for Account Executive #1, filled 12/05/2022, for recruitment and interviewee information.

**WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM**

Full-Time Job Title: Multi-Media Account Executive #3	Date Filled: 04/17/2023
Recruitment Source ("RS") Referring Hiree: Cumulus Careers Website, RS #1	Total Number of Interviewees: See VDF for Multi-Media Account Executive #1 filled on 12/05/2022

Please note that Multi-Media Account Executive #3 was also part of the same recruitment effort as Multi-Media Account Executive #1. See the Vacancy Data Form for Account Executive #1, filled 12/05/2022, for recruitment and interviewee information.

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)
VACANCY DATA FORM

Full-Time Job Title: Program Director	Date Filled: 05/16/2023
Recruitment Source ("RS") Referring Hiree: Cumulus Careers Website, RS #1	Total Number of Interviewees: 4

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	4
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	0
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 Now www.hireblacknow.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 Career Center www.veterancareercenter.com	N	0
29.	Seniors to Work www.seniorstowork.com	N	0
32.	Michigan Works! Battle Creek Service Center 200 West Van Buren Street Battle Creek, MI 49017 269-962-5411 bishopj1@michigan.gov ramierezl@michigan.gov	N	0
33.	Great Lakes Bay Michigan Works 312 E Genesee Saginaw, MI 48607 989-752-3145 annmarieb@michiganworks.com jackson8@michigan.gov	N	0
34.	Michigan Works! Montcalm Service Center 114 South Greenville West Drive Greenville, MI 48838 616-754-3611 hardemand@michigan.gov	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
35.	Michigan Works! Service Center - Grand Rapids 215 Straight Avenue NW Grand Rapids, MI 49504 616-887-2960 LieffersL@michigan.gov marind@michigan.gov	N	0
36.	West Michigan Works! Service Center - West Side 215 Straight NW Grand Rapids, MI 49504 616-336-4040 headworthc@michigan.gov marind@michigan.gov	N	0
37.	Michigan Works! Service Center in Midland County 1409 Washington Midland, MI 48640 989-631-3073 smb@michiganworks.com	N	0
38.	West Michigan Works! Service Center: Ottaway County 121 Clover Avenue Holland, MI 49423 616-396-2154 jschuitema@westmiworks.org rcarrasco@westmiworks.org	N	0
39.	West Michigan Works! Service Center - Franklin 121 Franklin Street SE, Ste. 120 Grand Rapids, MI 49503 ellisn1@michigan.gov lafavev1@michigan.gov	N	0
40.	Women's Resource Center 678 Front Avenue NW, Suite 180 Grand Rapids, MI 49504 616-458-5443 info@grwrc.org	N	0
41.	Goodwill Industries 3035 Prairie Drive SW Grandville, MI 49418 616-532-4200 tamid@goodwillgr.org	N	0

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
42.	Grand Rapids Urban League 745 Eastern Avenue SE Grand Rapids, MI 49503 (616) 245-2207 info@grurbanleague.org mmartin@grurbanleague.org	N	0
43.	Hispanic Center of Western MI 1204 Grandville Avenue SW Grand Rapids, MI 49503 616-742-0223 dmadrigal@hispanic-center.org	N	0
Total Interviewees			4

CUMULUS MEDIA | (GRAND RAPIDS) is searching for an experienced **Program Director**. The Program Director will be responsible for growing and operating strong brands and must have a strong background and passion for music. Energy, enthusiasm and experience within the genre is a must. You will be responsible for all aspects of programming including; music scheduling, managing on-air staff, imaging, station strategy, developing and executing revenue generating sales & programming promotions, website & social media, digital content and have a strong understanding of the core audience of a AC format. The position may also requires a daily air-shift, along with a weekend voice track shift and/or live appearances and live remotes!

Who We Are:

CUMULUS | Grand Rapids, MI currently features 5 stations in the Grand Rapids area and surrounding counties. Our stations include: Classic Rock 97LAV, The Q 94-5, 105-3 Hot-FM, Thunder 107-3 & The Ticket 106.1 FM/1340 AM, WJRW. The cluster of 5 stations reaches thousands of listeners on a daily basis.

Key Responsibilities:

- Create, implement, and manage the sound, image, music, brand, and standards of (insert stations here) through all distribution channels to reach and exceed goals for ratings, revenue, and profitability
- Successfully coach, direct, develop, appraise and motivate on-air talent to maximize their performance
- Deliver unique content that attracts the target demo, builds ratings and grows terrestrial and digital audience
- Work closely with the sales team to develop and enhance client relationships and revenue
- Work closely with marketing team to develop contests, promotions and big events to raise brand profile
- Ensure operation of station in accordance with FCC regulations and policies
- Operate (as needed) control board, remote broadcasting and other related production equipment as well as music scheduling software

Requirements

Qualifications:

- Minimum 3 years' of successful programming experience and winning track record backed by Nielsen Audio results preferred
- Strong social and digital experience
- Savvy computer skills and proficiency with ratings, research and music (Stratus) programs
- Ability to multi-task and the discipline to focus on what is the highest and best use of your time
- Excellent verbal and written communication skills with air staff, departments and clients
- Creative and strategic problem solver

- A strong understanding of PPM / Nielsen Ratings and ability to interpret various kinds of research
- Deep knowledge of music, pop culture and current events and how they relate to the station's target demo
- Have and build great relationships in the music / entertainment community with a deep contact list

What we offer:

- Competitive pay
- Professional growth and career path
- Focused, responsible and collaborative work environment with the ability, to ask "what if" and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

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

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

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

Referencing requisition 003288 - Program Director

Edit job posting Program Director 003288

Career Site & Manual Options Posting History

Posting ID:
003288

Career Site Posting Template:
Website

Career Site Go Live Date:
05/10/2023

Career Site Expiration Date:
06/14/2023

Length (in days):
36

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

Apply Online URL View Posting Direct Import Email

Referencing requisition 003288 - Program Director

Edit job posting Program Director 003288

Career Site & Manual Options Posting History

Postings history

Date modified	Career Site Go Live Date	Career Site Expiration Date	User	Action	Posting ID	Site
06/13/2023 22:49:23	05/10/2023	07/03/2023	mwilliams	Suspension	3383	
05/10/2023 17:02:38	05/10/2023	07/03/2023	lfancellas	Send to publish	3383	Cumulus Media
05/19/2023 00:47:59	05/10/2023	07/03/2023	mwilliams	Modification/Rerun	3383	Cumulus Media

Program Director (3288/3383)

Details

Program Director May 10, 2023 4:04 PM N. America > USA > Michigan > Kent County > Grand Rapids
[Resend \(with changes\)](#)

Board Name	Clicks	Activity	Status	Activity
Azure	3	Posted: May 18, 2023 11:48 PM Removed: June 7, 2023 4:04 PM	✓ Expired	
Job ia job	3	Posted: May 10, 2023 4:04 PM Removed: June 9, 2023 4:04 PM	✓ Expired	
Job Spote	2	Posted: May 10, 2023 4:04 PM Removed: June 13, 2023 9:49 PM	✓ Deleted	
MyJobPoster	0	Posted: May 10, 2023 4:04 PM Removed: June 13, 2023 9:49 PM	✓ Deleted	
GoJob	7	Posted: May 10, 2023 4:04 PM Removed: June 7, 2023 4:04 PM	✓ Expired	
Trove	3	Posted: May 10, 2023 4:04 PM Removed: June 7, 2023 4:04 PM	✓ Expired	



Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: Grand Rapids, Michigan

Total: 16

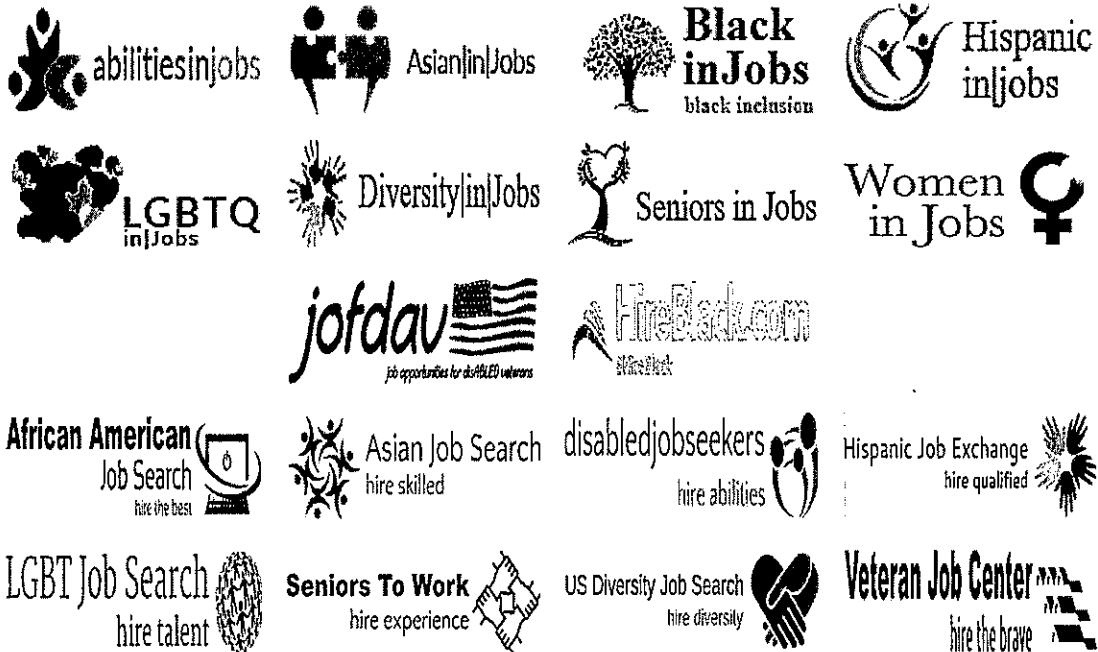
Distribution to Diversity Sites

Information in this section lists which Diversity sites that Broadbean has sent for each job requisition for the period of 01-01-2021 to 11-01-2023. 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.seniortowork.com
www.usdiversityjobsearch.com
www.veteranjobcenter.com





Report Summary For: **Cumulus Media**

Start Date: 11-01-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 16

Brand	Job Title/Req	City	State	Listing Date	EOI
Cumulus Media	Program Director J3P6KQ6PWB0LL748QKQ	Grand Rapids	Michigan	2023/05/12	0



Report Summary For: **Cumulus Media**

Start Date: 11-07-2021 End Date: 05-31-2023 Location: **Grand Rapids, Michigan**

Total: 18

Womens Resource Center Diversity Women's Services 678 Front Avenue NW 616-458-5443 info@grwrc.org 02/27/2022

Job Req: J3P6KQ6PWB0LL748QKQ

Date Received: 05-12-2023

Program Director

Cumulus Media Grand Rapids, Michigan

Center Name	Center Type	Address	Phone	Email	Date Sent
Michigan Works! Battle Creek Service Center	One-Stop Career Center	200 West Van Buren Street	269-962-5411	bishopj1@michigan.gov ramierezl@michigan.gov	05/14/2023
Great Lakes Bay Michigan Works	One-Stop Career Center	312 E Genesee	989-752-3145	annmarieb@michiganworks.com jackson8@michigan.gov	05/14/2023
Michigan Works! Montcalm Service Center	One-Stop Career Center	114 South Greenville West Drive	616-754-3611	hardemand@michigan.gov	05/14/2023
Michigan Works! Service Center - Grand Rapids	Veterans Center One-Stop Career Center	215 Straight Ave NW	616-887-2960	LieffersL@michigan.gov marind@michigan.gov	05/14/2023
West Michigan Works! Service Center - West Side	One-Stop Career Center	215 Straight NW	616-336-4040	headworthc@michigan.gov marind@michigan.gov	05/14/2023
Michigan Works! Service Center in Midland County	One-Stop Career Center	1409 Washington	989-631-3073	smb@michiganworks.com	05/14/2023
West Michigan Works! Service Center: Ottaway County	One-Stop Career Center	121 Clover Ave.	616-396-2154	jschultema@westmiworks.org rcarrasco@westmiworks.org	05/14/2023
West Michigan Works! Service Center - Franklin	One-Stop Career Center	121 Franklin St. SE Ste. 120		ellisn1@michigan.gov lafavev1@michigan.gov	05/14/2023
Womens Resource Center	Diversity Women's Services	678 Front Avenue NW	616-458-5443	info@grwrc.org	05/14/2023
Goodwill Industries	Diversity	3035 Prairie Dr SW	616-532-4200	tamid@goodwillgr.org	05/14/2023

Attachment C

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 29, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.
2	Management-level training 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.
3	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. Our Operations and Business Managers—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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	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.
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 March 25, 2022, our SEU participated in the Digital Speed Networking Career Outreach event sponsored by the Michigan Association of Broadcasters Foundation, which took place virtually due to Covid-19 restrictions. Our Sales Managers participated in this event and were automatically paired with some of the fifty (50) students and business-minded professionals seeking employment in five minute intervals. They swiftly shared information about career opportunities in radio as well as job openings within our SEU and company with each participant.

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



Todd McCarty ► Cumulus Market Managers

June 15, 2021 · 🌐

...

Market Managers and RVPs,

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

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

The sessions:

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

Subject: Conversations of Race & Allyship in the Workplace | CUMULUS MEDIA
Location: See information below
Start: Thu 7/29/2021 9:00 AM
End: Thu 7/29/2021 10:30 AM
Recurrence: (none)
Meeting Status: Accepted
Organizer: Todd McCarty
Required Attendees: Scott Frazier; Eric Mastel; Patrick Reedy; Bruce Law; Matt Raback; Pat Galloway; John Lewis; Sommer Frisk; Shelly Wilkes; Dot Ealy; Jim Riley; James Robinson; Alex Cadelago; Jeff Boden

Conversations of Race & Allyship in the Workplace | CUMULUS MEDIA

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

Your facilitator,

Brooks E. Scott, the owner and founder of Merging Path Coaching, is a professionally certified Executive Coach and Interpersonal Communications expert that specializes in management and leadership training, all with a focused lens of diversity and inclusion.

He delivers conversational style workshops that are designed to provide an open safe space to explore identity themes and topics.

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

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

Join Zoom Meeting

<https://us02web.zoom.us/j/85176306632?pwd=cy8zVWl4NVVq3SWUwTDZuUWUzdW9GUT09>

Meeting ID: 851 7630 6632

Passcode: 045401

One tap mobile

+14086380968,,85176306632#,,,,*045401# US (San Jose)

+16699006833,,85176306632#,,,,*045401# US (San Jose)

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

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

Recurrence: (none)

Meeting Status: Accepted

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

Managing Unconscious Bias | CUMULUS MEDIA

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

The workshop is anchored by three learning objectives:

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

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

Join Zoom Meeting

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

Meeting ID: 844 9214 7552

Passcode: 517321

One tap mobile

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

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

Dial by your location

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)



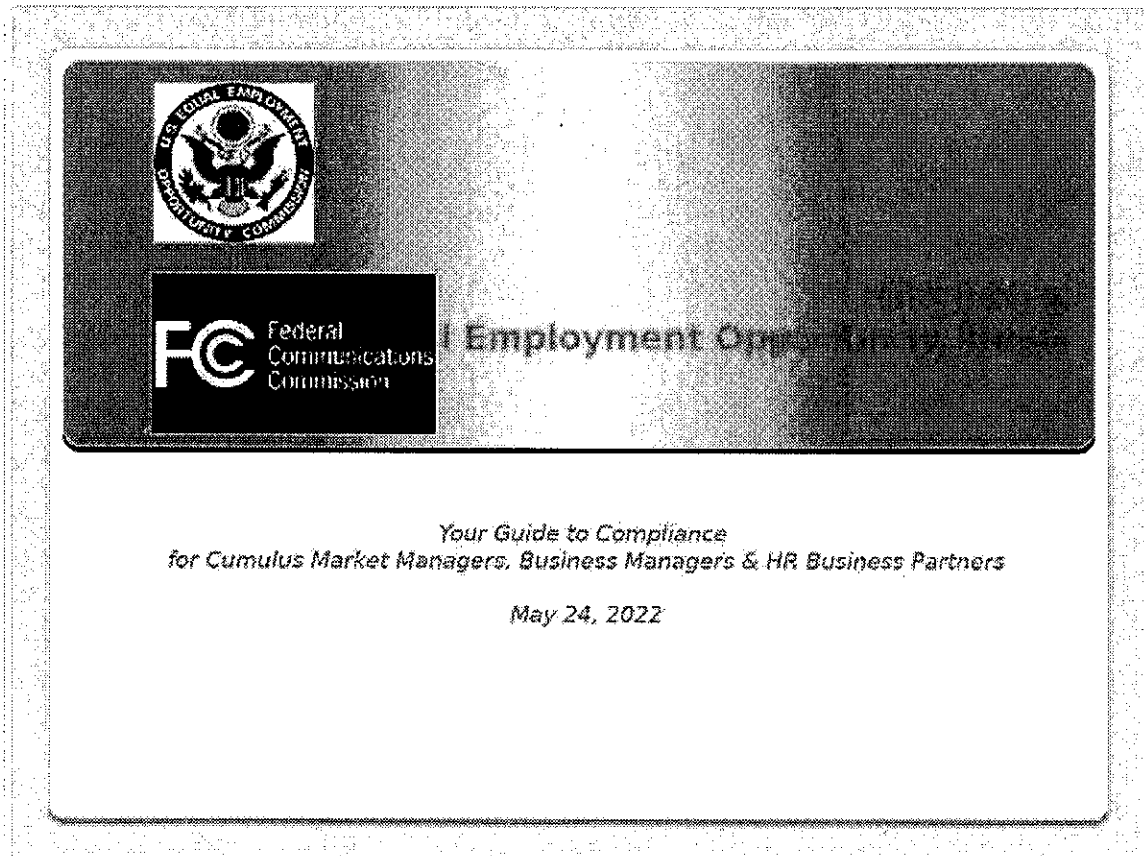
Amber Hodgson uploaded a file in the group: Cumulus Legal Department

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!



Accepted on 5/22/2022 1:54 PM.

Equal Employment Opportunity Training

Meeting Insights

Organizer Spike Senter

Sent Sun 5/22/2022 10:21 AM

Time Tuesday, May 24, 2022 1:00 PM- 1:30 PM

Location

Response Accepted Change Response

Here is the link to access the EEO training on Tuesday at 1:00 pm.

https://l.workplace.com/?url=https%3A%2F%2Fcumulus.zoom.us%2F82F762F89092463781%3Fpwd%3DQTVn5HFCDNNZIR6QWJITmVYSVpFZ-09&h=AT37Hegv8vZ8vx2eaYnYcvfvqW_WUW3KkTeSFE2YluMk1HyU0Uy1U0v38uQxlhm1Hr9ZHyUOVded3t4RD5wtufyQ7FfoYrboRfeIf0vtbanhm6VYczf1We00ESCIGS1BpRNIKyr&_tn=UK-R8cJ0l=AT2G6pe920H9ITM/iiNVvQ1G95uWLe3eAJQmAA15afal6FopV2QXPoS4IRy3DQozHn7Nih-Dcv68e9FEyuNaZ8ey_vQMMAKRHBLnA3Ph1UzHS0T9tNEKa00B-LcC72eAliufRAKQy2g_vVNnNa14QaimadPoMbiB_CUeQ-Mn8fukC84TdHlQ8uOfOQh4zQny9664IPJ0yIw6hx2Q

Interim Market Manager for the Grand Rapids market



MICHIGAN ASSOCIATION OF BROADCASTERS FOUNDATION

2021-2022

CHAIR

Trisha Peterson
WJNR/WOBE/WHTO

VICE CHAIR

Seth Resler
Jacobs Media

SECRETARY/TREASURER

Caleb Gordon
Liggett Communications

IMMEDIATE PAST CHAIR

Kristin Burns
Futuri Media

PRESIDENT

Sam Klemet
MAB

Dena Blair
Washtenaw Community
College

Dan Boers
WXMI-TV Fox 17,
E.W. Scripps

Marla Drutz
WDIV-TV, Graham Media

Rebecca Falk
Audacy Detroit

Eric Hammerstrom
Marquette Senior
High School

Mark Libke
McKibbin Media Group

Annie Scaramuzzino
Audacy Detroit

Jason Springer
Rockford High School

Karla Vanderhorst
WXMI-TV Fox 17,
E.W. Scripps

August Wallace
Cumulus Media

Jon Whiting
Michigan State
University

MAB LIAISON

Scott Shigley
Liggett Communications

March 28, 2022

Cumulus Media
Crystal Jacobs
60 Monroe Center NW
Grand Rapids, MI49503

Dear Crystal,

Thank you for your participation in the 2022 MAB Foundation Digital Speed Networking Career Outreach Event on March 25, 2022! We had 50 students and business-minded professionals register to attend this digital career event. We hope that you were able to meet and collect information on potential employees and interns.

Our records show that the following people attended the career fair on behalf of your company/station(s):

Rich Berry, Spike Santee

Representing the following call letters:

WLAV-FM, WHTS-FM, WTNR-FM, WKLQ-FM, WLAW-FM, WLCS-FM, WVIB-FM, WWSN-FM

The information about the MAB Foundation Digital Speed Networking Career Outreach Event was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates, colleges and universities statewide, and MichiganWorks! locations statewide.

For Stations - As you know, participation in the career fair may count as one of the Outreach Prong 3 – Menu Option Initiatives with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. Any questions should be directed to your legal counsel, or, if you are a current MAB member, you can contact MAB's legal counsel, David Oxenford.

The MABF asks that you place this letter, other enclosed items as well as any other promotional materials your station used, and affidavits of PSAs aired, with your EEO records.

Thank you for your participation, we hope the event proved useful in your recruiting efforts.

Sincerely,

Sam Klemet
President
Michigan Association of Broadcasters Foundation

Dawn King

From: Crystal Jacobs
Sent: Wednesday, April 13, 2022 10:07 AM
To: Manny Williams
Subject: FW: [EXT]2022 MAB Digital Speed Networking EEO Letter
Attachments: Cumulus Media.pdf; login homepage.jpg; Participating Stations.jpg; Cumulus.jpg

From: Rachel Krause <krause@michmab.com>
Sent: Tuesday, March 29, 2022 4:22 PM
To: Crystal Jacobs <Crystal.Jacobs@cumulus.com>
Subject: [EXT]2022 MAB Digital Speed Networking EEO Letter

Hi Crystal,
Thanks again for your participation in the career outreach event last week. Your EEO letter is attached along with some pictures. Please file these along with any affidavits for PSAs that you aired to promote your participation in the event.

Best,
Rachel

Rachel Krause
Executive Director of Programs
Michigan Association of Broadcasters
www.michmab.com
517-484-7444 - office
517-484-7447 - direct
630-336-9190 - cell

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 report the message using the Report Message feature in your email client if you believe the email is suspicious.

WLAV-FM, WHTS(FM), WTNR(FM), WKLQ(FM), WJRW(AM)

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding Diversity, Equity, and Inclusion	During the months of August/September 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course on-line which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
3	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On January 25, 2023, our SEU's Market Manager participated in a facilitated session and presentation conducted by a Diversity, Equity, and Inclusion ("DEI") advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a re-fresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which were addressed through our initial facilitated sessions and our subsequent video trainings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2023, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HIS) entitled, “Understanding Harassment” and “Anti-Harassment – Managers” (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2023, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete the Health & Safety Institute (HIS) on-line course presented in two segments entitled, “Microaggressions” and “Tokenism.” The segments defined these terms, explained how they originated, and provided methods to overcome these behaviors.
6	Management-level training regarding Diversity, Equity, and Inclusion	On April 21, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Bias and Barriers.

Transcript for Derek Falter

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

Report Created On: 11/1/2023 12:54:57 PM

Course	Enrolled Via	Status
Anti-Harassment Training - Managers (non-state specific)	Requirement	Complete4/10/2023
Anti-Harassment: 02. Anti-Harassment for Managers	Requirement	Complete4/10/2023
Anti-Harassment: 03. Investigating Harassment Complaints	Requirement	Complete4/10/2023
Anti-Racism: Calling Out and Calling In	Historical	Complete8/31/2022
Anti-Racism: Colorblindness Doesn't Work	Historical	Complete8/31/2022
Anti-Racism: Learning to Listen and Listening to Learn	Historical	Complete8/31/2022
Anti-Racism: Maintaining Momentum	Historical	Complete9/1/2022
Anti-Racism: The Anti-Racism Continuum	Historical	Complete8/31/2022
DEI Education - Privilege	Requirement	Complete10/6/2023
DEI Track 1	Requirement	Complete4/10/2023
Microaggressions	Requirement	Complete4/10/2023
Privilege: 01. What Is Privilege?	Requirement	Complete10/6/2023
Privilege: 02. Privilege Scenarios	Requirement	Complete10/6/2023
Privilege: 03. Using Your Privilege	Requirement	Complete10/6/2023
Tokenism	Requirement	Complete4/10/2023
Unconscious Bias: 01. What is Unconscious Bias?	Historical	Complete8/11/2022
Unconscious Bias: 02. Types of Unconscious Bias	Historical	Complete8/23/2022
Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete8/23/2022

2023
RI
#1

2023
RI # 3

Outlook

Home View Help

New event Day

Work week Week Month Split view Filter Share Print

January 2023

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Today < > January 25, 2023

9 AM HR TRAINING

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

Cumulus Media Interactive Leadership DEI Sessions -MMS2
<https://us02web.zoom.us/j/85973436883?tk=PIXodjigipR8fCRee1gUlwspjYpCM2g24ktG3LFVYDOMAAAAAUBGqjDxVdkiVahHmWRfNmhlehpqYzIzAES3AAAAA...>
AA&pwd=bn1zL3IQZLefU1RiNCGfndEMVUT09

Transcript for Derek Falter

Report Filters: Completion Status: Not Started, In Progress, Complete, Failed, Time Requirement Not Met, Pending Approval, Locked, Did Not Attend
Report Created On: 11/1/2023 12:54:57 PM

2023
RT
#4

Course	Enrolled Via	Status
Anti-Harassment Training - Managers (non-state specific)	Requirement	Complete 4/10/2023
Anti-Harassment: 02. Anti-Harassment for Managers	Requirement	Complete 4/10/2023
Anti-Harassment: 03. Investigating Harassment Complaints	Requirement	Complete 4/10/2023
Anti-Racism: Calling Out and Calling In	Historical	Complete 8/31/2022
Anti-Racism: Colorblindness Doesn't Work	Historical	Complete 8/31/2022
Anti-Racism: Learning to Listen and Listening to Learn	Historical	Complete 8/31/2022
Anti-Racism: Maintaining Momentum	Historical	Complete 9/1/2022
Anti-Racism: The Anti-Racism Continuum	Historical	Complete 8/31/2022
DEI Education - Privilege	Requirement	Complete 10/6/2023
DEI Track 1	Requirement	Complete 4/10/2023
Microaggressions	Requirement	Complete 4/10/2023
Privilege: 01. What Is Privilege?	Requirement	Complete 10/6/2023
Privilege: 02. Privilege Scenarios	Requirement	Complete 10/6/2023
Privilege: 03. Using Your Privilege	Requirement	Complete 10/6/2023
Tokenism	Requirement	Complete 4/10/2023
Unconscious Bias: 01. What is Unconscious Bias?	Historical	Complete 8/11/2022
Unconscious Bias: 02. Types of Unconscious Bias	Historical	Complete 8/23/2022
Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete 8/23/2022

2023
RI
#4

Understanding Harassment: 01. Introduction to Understanding Harassment	Requirement	Complete	4/10/2023
Understanding Harassment: 02. Understanding Offenders	Requirement	Complete	4/10/2023
Understanding Harassment: 03. Understanding Targets	Requirement	Complete	4/10/2023
Understanding Harassment: 04. Bystander Training	Requirement	Complete	4/10/2023
Understanding Harassment: 05. Warning Signs	Requirement	Complete	4/10/2023
Understanding Harassment: 06. Healthy Culture	Requirement	Complete	4/10/2023
Working Well with Everyone: 01. What is Diversity?	Historical	Complete	8/25/2022
Working Well with Everyone: 02. Diversity by Design	Historical	Complete	8/25/2022
Working Well with Everyone: 03. The Mistake of Stereotyping	Historical	Complete	8/25/2022
Working Well with Everyone: 04. The Power of Inclusion	Historical	Complete	8/25/2022
Working Well with Everyone: 05. Diversity = Greatness	Historical	Complete	8/25/2022

Transcript for Derek Falter

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

Report Created On: 11/1/2023 12:54:57 PM

Course	Enrolled Via	Status	_____
Anti-Harassment Training - Managers (non-state specific)	Requirement	Complete	4/10/2023
Anti-Harassment: 02. Anti-Harassment for Managers	Requirement	Complete	4/10/2023
Anti-Harassment: 03. Investigating Harassment Complaints	Requirement	Complete	4/10/2023
Anti-Racism: Calling Out and Calling In	Historical	Complete	8/31/2022
Anti-Racism: Colorblindness Doesn't Work	Historical	Complete	8/31/2022
Anti-Racism: Learning to Listen and Listening to Learn	Historical	Complete	8/31/2022
Anti-Racism: Maintaining Momentum	Historical	Complete	9/1/2022
Anti-Racism: The Anti-Racism Continuum	Historical	Complete	8/31/2022
DEI Education - Privilege	Requirement	Complete	10/6/2023
DEI Track 1	Requirement	Complete	4/10/2023
Microaggressions	Requirement	Complete	4/10/2023
Privilege: 01. What Is Privilege?	Requirement	Complete	10/6/2023
Privilege: 02. Privilege Scenarios	Requirement	Complete	10/6/2023
Privilege: 03. Using Your Privilege	Requirement	Complete	10/6/2023
Tokenism	Requirement	Complete	4/10/2023
Unconscious Bias: 01. What is Unconscious Bias?	Historical	Complete	8/11/2022
Unconscious Bias: 02. Types of Unconscious Bias	Historical	Complete	8/23/2022
Unconscious Bias: 03. Overcoming Unconscious Bias	Historical	Complete	8/23/2022

2023
RI
#5

2023
DEI #6

DEI Training... - Meeting - Calendar - Derek.Falter@cumulus.com

- Edit
- Delete
- Duplicate event
- Busy
- Don't remind me
- Categorize
- Private
- Scheduling poll
- ...

DEI Training...

Fri 4/21/2023 10:00 AM - 1:00 PM



Hello Derek Falter,

Thank you for registering for Your DEI Journey: Exploring Barriers & Biases-Q2 Cumulus Media MMS3. You can find information about this meeting below.

Your DEI Journey: Exploring Barriers & Biases-Q2 Cumulus Media MMS3

Date & Time: Apr 21, 2023 10:00 AM Eastern Time (US and Canada)
Meeting ID: 823 6203 5333
Passcode: 799834

IMPORTANTLY, please manually create a calendar appointment that includes the links provided in this confirmation email. This will ensure you don't miss your session and that you have your unique log in details.

As a reminder, during the Refresh & Realign interactive DEI session in January, you were asked to watch, read, and/or use a video, article, or resource. Be prepared to share what you learned and with whom you shared your newly acquired knowledge. You were also asked to choose two questions to ask during a 1:1 meeting with your employees. You will be asked to share what questions you asked and what you learned about your team.

We look forward to our time together. We will begin promptly at 10am, EST. Please plan to join your session at 9:50a, EST.

If you have any scheduling questions, please reach out to Susan Moran, H3C Sr Project Coordinator, at susan@h3clic.com.

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