

**KMCK-FM, KKEG-FM, KQSM-FM, KYNG-AM, KAMO-FM, KFAY-AM,
KRMW-FM**

EEO PUBLIC FILE REPORT

February 1, 2016 – January 31, 2017

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 | Ohio Center for Broadcasting Placement.columbus@beonair.com | No | 0 |
| 2 | University of Arkansas Career Services www.uark-csm.symplicity.com/employers | No | 0 |
| 3 | University of Arkansas Walton College of Business www.waltoncollege.uark.edu/career | No | 0 |
| 4 | John Brown University 2000 N. University Siloam Springs, AR 72761 Attn: Glenda Manice | No | 0 |
| 5 | North West Arkansas Community College 1 College Dr. Bentonville, AR 72712 | No | 0 |
| 6 | University of Arkansas-Ft Smith PO Box 3649 Ft. Smith, AR 72913 | No | 0 |
| 7 | University of the Ozarks 415 N. College Ave. Clarksville, AR 72830 | No | 0 |
| 8 | Arkansas State University PO Box 2490 Jonesboro, AR 72467 | No | 0 |
| 9 | NAACP PO Box 25314 Little Rock, AR 72211 Attn: Dale Charles | No | 0 |
| 10 | Multicultural Center of North West Arkansas PO Box 2035 Springdale, AR 72765 | No | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 11 | Indian Capital Technology Center HCR 61 Box 12 Sallisaw, OK 74955 | No | 0 |
| 12 | The National Association of Hispanic Journalists jobbank@nahj.org | No | 0 |
| 13 | American Indian Center of Arkansas 1100 N University Ave. #143 Little Rock, AR 72207-8344 | No | 0 |
| 14 | Arkansas Employment Security Department PO Box 34047 Little Rock, AR 72203 | No | 0 |
| 15 | American Business Women's Association PO Box 636 Roland, OK 74954 | No | 0 |
| 16 | Network of Executive Women PO Box 8413 Ft. Smith, AR 72901 | No | 0 |
| 17 | Community Service Clearinghouse 4420 Wheeler Ave. Ft. Smith, AR 72901 | No | 0 |
| 18 | Arkansas Broadcasters Association 2024 Arkansas Valley Dr. Suite 201 Little Rock, AR 72212 | No | 0 |
| 19 | Arkansas Employment Workforce Center www.arjoblink.arkansas.gov | No | 0 |
| 20 | Arkansas Democrat Gazette tpelt@nwadg.com Contact: Tammy Pelt Phone: 479.316.0663 | No | 0 |
| 21 | Sales and Marketing Executive Association PO Box 23607 Little Rock, AR 72221 | No | 0 |
| 22 | On-Air Announcements (all SEU stations) | No | 5 |
| 23 | Cumulus Business Managers BM@cumulus.com | No | 0 |
| 24 | Word-of-Mouth Referral | No | 10 |

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|------------------|--|--|---|
| 25 | Walk-In/Self-Referral | No | 6 |
| 26 | All Access Website www.allaccess.com | No | 0 |
| 27 | Media Recruiter Website www.mediarecruiter.com | No | 0 |
| 28 | Southwest Times-Record lhermandez@swtimes.com Contact: Lupe Hernandez Phone: 479.785.7705 | No | 0 |
| 29 | Craig's List www.fayar.craigslist.org | No | 0 |
| 30 | Station Website Postings (<i>one or more SEU stations</i>) | No | 0 |
| 31 | Putting Arkansas Back to Work Job Fair (<i>see Section III</i>) | No | 0 |
| 32 | Indeed Website www.indeed.com | No | 6 |
| 33 | Career Builder Website www.careerbuilder.com | No | 0 |
| 34 | Linked In Website www.linkedin.com | No | 0 |
| 35 | Jobs Arkansas www.jobsarkansas.com | No | 0 |
| 36 | University of Arkansas Career Day for Athletes (<i>see Section III</i>) Hotz Hall Room 515 Fayetteville, AR 72701 | No | 0 |
| 37 | Walton School of Business Career Day (<i>see Section III</i>) Walton College of Business Fayetteville, AR 72701 | No | 0 |
| 38 | Re-Hire Former Employee | No | 0 |
| 39 | Cumulus Job Board Website www.cumulus.hrmdirect.com | No | 0 |
| 40 | Simply Hired Website www.simplyhired.com | No | 0 |
| 41 | Glass Door Website www.glassdoor.com | No | 0 |
| 42 | Link Up Website www.linkup.com | No | 0 |

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|---|--|---|--|
| 43 | Cumulus Facebook page | No | 0 |
| 44 | Ziprecruiter www.ziprecruiter.com | No | 0 |
| 45 | Cumulus Talent Network www.myworkday.com/cumulus | No | 0 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 27 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|--|--|
| 1 | Host Job Fair | <p>On September 15, 2016, our SEU sponsored the Putting Arkansas Back to Work Job Fair at the Northwest Arkansas Mall in Fayetteville, Arkansas. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Market, Business and Operations Managers as well as a number of Account Executives occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on KFAY-AM, KKEG-FM, KQSM-FM, KRMW-FM, KMCK-FM, KYNG-AM, and KAMO-FM. In addition, our SEU broadcast live from the job fair to promote the event.</p> |
| 2 | Participate in Job Fair | <p>On March 18, 2016, our SEU participated in Career Day for Athletes sponsored by the University of Arkansas. This event took place on the Fayetteville campus. SEU representatives spoke with interested students/attendees about career opportunities in broadcasting as well as internships and job openings within the SEU. SEU participants included an Account Executive and Market Manager.</p> |
| 3 | | |