

## EEO PUBLIC FILE REPORT

February 1, 2016 – January 31, 2017

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

[illegible]

**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”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Ohio Center for Broadcasting</b> Placement.columbus@beonair.com	No	0
2	<b>University of Arkansas Career Services</b> <a href="http://www.uark-csm.symplicity.com/employers">www.uark-csm.symplicity.com/employers</a>	No	0
3	<b>University of Arkansas</b> Walton College of Business <a href="http://www.waltoncollege.uark.edu/career">www.waltoncollege.uark.edu/career</a>	No	0
4	<b>John Brown University</b> 2000 N. University Siloam Springs, AR 72761 Attn: Glenda Manice	No	0
5	<b>North West Arkansas Community College</b> 1 College Dr. Bentonville, AR 72712	No	0
6	<b>University of Arkansas-Ft Smith</b> PO Box 3649 Ft. Smith, AR 72913	No	0
7	<b>University of the Ozarks</b> 415 N. College Ave. Clarksville, AR 72830	No	0
8	<b>Arkansas State University</b> PO Box 2490 Jonesboro, AR 72467	No	0
9	<b>NAACP</b> PO Box 25314 Little Rock, AR 72211 Attn: Dale Charles	No	0
10	<b>Multicultural Center of North West Arkansas</b> PO Box 2035 Springdale, AR 72765	No	0

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

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
43	Cumulus Facebook page	No	0
44	Ziprecruiter <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	No	0
45	Cumulus Talent Network <a href="http://www.myworkday.com/cumulus">www.myworkday.com/cumulus</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			27

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

**EEO PUBLIC FILE REPORT**

**February 1, 2016 – January 31, 2017**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	<b>Host Job Fair</b>	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.
<b>2</b>	<b>Participate in Job Fair</b>	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.
<b>3</b>		