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Broadcast Equal Employment Opportunity Program Report Application Submitted

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Application Summary

File Number: 0000092288
Application Purpose: EEO Report
Status: Submitted
Date Submitted: 12/02/2019

Applicant Information

Name: RADIO LICENSE HOLDING CBC, LLC
Title:
Address: 3280 Peachtree Road, NW
Suite 2200
Atlanta, GA 30305
United States
Phone: +1 (404) 949-0700
Email: FCCLicenseManagement@cumulus.com

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[Website Policies & Notices \(http://www.fcc.gov/encyclopedia/website-notices\)](http://www.fcc.gov/encyclopedia/website-notices)
[Required Browser & Plug-ins \(http://www.fcc.gov/encyclopedia/required-plugin-ins-players-and-readers\)](http://www.fcc.gov/encyclopedia/required-plugin-ins-players-and-readers)

[FOIA \(http://www.fcc.gov/foia\)](http://www.fcc.gov/foia)
[No Fear Act Data \(http://www.fcc.gov/encyclopedia/no-fear-act-data\)](http://www.fcc.gov/encyclopedia/no-fear-act-data)
[Open Government Directive \(http://www.fcc.gov/open\)](http://www.fcc.gov/open)
[Plain Writing Act \(http://www.fcc.gov/encyclopedia/plain-writing-fcc\)](http://www.fcc.gov/encyclopedia/plain-writing-fcc)
[2009 Recovery and Reinvestment Act \(http://www.fcc.gov/encyclopedia/american-recovery-and-reinvestment-act-2009\)](http://www.fcc.gov/encyclopedia/american-recovery-and-reinvestment-act-2009)

(REFERENCE COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0019721638** | File Number: **0000092288** | Submit Date: **12/02/2019** | Call Sign: **WAPI** | Facility ID: **16900** | City: **BIRMINGHAM** | State: **AL**
 Service: **Full Power AM** | Purpose: **EEO Report** | Status: **Submitted** | Status Date: **12/02/2019** | Filing Status: **Active**

General Information

Section	Question	Response
Application Description	Description of the application (255 characters max.) is visible only to you and is not part of the submitted application. It will be displayed in your Applications workspace.	Cumulus-Birmingham, AL 2019 Broadcast EEO Program Report
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
RADIO LICENSE HOLDING CBC, LLC Doing Business As: RADIO LICENSE HOLDING CBC, LLC	3280 Peachtree Road, NW Suite 2200 Atlanta, GA 30305 United States	+1 (404) 949-0700	FCCLicenseManagement@cumulus.com	Company

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
Mark N. Lipp , Esq . FCC Counsel Fletcher, Heald & Hildreth, P.L.C.	1300 North 17th Street 11th Floor Arlington, VA 22209 United States	+1 (703) 812-0445	lipp@fhhlaw.com	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
16899	WZRR	BIRMINGHAM	AL	No
16900	WAPI	BIRMINGHAM	AL	No
70914	WJQX	HELENA	AL	No
16901	WJOX-FM	BIRMINGHAM	AL	No
6401	WUHT	BIRMINGHAM	AL	No
16897	WJOX	BIRMINGHAM	AL	No

Program Report Questions

Section	Question	Response
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Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	No
Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No

Additional Program Report Questions

Responsibility for Implementation

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Traci Cicero	Business Manager

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	12/02 /2019
Certified Title	Executive Vice President and General Counsel
Authorized Party Name	Richard S. Denning

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
Cumulus-Birmingham 2018 EEO Public File Rpt.pdf	Applicant	EEO Public File Report	2018 EEO Public File Report	Done with Virus Scan and/or Conversion
Cumulus-Birmingham 2019 EEO Public File Rpt.pdf	Applicant	EEO Public File Report	2019 EEO Public File Report	Done with Virus Scan and/or Conversion
Cumulus-Birmingham EEO Outreach Exh.pdf	Applicant	Narrative Statement	EEO Outreach Efforts Exhibit	Done with Virus Scan and/or Conversion

**WJOX (AM), WJOX (FM), WJQX (FM), WAPI (AM),
WZRR (FM) and WUHT (FM)
EEO PUBLIC FILE REPORT
December 1, 2017 – November 30, 2018**

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	AWARE 3600 8 th Avenue S., Suite 200 Birmingham, AL 35222 Contact: Peggy A. Clarke pmpac@bellsouth.net Phone: 251.4773 Fax: 251.0298	No	0
2	Alabama State Employment Services 3440 3 rd Avenue S. Birmingham, AL 35222 Contact: Barbara Thompson Phone: 254.1300 Fax: 254.13878	No	0
3	Alabama Department of Rehabilitation Services 3830 Ridgeway Drive Birmingham, AL 35259 Contact: Cynthia Nelson Phone: 1.800.441.7609 Fax: 220.0486	No	0
4	State Department of Education Adult Vocation Rehab P. O. Box 19880 Birmingham, AL 35219 Contact: Debbie Clemons Phone: 290.4550 Fax: 290.4560	No	0
5	Alabama Broadcasters Association 2180 Parkway Lake Drive Hoover, AL 35244 Contact: Cindi McGee Phone: 982.5001 Fax: 982.0015	No	0
6	Trussville Career Center 820 Watterson Curve Trussville, AL 35173 Contact: Charles Hammett Trussville.ESO@dir.alabama.gov Phone: 655.0395 Fax: 655.0486	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Alabaster Career Center 109 Plaza Circle Alabaster, AL 35007 Contact: Greg Minor Alabaster.ESO@dir.alabama.gov Phone: 663.2542 Fax: 664.9229	No	0
8	Birmingham Career Center 3440 3rd Avenue South Birmingham, AL 35222 Contact: Yvette Fields Birmngham.ESO@diralabama.gov Phone: 254.1300 Fax: 254.1387	No	0
9	Alabama Job Link/Alabama Career Center 3440 3 rd Avenue South Birmingham, AL 35222 Contact: Yvette Fields joblink@alabama.gov Phone: 254.1300 Fax: 254.1387	No	0
10	NAACP P. O. Box 1268 Birmingham, AL 35203 Contact: Hezekiah Jackson Phone: 516.9806 Fax: 320.1448	No	0
11	Miles College Placement Office 5500 Myron Massey Boulevard Fairfield, AL 35221 Contact: Darlene Mitchell Phone: 929.1000 Fax: 929.1614	No	0
12	Jacksonville State University 700 Pelham Road North Jacksonville, AL 36265 Contact: Tawana Roberts Phone: 256.782.5475 Fax: 256.782.5484	No	0
13	Virginia College at Birmingham P. O. Box 19249 Birmingham, AL 35209 Contacts: Betty Sue Watts and Kim Dillard Phone: 802.1592	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Tuskegee University Career Development & Placement Services Center Carnegie Hall, 3 rd Floor Tuskegee, AL 36088 Contact: Phyllis Stringer sstringer@tuskegee.edu Phone: 334.727.8255 Fax: 334.727.8258	No	0
15	Birmingham Urban League P. O. Box 11269 Birmingham, AL 35202-1269 Contact: Rosa M. Sims burbanleag@aol.com Phone: 326.0162 Fax: 521.6951	No	0
16	Walker College 1411 Indiana Avenue Jasper, AL 35501 Contact: Robeana Green Phone: 205.387.0511 Fax: 205.387.51918	No	0
17	University of Alabama Career Services 1400 University Boulevard, Suite 516 Birmingham, AL 35294 Contact: Todd String tdstring@uad.edu Phone: 205.934.4324	No	0
18	Jefferson State Job Placement Office 2601 Carson Road Birmingham, AL 35215 Contact: Nancy Beauchamp nbeau@jeffstateonline.com Phone: 856.8588 Fax: 856.6033	No	0
19	University of Alabama Job Placement Office P. O. Box 870293 Tuscaloosa, AL 35487 Contact: Evelyn Hendon www.myinterfase.com/alabama/employer Phone: 205.348.5848 Fax: 205.348.5852	No	0
20	University of Montevallo Career Center Station 6262 Montevallo, AL 35115 Contact: Theresa Pritchett Phone: 665.6262 Fax: 665.6255	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Station Website Postings (<i>one or more SEU stations</i>)	No	0
22	Employee Referral	No	1
23	Word-of Mouth Referral	No	0
24	Walk-In/Self-Referral	No	0
25	On-Air Announcements (<i>one or more SEU stations</i>)	No	33
26	Inside Radio Website www.insideradio.com	No	0
27	Indeed Website www.indeed.com	No	46
28	Zip Recruiter Website www.ziprecruiter.com (Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)	No	43
29	Cumulus Job Board Cumulus.hrmdirect.com	No	29
30	Job Fair(s)/Open House(s) (<i>see Section III</i>)	No	12
31	Glassdoor www.glassdoor.com	No	2
32	Linkup www.linkup.com	No	0
33	Simply Hired www.simplyhired.com	No	5
TOTAL INTERVIEWEES OVER REPORTING PERIOD			171

**WJOX (AM), WJOX (FM), WJQX (FM), WAPI (AM),
WZRR (FM) and WUHT (FM)
EEO PUBLIC FILE REPORT
December 1, 2017– November 30, 2018**

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our SEU has a well-established internship program. During this reporting period, our SEU hosted ten (10) student interns from the University of Alabama at Birmingham, University of Alabama, Auburn University, and Washington and Lee University who were supervised by our Promotions and Program Directors. The interns learned about many aspects of broadcasting, including promotions, marketing, and advertising by working closely with SEU personnel in each department. The students were also able to seek career advice from station personnel. .
2	Host Open House	On Feb 21, 2018 we hosted an open house job fair. Market Manager and Sales Manager discussed opportunities and conducted interviews.
3	Participate in Job Fair	On June 27, 2018 we participated in the Birmingham Career Fair. Sales Manager discussed opportunities and conducted interviews.

**WAPI(AM), WJOX(AM), WJOX-FM, WZRR(FM), WUHT(FM), and
WJQX(FM)**

**EEO PUBLIC FILE REPORT
December 1, 2018 – November 30, 2019¹**

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	19-28	19
Account Executive	19-28	21
Account Executive	19-29	29
Account Executive	19-28	24
Account Executive	19-28	25
Business Manager	19-28	24
Business Manager	19-28	24
Digital Sales Manager	19-28	24

¹ This Report provides recruitment data collected from December 1, 2018 through November 21, 2019.

**WAPI(AM), WJOX(AM), WJOX-FM, WZRR(FM), WUHT(FM), and
WJQX(FM)**

**EEO PUBLIC FILE REPORT
December 1, 2018 – November 30, 2019**

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	AWARE 3600 8 th Avenue South Suite 200 Birmingham, AL 35222 Contact: Peggy A. Clarke pmpac@bellsouth.net Phone: 205.251.4773 Fax: 205.251.0298	No	0
2	Alabama State Employment Services 3440 3 rd Ave South Birmingham, AL 35222 Contact: Barbara Thompson Phone: 205.254.1300 Fax: 205-254-13878	No	0
3	Alabama Department of Rehabilitation Services 3830 Ridgeway Drive Birmingham, AL 35229 Contact: Cynthia Nelson Phone: 800.441.7609 Fax: 205.220.0486	No	0
4	AL State Dept of Education Adult Vocation Rehab P.O. Box 19880 Birmingham, AL 35219 Attn: Debbie Clemons Phone: 205.290.4550 Fax: 205.290-4560	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
5	NAACP P.O. Box 1268 Birmingham, AL 35203 Contact: Hezekiah Jackson Phone: 205.516.9806 Fax: 205.320.1448	No	0
6	Miles College Placement Office 5500 Myron Massey Blvd Fairfield, AL 35221 Contact: Darlene Mitchell Phone: 205.929.1000 Fax: 205.99.1614	No	0
7	Tuskegee University Career Development and Placement Services Center Carnegie Hall, 3 rd Floor Tuskegee, AL 36088 Contact: Phyllis Stringer sstringer@tuskegee.edu Phone: 334.727.8255 Fax: 334.727.8258	No	0
8	Firehouse Ministries 1501 3 rd Ave N Birmingham, AL 35203 Contact: Anita Yarbrough Phone: 205.252.9571 Fax: 205.252.9578	No	0
9	Aletheia House (United Way) 2717 Ensley Avenue Birmingham, AL 35218 Contact: Leanne Portera/Michelle Figureroa Phone: 205.781-0190 Fax: 205.324.6502	No	0
10	The Arc of Central Alabama 6001 Crestwood Boulevard Birmingham, AL 35212 Contact: Norman Williams Phone: 205.323.6383 Fax: 205.933.0280	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Alabama Broadcasters Association 2180 Parkway Lake Drive Hoover, AL 35244 Contact: Cindi McGee Phone: 205.982.5001 Fax: 205.982.0015	No	0
12	City of Lights T.S. Boyd Community Center 23 Austin Circle Dora, AL 35062 Contact: Pastor Massey Phone: 205.648.3257 Fax: 205.648.6021	No	0
13	Alabama Job Link/Alabama Career Center 3440 3 rd Avenue South Birmingham, AL 35222 Contact: Yvette Fields Birmingham.ESO@diralabama.gov Phone: 205.254.1300 Fax: 205.254.1387	No	0
14	University of Alabama Career Services 1400 University Blvd, Ste. 516 Birmingham, AL 35294 Contact: Todd String tdstring@uab.edu Phone: 205.934.4324	No	0
15	University of Alabama Job Placement Office P.O. Box 870293 Tuscaloosa, AL 35487 Contact: Evelyn Hendon Phone: 205.348.5848 Fax: 205.348.5852	No	0
16	Jefferson State Job Placement Office 2601 Carson Road Birmingham, AL 35215 Contact: Nancy Beauchamp nbeau@jeffstateonline.com Phone: 205.856.8588 Fax: 205.856.6033	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Bevill State Community College Sumiton, Jasper, Fayette, Phil Campbell, Hamilton 1411 Indiana Avenue Jasper, AL 35501 Contact: Robeana Green Phone: 205.387.0511 Fax: 205.387.5191	No	0
18	Station Website Postings (<i>one or more SEU stations</i>)	No	0
19	Employee Referral	No	1
20	Word-of-Mouth Referral	No	0
21	Walk-in/Self Referral	No	1
22	On-Air Announcements (<i>one or more SEU stations</i>)	No	0
23	Inside Radio Website www.insideradion.com	No	0
24	Indeed Website www.indeed.com	No	22
25	Zip Recruiter Website www.ziprecruiter.com (internet-based job board with secondary postings to multiple on-line job banks)	No	3
26	Cumulus Job Board Cumulus.hrmdirect.com	No	2
27	Job Fair(s)/Open House(s)	No	0
28	Glassdoor www.glassdoor.com	No	1
29	Simply Hired www.simplyhired.com	No	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD			32

**WAPI(AM), WJOX(AM), WJOX-FM, WZRR(FM), WUHT(FM), and
WJQX(FM)**

**EEO PUBLIC FILE REPORT
December 1, 2018 – November 30, 2019**

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our SEU has a well-established internship program. During this reporting period, our SEU hosted eight (8) student interns from the University of Alabama at Birmingham, University of Alabama, Auburn University, University of Montevallo and University of North Carolina who were supervised by our Promotions and Program Directors. The interns learned about many aspects of broadcasting, including promotions, marketing and advertising working closely with SEU personnel in each department.
2	Management-Level Training Regarding Methods of Ensuring Equal Employment Opportunity and Prevention of Discrimination and Harassment	During the month of April 2019, this SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, "Workplace Harassment Prevention," designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.

Outreach Efforts

Stations licensed to subsidiaries of Cumulus Media Inc. (“Cumulus”) engage in a variety of activities designed to achieve broad and inclusive outreach. Examples of the efforts made by the stations in this employment unit include hosting an internship program as well as participating in a local job fair and hosting an open house.

Additional information concerning the outreach efforts undertaken by the stations in the employment unit are reflected in the EEO Public File Reports attached to this FCC Form 2100, Schedule 396, EEO Program Report.

During the period covered by the EEO Public File Reports – and since the reorganized Cumulus entity acquired control of the stations which comprise the station employment unit beginning on June 4, 2018 – the employment unit has not experienced any notable difficulties in its outreach efforts.