

WNTQ(FM), WXTL(FM), WAQX-FM, & WSKO(AM)
EEO PUBLIC FILE REPORT
February 1, 2016 – January 31, 2017

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 | 1-3,7,8,10-13,15,17,19-22,24,30,32-34,36,37 | 7 |
| Account Executive | 1-3,7,8,10-13,15,17,19-22,24,30,32-34,36,37 | 7 |
| Account Executive | 1-3,7,8,10-13,15,17,19-22,24,30,32-34,36,37 | 7 |
| Account Executive | 1-3,7,8,10-13,15,17,19-22,24,30,32-34,36,37 | 7 |
| Production Director | 1,2 17, 31, 36, 30,10,8,7,11 | 1 |

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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 | Station Website Postings (<i>all SEU stations</i>) www.93Q.com; www.95X.com, wwwthescore1260.com; www.therebelrocks.com | No | 4 |
| 2 | New York State Dept. of Labor Job Placement 450 S. Salina St., Syracuse, NY 13202 315-479-3204 | No | 1 |
| 3 | Career Builder Website www.careerbuilder.com | No | 0 |
| 4 | On-Air Announcements (<i>all SEU stations</i>) WNTQ, WXTL, WAQX, & WSKO | No | 1 |
| 5 | Todays-classifieds.com | No | 0 |
| 6 | Campus Special.com Contact: Allyson Chandler | No | 0 |
| 7 | Word-of-Mouth Referrals | No | 5 |
| 8 | Zip Recruiter Website www.ziprecruiter.com <i>(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)</i> | No | 0 |
| 9 | Craig’s List www.syracuse.craigslist.org | No | 0 |
| 10 | Indeed Website www.indeed.com | No | 10 |
| 11 | Internal Posting | No | 2 |
| 12 | SEU Job Fairs (<i>see Section III</i>) | No | 0 |
| 13 | S.U.N.Y. Oswego Contact: Mallory Bower 7060 NY 104, Oswego, NY 13126 315-312-2255 | No | 1 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|--|--|---|
| 14 | Bryant & Stratton College Alex Deveney 8687 Carling Rd, Liverpool, NY 13090, 315-652-6500 | No | 0 |
| 15 | Syracuse University Contact: Sue Clayton Skytop Office Building, Syracuse, NY 13244 315-443-2009 | No | 3 |
| 16 | Cayuga Community College Contact: Meg Osborne 11 River Glen Dr., Fulton, NY 13069 (315) 592-4143 | No | 0 |
| 17 | NYSBA Contact: Carolyn Jung 1805 Western Avenue, Albany, NY 12203 518-456-8888 | No | 0 |
| 18 | On Point For College Contact: Melissa Menon 1654 W. Onondaga St., Syracuse, NY 13204 315-440-3366 | No | 0 |
| 19 | Onondaga Community College Contact: Michele Carey 4585 West Seneca Turnpike, Syracuse, NY 13128 315-498-2585 | No | 0 |
| 20 | LeMoyne College Contact: Patti Bevans 1419 Salt Springs Rd RH 344, Syracuse, NY 13214 315-445-4185 | No | 0 |
| 21 | Spanish Action League 700 Oswego St., Syracuse, NY 13204 315-475-6153 | No | 0 |
| 22 | Job Spider Website www.jobspider.com | No | 0 |
| 23 | Job-Ad-Venture Website www.Job-ad-venture.com | No | 0 |
| 24 | Monster Website www.monster.com | No | 0 |
| 25 | Baldwinsville Library 33 E Genesee St., Baldwinsville, NY 13027 315-635-5631 | No | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|--|--|---|
| 26 | Fayetteville Free Library 300 Orchard St., Fayetteville, NY 13066 315-637-6374 | No | 0 |
| 27 | Lafayette Public Library 2577 Rt 11, North Lafayette, NY 13084 315-677-3782 | No | 0 |
| 28 | Liverpool Public Library 310 Tulip St., Liverpool, NY 13088 315-457-0310 | No | 0 |
| 29 | Skaneateles Library Nickie Marquis 49 East Genesee St., Skaneateles, NY 13152 315-685-5135 | No | 0 |
| 30 | Cumulus Media Website www.cumulus.com/careers | No | 20 |
| 31 | Lindkin – | No | 2 |
| 32 | Simply Hired (www.simplyhired.com) | No | 0 |
| 33 | Glass Door (www.glassdoor.com) | No | 0 |
| 34 | Link Up (www.linkup.com) | No | 0 |
| 35 | Syracuse New Times | No | 0 |
| 36 | Cumulus Hosted Job Fairs @ Destiny USA | No | 2 |
| 37 | Cumulus Business Managers BM@cumulus.com | No | 0 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 51 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|--|---|
| 1 | Participate in Job Fairs (5) | <p>On March 2, 2016, our SEU participated in a career fair held at Oswego State University. In this case SEU representatives spoke with students/attendees about career opportunities in broadcasting as well as job openings and internships within the SEU. SEU participants included our Director of Promotions.</p> <p>On September 23, 2016, our SEU participated in a career fair held at Syracuse University. In this case SEU representatives spoke with students/attendees about career opportunities in broadcasting as well as job openings and internships within the SEU. SEU participants included our Director of Promotions.</p> <p>On February 4, 2016, our SEU participated in an internship fair at Syracuse University Local Internship Fair. SEU participants included our Director of Promotions.</p> <p>On February 10, 2016, our SEU participated in an internship fair at Lemoyne College Local Internship Fair. SEU participants included our Director of Promotions.</p> <p>On April 13, 2016, our SEU participated in an internship fair at Onondaga Community College Local Internship Fair. SEU participants included our Director of Promotions.</p> |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|--|--|
| 2 | Host Job Fair (2) | <p>On October 4, 2016, our SEU co-hosted a community job fair with Destiny USA at the Destiny Mall in Syracuse. Our SEU was responsible for soliciting local employers and assisted with organizing the logistical aspects of this event. Our SEU also participated as an exhibitor. Our Market Manager, Local Sales Manager, and Promotions Director occupied the Cumulus booth and spoke to interested attendees about career opportunities in broadcasting as well as job openings and internships within the SEU. This event was promoted on all of the SEU stations.</p> <p>On May 10, 2016, our SEU co-hosted a community job fair with Destiny USA at the Destiny Mall in Syracuse. Our SEU was responsible for soliciting local employers and assisted with organizing the logistical aspects of this event. Our SEU also participated as an exhibitor. Our Market Manager, Local Sales Manager Business Manager, and Promotions Director occupied the Cumulus booth and spoke to interested attendees about career opportunities in broadcasting as well as job openings and internships within the SEU. This event was promoted on all of the SEU stations.</p> <p>For each of these events each SEU station promoted the events on air, on each station website, Press Release, and signage at Destiny USA.</p> |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|----------|---|--|
| 3 | Host/participate in event/program sponsored by an educational institution/community organization related to careers in broadcasting (1) | <p>Our SEU’s Public Affairs Director/Morning Show Host spoke with students at St. Mary’s School, Frazier Elementary School, Baldwinsville Baker High School, Chestnut Elementary School, Palmer Elementary, and Van Buren Elementary Schools about the importance of reading, vocabulary, and grammar when it comes to being a radio broadcaster.</p> <p>On April 12th, 2016, a group from the Communications Class at Pulaski High School toured our facilities led by our SEU’s Public Affairs Director/Morning Show Host during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting.</p> <p>On May 9th, 2016, a group from the Communications Class at Vernon Verona Sherril toured our facilities led by our SEU’s Public Affairs Director/Morning Show Host during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting.</p> <p>On July 22nd, 2016 the WNTQ-FM morning show hosted eight incoming Syracuse University Newhouse students studying public relations & communications in which they talked about careers in broadcasting, job opportunities within the field and gave them a tour of the facility.</p> <p>Following the tour, the SEU received an email from the Syracuse instructor in which she thanked the stations for their time and providing the students with what she described as “an engaging and memorable tour.” She believed the students thoroughly enjoyed the visit and that it was “incredible” of the SEU to provide the Syracuse students with audio clips and t-shirts while they were here. The instructor also expressed the view that the experience might influence other students to become so interested in radio that they might pursue a career in the radio industry and give the stations the credit.</p> |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|--|--|---|
| | | <p>On August 19th, a group from Auburn High School toured our facilities led by our SEU's Public Affairs Director/Morning Show Host during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting.</p> <p>On October 21st, 2016, a group from Christian Brothers Academy toured our facilities led by our SEU's Public Affairs Director/Morning Show Host during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting.</p> <p>On December 21st, 2016 a group from the Communications Class at Tully High School toured our facilities led by our SEU's Public Affairs Director/Morning Show Host during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting.</p> |

| | Type of Recruitment Initiative (Menu Selection) | Brief Description of Activity |
|---|--|--|
| 4 | Internship Program | <p>During this reporting period, our SEU hosted eleven (11) student interns, all of whom received class credit, from the following schools: LeMoyne College (3), State University of New York at Oswego (1), State University of New York at Cortland (1) Syracuse University (4) and State University of New York Oneonta (2).</p> <p>Six (6) of these interns worked in our Promotions and Marketing department and were supervised by our Marketing Director. They received hands-on job training setting up for live broadcasts and occupying our SEU's booth at concerts and promotions.</p> <p>Three (3) interns worked in our Programming department and were supervised by the WAQX Program Director. This intern assisted the Program Director with preparations for the WAQX morning show and occasionally could be heard live on this Show.</p> <p>Two (2) of these interns worked in our Sales Department assisting in sales presentations, order entry, and other sales support in the form of execution of marketing events. These students were supervised by our Local Sales Manager. They received hands-on job training setting up for live broadcasts and occupying our SEU's booth at concerts and promotions in addition to their experience in a professional office setting working with programming, production and internal sales functions. These internship positions were paid positions, reimbursed to Cumulus by the NYSBA. These positions were advertised for on our radio stations.</p> |
| 5 | Provide training to management-level personnel concerning methods of ensuring equal employment opportunity and preventing discrimination | <p>On June 14, 2016, this SEU participated in a training seminar for management-level personnel designed to ensure equal employment opportunity and prevent employment discrimination in the workplace. The seminar was conducted by Cumulus' Senior Vice President and General Counsel. The SEU's VP/Market Manager, Local Sales Manager, Operations Manager, Program Directors (2), Chief Engineer, Promotions Director and Business Manager were active attendees in that seminar.</p> |

