

**WNTQ(FM), WXTL(FM), WAQX-FM, & WSKO(AM)**  
**EEO PUBLIC FILE REPORT**  
**February 1, 2017 – January 31, 2018**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1,4,7,8,10,11,12,13,15,17,19,20,24,30-38	30

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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	<b>Station Website Postings</b> ( <i>all SEU stations</i> ) www.93Q.com; www.95X.com, wwwthescore1260.com; www.therebelrocks.com	No	0
2	<b>New York State Dept. of Labor</b> Job Placement 450 S. Salina St., Syracuse, NY 13202 315-479-3204	No	0
3	<b>Career Builder Website</b> www.careerbuilder.com	No	0
4	<b>On-Air Announcements</b> ( <i>all SEU stations</i> ) WNTQ, WXTL, WAQX, & WSKO	No	0
5	<b>Todays-classifieds.com</b>	No	0
6	<b>Campus Special.com</b> Contact: Allyson Chandler	No	0
7	<b>Word-of-Mouth Referrals</b>	No	2
8	<b>Zip Recruiter Website</b> 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	<b>Craig’s List</b> www.syracuse.craigslist.org	No	0
10	<b>Indeed Website</b> www.indeed.com	No	0
11	<b>Internal Posting</b>	No	0
12	<b>SEU Job Fairs</b> ( <i>see Section III</i> )	No	4
13	<b>S.U.N.Y. Oswego Job Fair</b> Contact: Mallory Bower 7060 NY 104, Oswego, NY 13126 315-312-2255	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>
14	<b>Bryant &amp; Stratton College</b> Alex Deveney 8687 Carling Rd, Liverpool, NY 13090, 315-652-6500	No	0
15	<b>Syracuse University Job Fair</b> Contact: Sue Clayton Skytop Office Building, Syracuse, NY 13244 315-443-2009	No	0
16	<b>Cayuga Community College</b> Contact: Meg Osborne 11 River Glen Dr., Fulton, NY 13069 (315) 592-4143	No	0
17	<b>NYSBA</b> Contact: Carolyn Jung 1805 Western Avenue, Albany, NY 12203 518-456-8888	No	0
18	<b>On Point For College</b> Contact: Melissa Menon 1654 W. Onondaga St., Syracuse, NY 13204 315-440-3366	No	0
19	<b>Onondaga Community College Job Fair</b> Contact: Michele Carey 4585 West Seneca Turnpike, Syracuse, NY 13128 315-498-2585	No	0
20	<b>LeMoyne College Job Fair</b> Contact: Patti Bevans 1419 Salt Springs Rd RH 344, Syracuse, NY 13214 315-445-4185	No	0
21	<b>Spanish Action League</b> 700 Oswego St., Syracuse, NY 13204 315-475-6153	No	0
22	<b>Job Spider Website</b> www.jobspider.com	No	0
23	<b>Job-Ad-Venture Website</b> www.Job-ad-venture.com	No	0
24	<b>Monster Website</b> www.monster.com	No	0
25	<b>Baldwinsville Library</b> 33 E Genesee St., Baldwinsville, NY 13027 315-635-5631	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>
26	<b>Fayetteville Free Library</b> 300 Orchard St., Fayetteville, NY 13066 315-637-6374	No	0
27	<b>Lafayette Public Library</b> 2577 Rt 11, North Lafayette, NY 13084 315-677-3782	No	0
28	<b>Liverpool Public Library</b> 310 Tulip St., Liverpool, NY 13088 315-457-0310	No	0
29	<b>Skaneateles Library</b> Nickie Marquis 49 East Genesee St., Skaneateles, NY 13152 315-685-5135	No	0
30	<b>Cumulus Media Website</b> www.cumulus.com/careers	No	8
31	<b>Lindkin –</b>	No	0
32	<b>Simply Hired (www.simplyhired.com)</b>	No	0
33	<b>Glass Door (www.glassdoor.com)</b>	No	0
34	<b>Link Up (<a href="http://www.linkup.com">www.linkup.com</a>)</b>	No	0
35	<b>Syracuse New Times</b>	No	0
36	<b>Facebook</b>	No	1
37	<b>Cumulus Business Managers</b> BM@cumulus.com	No	0
38	<b>St. John Fisher College</b> Career@sjfc.edu	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			15

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Job Fairs (3)	<p>On April 26, 2017, our SEU participated in a career fair held at Onondaga Community College. 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 June 12, 2017, our SEU participated in a career fair held at LeMoyne College. 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>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>2</b>	Host Job Fair (2)	<p>On October 3, 2017, 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>On May 9, 2017, 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, Print advertisements in the Syracuse New Times and signage at Destiny USA.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>3</b>	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, Meachum Elementary, OCM Boces, Chestnut Hill 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 26<sup>th</sup>, 2017, our SEU’s WNTQ afternoon radio personality attended a Career Expo at Cicero-North Syracuse High School where he talked to students about future careers in broadcasting.</p> <p>On April 26<sup>th</sup>, 2017, our SEU’s WNTQ midday radio personality attended a Career Expo at Altmar-Parish-Williamstown High school where he talked to students about future careers in broadcasting.</p> <p>On April 27<sup>th</sup>, 2017, our SEU’s WNTQ morning personality delivered the key note address to the National Honor Society Induction Ceremony at East Syracuse Minoa High School and discussed her career in radio.</p> <p>On November 16<sup>th</sup>, 2017, our SEU’s WNTQ morning show personalities delivered an address about #CuseKindness campaign and how it reflected on working in radio to the entire school body at Lanigan Elementary School in Fulton, NY.</p> <p>On November 21<sup>st</sup>, 2017, our SEU’s WNTQ morning show personalities spoke to the 1<sup>st</sup> graders at Cherry Road Elementary in Syracuse about our #CuseKindness campaign and how it reflected on working in radio.</p> <p>On April 14<sup>th</sup>, 2017, a group from the Girl Scouts in Minoa, NY 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>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
		<p>On April 20<sup>th</sup>, 2017 , a group from the ARC of Onondaga 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 April 26<sup>th</sup>, 2017, our SEU's WNTQ-FM morning show hosted a group from Community Habilitation in which they talked about careers in broadcasting, job opportunities within the field and gave them a tour of the facility.</p> <p>On October 24<sup>th</sup>, 2017 a group from the Boy Scouts of Cicero 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 13<sup>th</sup>, 2017, 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 November 22<sup>nd</sup>, 2017, a group from the Girl Scouts in Baldwinsville 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 (2), State University of New York at Oswego (3), State University of New York at Cortland (1) Syracuse University (2) and Onondaga Community College (1), Keuka College (1) State University of New York at Fredonia (1). SEU also held a paid internship position in association with the NYSBA without college credit, the candidate selected attends St. John Fisher College.</p> <p>Eight (8) 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. One was 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. The other intern was supervised by the SEU's Operation Manager and assisted with producing live sports talk shows on WSKO-AM.</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>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
5	Provide training to management-managing and tracking applicants to ensure compliance with FCC EEO outreach initiatives.	On December 19, 2017 this SEU participated in a training seminar for management-level personnel designed train hiring managers with respect to managing employment candidates in Cumulus’s company-wide Applicant Tracking Systems (“ATS”). The training focused on (i) improving the ability to find active job applicants through the use of better job and title descriptions; (ii) refreshing current job vacancy announcements, purchasing ad placements, and tracking job applicant dispositions, and (iii) reviewing candidate selection toolkits for more successful interviews. The ATS will aid compliance with EEOC, OFCCP, and FCC EEO legal requirements. The seminar was conducted by Cumulus’ Chief Human Resource Officer & Senior Vice President – Human Resources. The SEU’s VP/Market Manager, Local Sales Manager, and Business Manager were active attendees in that seminar.