

**WARM(AM), WBSX(FM), WMGS(FM), WSJR(FM),
WBHT(FM) and WBHD(FM)
EEO PUBLIC FILE REPORT
April 1, 2019 – March 31, 2020**

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	2, 10, 12, 18, 20-24	3
Account Executive	2, 10, 12, 18, 20-24	18

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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	On-Air Announcements (<i>all SEU stations</i>)	No	0
2	Station Website Postings (<i>all SEU stations</i>) www.magic93fm.com/www.warm590.com/www.jr937.us /www.97bht.com/www.979x.com	No	0
3	Word-of- Mouth Referral	No	1
4	Job Center Human Resources 32 East Union Street Wilkes-Barre, PA 18701 570-826-2401	No	0
5	Employment Opportunity & Training Center Contact: Roy McLewee 135 Franklin Avenue Scranton, PA 18501 570-963-4671	No	0
6	Career Tech Center Career Planning 3201 Rockwell Avenue Scranton, PA 18508-1475 570-346-4264	No	0
7	N.A.A.C.P. Human Resources 205 Park Avenue Wilkes-Barre, PA 18702	No	0
8	University of Scranton Contact: Paul Perchach 800 Linden Street Scranton, PA 18510 570-941-7400/570-941-7400	No	0
9	Wilkes University Career Services P. O. Box 111 Wilkes-Barre, PA 18766 570-408-4060	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	Indeed Website www.indeed.com	No	0
11	All Access Website www.allaccess.com	No	0
12	Monster Website www.monster.com	No	0
13	Bloomsburg University Career Development Placement Bloomsburg, PA 17815 570-389-2079	No	0
14	College Misericordia Career Development 301 Lake Street Dallas PA 18612 570-674-6400	No	0
15	Keystone College Career Action Center One College Green La Plume PA 18440 570-945-6755	No	0
16	King's College Career Planning 133 North River Street Wilkes Barre PA 18711 570-826-5900	No	0
17	Catholic Social Services Career Planning 33 East Northampton Street Wilkes Barre PA 18701 570-822-7118	No	0
18	Cumulus Broadcasting Website www.cumulus.com	No	12
19	Times Leader Classified Ads	No	0
20	Linked In www.linkedin.com	No	0
21	Zip Recruiter (www.ziprecruiter.com)	No	0
22	Glass Door (www.glassdoor.com)	No	0
23	Link Up (www.linkup.com)	No	0
24	Facebook page (all SEU stations)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			13

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our internship program gives a comprehensive look at our industry through hands on experience. Our program gives each intern a chance to interface with key managers and employees to gain an understanding of our internal operations and how all departments come together to create our product and services. During this reporting period, the SEU hosted an intern from Luzerne County Community College 6/3/19-7/31/19. This SEU's Program Director supervised our intern and scheduled the training with the other departments.
2	Hosted a Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Our SEC promoted a thirty-five day event from 9/16/19-10/20/19. Seven (7) employer recruiters, including Cumulus participated in the program which was promoted on air as noted. Our SEU secured the website, solicited local employers and organized all logistical aspects of the event.
3	Hosted a Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Our SEC promoted a thirty-five day event from 3/23/20-4/26/20. Five (5) employer recruiters, including Cumulus participated in the program which was promoted on air as noted. Our SEU

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		secured the website, solicited local employers and organized all logistical aspects of the event.
4	Sponsor Event in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	SEU hosted a job shadowing student from Dallas School District, Dallas, Pennsylvania on March 11, 2020 whereby On-Air Talent showed the student all aspects of the radio industry, including but not limited to on-air programming and the creation and editing of on-air commercials. The student then shared her real-world experience with her fellow students at her school.
5	Employee Training Program	<p>During this SEU's reporting period, the sales department is provided with weekly training on a variety of topics to better prepare them for advancement within the company. Training is conducted by our Local Sales Manager, Digital Sales Manager, Market Manager and various trainers through our corporate sales and outside program sales teams. Each week is a version of EPiC, Base Buy & Why, Demand for Your Brand, Google Certification, NTR Events, WideOrbit or Digital with Affinity X or the SEU Digital Sales Manager. All of the SEU's account executives are now Range Masters with Simpli.fi.</p> <p>All managers in the SEU participated in EEO training in April 2019. This training was provided by Think HR and required each manager to participate in a minimum two hours of training on maintaining EEO standards within the SEU. Each manager was tested and had to pass the examinations in order to receive certification.</p>
6	Participate in Job Fair	On May 2, 2019, the SEU participated in the Centerpoint Career Fair. The event took place at Mericle Commercial Real Estate Services, Wilkes Barre, PA. SEU representatives spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU. SEU participants included the Sales Manager and Account Executive.

