



CUMULUS

**WIWF(FM), WMGL(FM), WSSX-FM, WWWZ(FM) and WTMA(AM)
EEO PUBLIC FILE REPORT
August 1, 2015 – July 31, 2016**

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
Key Account Manager	1-26, 28, 30-35	28
Account Executive	1-26, 28, 30-35	30
Account Executive	1-26, 28, 30-35	30
Regional Sales Manager	1-26, 28-35	28
General Sales Manager	1-26, 28-35	10
Account Executive	1-28, 30-35	28

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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	Contact: Vivian Staples Wider Opportunities for Women 1001 Connecticut Avenue, NW, Suite 930 Washington, DC 20036 202-464-1596 info@wowonline.org	N	0
2	Contact: Nakiya Lee National Council of Negro Women 633 Pennsylvania Ave NW Washington, DC 20004 202-737-0120 membership@ncnw.org	N	0
3	Contact: Dot Scott NAACP 93 Spring Street Charleston, SC 29403 843-805-8030 info@naacpcharlestonbranch.org	N	0
4	Contact: James McLawhorn Columbia Urban League 1400 Barnwell Street Columbia, SC 29201 803-799-8150 Info.cul@columbiaurbanleague.org	N	0
5	Contact: Thomas Halasz University of South Carolina Close Building, 6 th Floor Columbia, SC 29208 803-777-7280 halaszti@mailbox.sc.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Contact: Joseph Thomas South Carolina State University P.O. Box 7068 300 College Street Orangeburg, SC 29117 1-800-260-5956 careercenter@scsu.edu	N	0
7	Contact: Karen Rutherford Benedict College 1600 Harden Street Columbia, SC 29204 803-253-5153 rutherfordk@benedict.edu	N	0
8	Contact: Paula Beecher Clemson University 316 Hendrix Center Clemson, SC 29634 864-656-3311 Career.clemson.edu	N	0
9	Contact: James Johnson NAACP 2676 Tillman Street N. Charleston, SC 29405	N	0
10	Contact: Terika Brown-Redden Station Websites Postings www.95sx.com, www.magic1073fm.com, www.nashfm969.com, www.z93jamz.com, www.wtma.com, & cumulus.hrmdirect.com	N	16
11	Contact: Christie Savage NAACP of South Carolina 6111 Main Street Columbia, SC 29203 803-754-4584	N	0
12	Contact: Lonnie Randolph NAACP of Columbia 1114 Blanding Street Columbia, SC 29201 803-256-8771	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Contact: Karen Nettles South Carolina Broadcasters Association One Harbison Way, Suite 112 Columbia, SC 29212 803-732-1186 jobbank@scba.net	N	0
14	Contact: Charleston Workforce Center South Carolina Employment Security Commission 176 Lockwood Dr Charleston, SC 29403 843-953-8400	N	0
15	Contact: Amanda Morgan Lander University 320 Stanley Avenue Greenwood, SC 29649 864-388-8000 asmorgan@lander.edu	N	0
16	Contact: Alzen Smith Allen University 1530 Harden Street Columbia, SC 29209 803-376-5706 asmith@allenuiversity.edu	N	0
17	Contact: Student Services Trident Technical College PO Box 118067 Charleston, SC 29423-8067 stuemploy@tridenttech.edu	N	0
18	Contact: Janice Smith Francis Marion University PO Box 100547 Florence, SC 29501 1-800-368-7551 jsmith@fmarion.edu	N	0
19	Contact: Hester Young Charleston Southern University 9200 University Boulevard Charleston, SC 29401 1-800-947-7474 hyoung@csuniv.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Contact: Career Center Winthrop University 701 Oakland Ave Rock Hill, SC 29733 803-323-2211 gildehausg@winthrop.edu	N	0
21	Contact: Ted Gladden Employment Security Commission P.O. Box 995 Columbia, SC 29202 803-737-2588	N	0
22	Contact: Felicia Maloney Columbia Housing Authority 1917 Harden Street Columbia, SC 29204 803-254-3886 cha@chasc.org	N	0
23	Contact: Lauren Thompson The Citadel 171 Moultrie St Charleston, SC 29409 843-225-3294 Lauren.thompson@citadel.edu	N	0
24	Contact: P. C. Jenkins Veterans Affairs – Vocational Rehabilitation & Employment 1801 Assembly Street Columbia SC, 29201 1-800-827-1000 va@oepp.sc.gov	N	0
25	Contact: Roberta Carver Columbia College 1301 Columbia College Drive Columbia, SC 29203 800-277-1301	N	0
26	College of Charleston Attn: Career Center 66 George Street Charleston, SC 29424-0001 843-953-5692	N	0
27	SEU Job Fairs (<i>see Section III</i>)	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Word of Mouth/Internal Referral	N	11
29	Cumulus Business Managers BM@cumulus.com	N	0
30	Linked In Website www.linkedin.com	N	10
31	Walk-In/Self-Referral	N	1
32	Simply Hired (www.simplyhired.com)	N	0
33	Glass Door (www.glassdoor.com)	N	0
34	Link Up (www.linkup.com)	N	0
35	Indeed (www.indeed.com)	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			38

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>Our SEU has an established internship program through which students earn academic credit for their participation. During this reporting period, our SEU hosted three (3) student interns from the following schools:</p> <ul style="list-style-type: none"> • Trident Technical College (2); and, • The College of Charleston. <p>Our interns are supervised by our Operations Manager/Program Director and learn about and assist with a variety of tasks. A few examples include, “shadowing” and assisting our on-air personalities both on and off the air, working with production to learn the process of voicing commercials for clients, assisting our promotions technician with remote broadcast set-ups, and learning how to properly award prizes won on-air.</p>
2	Sponsor Event in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting.	<p>Our SEU hosts a job shadowing program designed to expose students to the field of broadcasting. Students are given the opportunity to observe the inner workings of a radio cluster and follow or “shadow” a member of our broadcast team as he/she goes about his/her duties. Additionally, participants are provided with information about the education and skills required for employment in the broadcast industry.</p> <p>During this reporting period, our SEU hosted one student. On March 4, 2016, a student from Garrett Academy of Technology visited our facilities and “shadowed” one of our On-Air Personalities.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Host Job Fair	On November 14, 2015, our SEU hosted the “What Women Want Expo,” at the Charleston Area Convention Center in North Charleston, South Carolina. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Members of our SEU staff occupied a booth and spoke with interested attendees about careers opportunities in broadcasting as well as job openings and internships within the SEU. SEU participants included our Business Manager, Program Directors, On-Air Talent and Market Manager. This event was promoted on all SEU stations.
4	Participate in Job Fair	On February 20, 2016, our SEU participated in a job fair sponsored by the Charleston County School District held at North Charleston High campus. SEU representatives spoke with attendees about career opportunities in radio broadcasting as well as job openings and internships within the SEU. SEU participant included our Business Manager.
5	Participate in Job Fair	On May 12, 2016, our SEU participated in a job fair sponsored by the City of Charleston held at 550 Meeting Street. SEU representative spoke with attendees about career opportunities in radio broadcasting as well as internship within the SEU. SEU participant included our Program Director.
5	Host Job Fair	On May 25 & 26, 2016, our SEU hosted an open house at our facilities in North Charleston, South Carolina. SEU representatives spoke with attendees about career opportunities in Promotions and Sales as well as job openings and internships within the SEU. SEU participant included our Business Manager. This event was promoted on all SEU stations.
6	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On March 18, 2016, one of our SEU On-Air Personality participated in the Summerville Elementary Vehicle/Career Fair. Our On-Air Talent drove SEU vehicle to the school in order to explain and demonstrate how to use the equipment in the van. On May 24, 2016, one of our SEU’s Program

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
		<p>Director participated in the Chicora School of Communications vehicle fair. Our Program Director drove SEU vehicle to the School in order to explain and demonstrate how to use the equipment in the van. Additionally, he spoke to the students/attendees about the various career opportunities to consider in radio broadcasting.</p>