



# CUMULUS

**WIWF(FM), WMGL(FM), WSSX(FM), WWWZ(FM) and WTMA(AM)  
EEO PUBLIC FILE REPORT  
August 1, 2013 – July 31, 2014**

## 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>
Market Manager/Vice President	28;30;32;35;	35
Sales Assistant/National Assistant	1-31; 34	10
On-Air Talent WWWZ	1-31; 34	28
Morning Co-Host/Production WIWF	1-34	28
Morning Show Producer WSSX	1-31; 34	28
Producer WTMA	1-31; 34	28
Sales Representative	1-31; 34	10
Sales Representative	1-31; 34	10
Sales Representative	1-31; 34	30
Sales Representative	1-31; 34	28
Sales Representative	1-31; 34	27
Sales Representative	1-31; 34	10

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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 <b>Wider Opportunities for Women</b> 1001 Connecticut Avenue, NW, Suite 930 Washington, DC 20036 202-464-1596	N	
2	Contact: Nakiya Lee <b>National Council of Negro Women</b> 633 Pennsylvania Ave NW Washington, DC 20004 202-737-0120	N	
3	Contact: Dot Scott <b>NAACP</b> 93 Spring Street Charleston, SC 29403 843-805-8030	N	
4	Contact: Nell Gainey <b>Columbia Urban League</b> 1400 Barnwell Street Columbia, SC 29201 803-799-8150	N	
5	Contact: Sylvia Therrell <b>University of South Carolina</b> Close Building, 6 <sup>th</sup> Floor Columbia, SC 29208 803-777-7280	N	
6	Contact: Anna Haigler <b>South Carolina State University</b> P.O. Box 7068 300 College Street Orangeburg, SC 29117 1-800-260-5956	N	
7	Contact: Karen Rutherford <b>Benedict College</b> 1600 Harden Street Columbia, SC 29204 803-253-5153	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Contact: Arlene Grimes <b>Clemson University</b> 316 Hendrix Center Clemson, SC 29634 864-656-3311	N	
9	Contact: James Johnson <b>NAACP</b> 2676 Tillman Street N. Charleston, SC 29405	N	
10	Contact: Terika Brown-Redden <b>Cumulus Station Websites</b> <a href="http://www.95sx.com">www.95sx.com</a> , <a href="http://www.magic1073fm.com">www.magic1073fm.com</a> , <a href="http://www.nashfm969.com">www.nashfm969.com</a> , <a href="http://www.z93jamz.com">www.z93jamz.com</a> , & <a href="http://www.wtma.com">www.wtma.com</a>	N	16
11	Contact: Christie Savage <b>NAACP of South Carolina</b> 6111 Main Street Columbia, SC 29203 803-256-8771	N	
12	Contact: Lonnie Randolph <b>NAACP of Columbia</b> 1114 Blanding Street Columbia, SC 29201 803-253-2609	N	
13	Contact: Karen Nettles <b>South Carolina Broadcasters Association</b> One Harbison Way, Suite 112 Columbia, SC 29212 803-732-1186	N	
14	Contact: Charleston Workforce Center <b>South Carolina Employment Security Commission</b> 176 Lockwood Dr Charleston, SC 29403	N	
15	Contact: Allison Wooten <b>Lander University</b> 320 Stanley Avenue Greenwood, SC 29649 864-388-8000	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Contact: Alzen Smith <b>Allen University</b> 1530 Harden Street Columbia, SC 29209 803-376-5728	N	
17	Contact: Student Services <b>Trident Technical College</b> PO Box 118067 Charleston, SC 29423-8067	N	
18	Contact: Janice Smith <b>Francis Marion University</b> PO Box 100547 Florence, SC 29501 1-800-368-7551	N	
19	Contact: Hester Young <b>Charleston Southern University</b> 9200 University Boulevard Charleston, SC 29401 1-800-947-7474	N	
20	Contact: Career Center <b>Winthrop University</b> 638 Oakland Ave Rock Hill, SC 29733 803-323-2211	N	
21	Contact: J. Denver <b>South Carolina Employment Security Commission</b> 1550 Gadsen Street Columbia, SC 29202 803-737-2588 <i>(submit job online)</i>	N	
22	Contact: Ted Gladden <b>Employment Security Commission</b> P.O. Box 995 Columbia, SC 29202 803-737-2588	N	
23	Contact: Felicia Maloney <b>Columbia Housing Authority</b> 1917 Harden Street Columbia, SC 29204 803-254-3886	N	

<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>
24	Contact: Heather Anderson <b>The Citadel</b> 171 Moultrie St Charleston, SC 29409 843-225-3294	N	
25	Contact: P. C. Jenkins <b>Veterans Affairs – Vocational Rehabilitation &amp; Employment</b> 1801 Assembly Street Columbia SC, 29201 1-800-827-1000	N	
26	Contact: Roberta Carver <b>Columbia College</b> 1301 Columbia College Drive Columbia, SC 29203 800-277-1301	N	
27	<b>College of Charleston Career Fair</b> Attn: Career Center 66 George Street Charleston, SC 29424-0001 P: 843-953-5692 F: 843-953-6341 www.cofc.edu/careercenter/cisternonline	N	1
28	<b>Internal Referral/Word of Mouth</b>	N	15
29	<b>Cumulus Business Managers</b>	N	
30	<b>www.indeed.com</b>	N	2
31	<b><a href="http://www.allaccess.com">www.allaccess.com</a></b>	N	1
32	<b>LinkedIn</b>	N	1
33	<b>All About Country.com</b>	N	1
34	<b>Walk-In</b>	N	1
35	<b>www.insideradio.com</b>	N	3
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>41</b>

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**III. RECRUITMENT INITIATIVES**

**1) Supplemental Recruitment Initiatives.**

**(a) Initiative: Internships**

The Employment Unit has an active internship program. During this reporting period, the Employment Unit provided internship to students from Charleston Southern University, South Carolina State University, and Wando High School. Interns earn academic credit toward degrees in the fields of radio and television broadcasting.

**(b) Initiative: Job Shadowing Job Fairs**

Cumulus-Charleston hosts a job shadowing program designed to help expose students to the broadcast field. Students have opportunities to observe and participate in on-air broadcasts and/or decision-making process in the business department. Participants are presented information on the education and skills required for employment opportunities as broadcast and/or broadcast management personnel. During this reporting period, the Charleston Employment Unit hosted two students as job shadows – one student shadowed our Program Director and the other shadowed our On-Air Talent.

**(c) Initiative: Job Fairs**

- 1.) On October 24, 2013 Cumulus-Charleston participated in a job fair held at Charleston Southern University. An EU representative spoke with attendees about career opportunities in broadcasting/sales as well as job opening within the EU.
- 2.) On October 30, 2013 Cumulus-Charleston participated in a job fair held at the College of Charleston Stern Student Center Ballroom. An EU representative spoke with attendees about career opportunities in broadcasting/sales as well as job opening within the EU.
- 3.) On February 27, 2014 Cumulus-Charleston participated in a job fair held at the Citadel. An EU representative spoke with attendees about career opportunities in broadcasting/sales as well as job opening within the EU.

**(d) Initiative: Events or programs sponsored by educational institutions relating to career opportunities**

- 1.) On May 23, 2014 the EU Program Director attended Chicora School of Communication vehicle fair. The Program Director took the station vehicle to the school to show students how to use the equipment in the van.
- 2.) On June 10 & 11, 2014 EU participated as an externship host for a member of the Workplace Institute for Educators (WISE). The Guidance Counselor of Jerry Zucker Middle School had the opportunity to learn about the day to day operation of the radio industry for their students. They will use this information to develop their career development work for students.
- 3.) On April 21-25, 2014 EU Program Director hosted a Career Fair for Charleston Southern University at Cumulus-Charleston. Students (30) had the opportunity to produce commercials for a class project.