



# CUMULUS

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 16, 2011 to July 31, 2012.

1) **Employment Unit:** Cumulus Media-Charleston, SC

2) **Unit Members (Stations and Communities of License):** WSSX-FM-Charleston, SC  
WIWF-FM-Charleston, SC  
WWWZ-FM-Summerville, SC  
WTMA-AM-Charleston, SC

3) **EEO Contact Information for Unit Member:**

Mailing Address:  Cumulus Media -Charleston 4230 Faber Place Dr., Ste 100 North Charleston, SC 29405	Telephone Number: 843-277-1200
	Contact Person/Title: Terika Brown- Redden/Assistant Business Mgr
	E-mail Address: Terika.brown-redden@cumulus.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Sales Assistant	WSSX/WIWF/WWWZ/WTMA websites
2. Account Executive (ALL Stations)	Internal referral
3. Account Executive (ALL STATIONS)	WSSX/WIWF/WWWZ/WTMA websites
4. Account Executive (ALL STATIONS)	Cumulus-Charleston Open House
5. Account Executive (ALL STATIONS)	Cumulus-Charleston Open House

**Station WSSX-FM, WIWF-FM, WWWZ-FM, and WTMA-AM are Affirmative Action & Equal Opportunity Employers.**

5) **Job Title: Sales Assistant (ALL Stations) Referral Source(s) of Hiree:** WSSX/WIWF/WWWZ/WMGL/WTMA websites



# CUMULUS

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Wider Opportunities for Women	Vivian Staples	1001 Connecticut Avenue, NW Suite 930 Washington, DC 20036	202-464-1596	0	No
National Council of Negro Women	Nakiya Lee	633 Pennsylvania Avenue NW Washington, DC 20004	202-737-0120	0	No
Columbia Urban League	Nell Gainey	1400 Barnwell Street Columbia, SC 29201	803-799-8150	0	No
Charleston Southern University	Hester Young	9200 University Blvd Charleston, SC 29401	843-574-5828	0	No
Benedict College	Karen Rutherford	1600 Harden Street Columbia, SC 29204	803-253-5000	0	No
NAACP	Dot Scott	93 Spring Street Charleston, SC 29403	843-805-8030	0	No
NAACP	James Johnson	2676 Tillman Street N. Charleston, SC 29405	843-805-8030	0	No
Clemson University	Arlene Grimes	316 Hendrix Center Clemson, SC 29634	864-656-3311	0	No
Columbia Housing Authority	Felicia Maloney	1917 Harden Street Columbia, SC 29204	803-254-3886	0	No
University of S.C.	Sylvia Therrell	Close Building 6 <sup>th</sup> Floor Columbia, SC 29204	803-777-7000	0	No
Allen University	Alzen Smith	1530 Harden Street Columbia, SC 29209	803-376-5700	0	No
Remedy	Donna Glazer	3700 Forest Drive Columbia, SC 29204	803-743-0707	0	No
NAACP of Columbia	Lonnie Randolph	1114 Blanding Street Columbia, SC 29201	803-256-8771	0	No
Pride Staff	Jim Johnston	1700 Decker Blvd, Suite B Columbia, SC 29206	803-782-0082	0	No
The All Access Music Group	J. Denver	<a href="http://www.allaccess.com">www.allaccess.com</a>	310-457-6616	0	No
S.C. Employment Security Commission	Bob Branham	PO Box 567 Columbia, SC 29202	843-792-4005	0	No
SC Broadcasting Association	Karen Nettles	One Harbison Way, Ste 112 Columbia, SC 29212	803-777-6783	0	No
WSSX, WIWF, WWWZ, & WTMA Station websites	Terika Brown-Redden	4230 Faber Place Drive, Ste 100 North Charleston, SC 29405	843-277-1200	5	No



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Distributed vacancy notices to all Cumulus Media radio stations through-out USA	Business Managers	4230 Faber Place Drive, Ste. 100 North Charleston, SC 29405	843-277-1200	0	No
Wintrop University	Career Center	638 Oakland Ave. Rock Hill, SC 29733	803-323-2211	0	No
Posted vacancy notice in Cumulus Charleston offices/Employee Referral	Business Manager	4230 Faber Place Drive, Ste. 100 North Charleston, SC 29405	843-277-1200	2	No
South Carolina State University	Anna Haigler	P.O. Box 7068 300 College Street Orangeburg, SC 29117	803-536-7000	0	No
Francis Marion University	Janice Smith	PO Box 100547 Florence, SC 29501	800-368-7551	0	No
South Carolina Employment Security Commission	Charleston Workforce Center	176 Lockwood Drive Charleston, SC 29403	843-953-8400	0	No
Trident Technical College	Student Employment Services	PO Box 118067 Charleston, SC 29423-8067	843-574-6111	0	No
NAACP of South Carolina	Christie Savage	6111 Main Street Columbia, SC 29203	803-256-8771	0	No
Columbia College	Roberta Carver	1301 Columbia College Dr Columbia, SC 29203	800-277-1301	0	No
Southern Wesleyan University	Gail Doxie	1801 Charleston Hwy #Q Cayce, SC 29033	803-747-7506	0	No
Lander University	Allison Wooren	320 Stanley Ave Greenwood, SC 29649	864-388-8000	0	No
The Citadel	Heather Anderson	171 Moultrie St. Charleston, SC 29409	843-225-3294	0	No

**5) Job Title: Account Executive (ALL Stations) Referral Source(s) of Hiree: Internal Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source
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S.C. Employment Security Commission	Bob Branham	PO Box 567 Columbia, SC 29202	843-792-4005	0	No
SC Broadcasting Association	Karen Nettles	One Harbison Way, Ste 112 Columbia, SC 29212	803-777-6783	0	No
WSSX, WIWF, WWWZ, & WTMA Station websites	Terika Brown-Redden	4230 Faber Place Drive, Ste 100 North Charleston, SC 29405	843-277-1200	8	No
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The Citadel	Heather Anderson	171 Moultrie St. Charleston, SC 29409	843-225-3294	0	No
Cumulus Charleston Open House	Emerial Carrier	4230 Faber Place Drive, Ste 100 North Charleston, SC 29405	843-277-1310	10	No
Ziprecruiter.com	Terika Brown-Redden	Ziprecruiter.com	843-277-1216	0	No

**5) Job Title: Account Executive (All Stations) Referral Source(s) of Hire: WSSX/WIWF/ WWWZ/WMGL/WTMA websites**



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University of South Carolina	Beverly Dominick	School of Journalism & Mass Comm. Columbia, SC 29208	803-777-3347	0	No
Cumulus Charleston Open House	Emerial Carrier	4230 Faber Place Drive, Ste 100 North Charleston, SC 29405	843-277-1310	10	No
Ziprecruiter.com	Terika Brown-Redden	Ziprecruiter.com	843-277-1216	0	No

**5) Job Title: Account Executive (All Stations) Referral Source(s) of Hiree: Cumulus-Charleston Open House**



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**5) Job Title: Account Executive (All Stations) Referral Source(s) of Hiree: Cumulus-Charleston Open House**

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**6) Total # of Interviewees Referred:** For the period from September 16, 2011 to July 31, 2012 this Employment Unit interviewed 62 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**



# CUMULUS

**(a) Initiative: Internships**

The Employment Unit has an active internship program. During this reporting period, the Employment Unit has provided internships to four students from Trident Technical College (from 1/9/2011 to present). The students intern in several departments including: General & Administrative, Programming, Promotions, and Sales. Interns earn academic credit toward degrees in the fields of radio and television broadcasting. The WWWZ Program Director manages the interns.

**(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 four students as job shadows – one student shadowed an Account Executive, two shadowed Promotion Director, and one shadowed the Production Manager.

**(c) Initiative: Job Fairs**

- 1.) On March 16, 2012 the Sales-Team Leader took part of the University of South Carolina School of Journalism and Mass Communication Fall Career Fair from 1pm to 4pm.
- 2.) On April 4, 2012 the Cumulus-Charleston Assistant Business Manager/Sales Assistant took part in Trident Technical College Career Fair 10am to 1pm.
- 3.) On November 17, 2012 Cumulus-Charleston had an open house at 4230 Faber Place Dr. in North Charleston from 6pm to 8 pm.

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

- 1.) On February 24, 2012 EU Account Executive attended a Career Fair at Cainhoy Elementary Middle School.
- 2.) On June 14, 2012 EU Account Executive attended a College and Career Fair at Miller Motte.
- 3.) On March 28, 2012 EU Program Director hosted a Career Fair for Charleston Southern University at Cumulus-Charleston (4230 Faber Place Dr)..

