

 **Fletcher, Heald & Hildreth**

1300 NORTH 17th STREET, 11th FLOOR
ARLINGTON, VIRGINIA 22209

OFFICE: (703) 812-0400
FAX: (703) 812-0486
www.fhhlaw.com
www.commlawblog.com

MARK LIPP
703-812-0445
LIPP@FHHLAW.COM

July 7, 2020

Lewis C. Pulley
Assistant Chief, Investigations and Hearings Division
Enforcement Bureau
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Response to EEO Audit Letter
Radio License Holding CBC, LLC
KBEE(FM), Salt Lake City, Utah
Facility ID No. 53497

Dear Mr. Pulley:

Radio License Holding CBC, LLC ("RLH"), licensee of Station KBEE(FM), Salt Lake City, Utah, and the commonly owned stations in the Salt Lake City, Utah station employment unit ("SEU"), is hereby submitting this Declaration and the attachments annexed hereto in response to a letter dated February 6, 2020 from Lewis C. Pulley, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission ("FCC"), concerning a random audit of the SEU's compliance with the FCC's equal employment opportunity rule, 47 C.F.R. § 73.2080. The SEU's response date was extended by Mr. Pulley as a result of the COVID-19 pandemic until July 7, 2020.

Should there be any questions concerning this matter, please contact the undersigned counsel.

Sincerely,



Mark N. Lipp
Counsel for Radio License Holding CBC, LLC

Enclosure

DECLARATION OF RICHARD S. DENNING

I, Richard S. Denning, hereby declare as follows:

1. I am Executive Vice President and General Counsel of Radio License Holding CBC, LLC, licensee of radio station KBEE(FM), Salt Lake City, Utah (Facility ID 53497), which is part of a station employment unit based in Salt Lake City, Utah, and which includes stations KKAT(AM), Salt Lake City, Utah (Facility ID 11232), KBER(FM), Ogden, Utah (Facility ID 10779), KENZ(FM), Provo, Utah (Facility ID 6545), KHTB(FM), Ogden, Utah (Facility ID 2444), and KUBL-FM, Salt Lake City, Utah (Facility ID 11238) (collectively, the "SEU"). The stations in this SEU are commonly owned through indirect subsidiaries ultimately owned and controlled by Cumulus Media Inc. (collectively, "Cumulus"). This Declaration and the attachments annexed hereto are being submitted in response to a letter dated February 6, 2020 (the "Audit Letter") from Lewis C. Pulley, Assistant Chief, Investigations & Hearings Division, Enforcement Bureau, Federal Communications Commission ("FCC"), concerning a random audit of the SEU's compliance with the FCC's equal employment opportunity ("EEO") rule, 47 C.F.R. § 73.2080. The SEU's response date was extended by Mr. Pulley as a result of the COVID-19 pandemic.¹

2. The SEU employs five (5) or more full-time employees as the term is defined in Section 73.2080(e)(1), 47 C.F.R. § 73.2080(e)(1), of the FCC's rules.

3. In response to Question 3(a) of the Audit Letter, copies of the SEU's two most recent EEO public file reports, as described in 47 C.F.R. § 73.2080(c)(6), are included as Attachment A.

The web addresses of the stations in the SEU are as follows: KKAT(AM), www.860utahsbigtalker.com; KBEE(FM), www.b987.com; KBER(FM), www.kber.com; KENZ(FM), www.powerslc.com; KHTB(FM), www.powerslc.com; and, KUBL-FM, www.kbull93.com. KENZ is simulcast on KHTB, thus, KHTB does not have its own website.

A copy of the current EEO public file report is on or linked to each of the above websites.

4. In response to Question 3(b) of the Audit Letter, documentation concerning the recruitment sources used to fill each full-time position during the period covered by the above EEO public file reports is included in Attachment B, and, pursuant to the Audit Letter, this response provides one such notice for each position filled. The SEU's standard practice is to retain copies of job vacancy announcements that are sent to all recruitment sources. No

¹ It should be noted that assembling an EEO audit response in the midst of the COVID-19 pandemic has been challenging at best. Out of concern for the safety of its many employees during this unusual and difficult time, Cumulus made the business decision to require its employees to work from home until August 31, 2020 (and possibly longer). The inability of staff to enter the office to retrieve and review files and records certainly impeded this effort. Further, certain employees had to be furloughed, some of whom played an integral role in the SEU's vacancy-specific and general outreach. They were unavailable to contribute and assist with the preparation of this response.

recruitment sources have notified the SEU that they want to be informed about job openings, as described in §73.2080(c)(1)(ii), which is reflected in Section II of each EEO public file report.

5. In response to Question 3(c) of the Audit Letter, the EEO public file reports included in Attachment A contain data regarding (a) the total number of interviewees for each fulltime vacancy, and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the EEO public file reports.

6. In response to Question 3(d) of the Audit Letter, documentation of the SEU's performance of the recruitment initiatives as described in §73.2080(c)(2) during the relevant time period is included in Attachment C. Station personnel involved in the recruitment initiatives are identified in Attachment C as well. The SEU employs a total of thirty (30) fulltime employees. The stations are located in a market with a population of more than 250,000. Accordingly, the SEU is required to perform at least four (4) recruitment initiatives during a two year period.

7. In response to Question 3(e) of the Audit Letter, Cumulus affirms that is not aware of any pending or resolved discrimination complaints filed against this SEU during the time period covered by this response.

8. In response to Question 3(f) of the Audit Letter, Cumulus has established and implemented a company-wide EEO compliance plan. At the corporate level, Cumulus recognizes the importance of EEO compliance and has communicated the importance of complying with the FCC's broad outreach and recordkeeping requirements to employees at all levels within the company, including its national, regional and local personnel. Cumulus previously has engaged its outside communications counsel to conduct comprehensive FCC EEO training sessions, which were mandatory for all market and business managers. Those training sessions were followed by the distribution of written compliance materials to key personnel in each station employment unit who have recruitment and hiring responsibility. These materials continue to be an excellent resource which all station employment units refer to for guidance. Cumulus also instituted a policy designed to help reduce the inevitable recordkeeping lapses which occur as a result of employee turnover. The SEU's compliance efforts also include identifying Cumulus' efforts to afford equal employment opportunities to employees through statements disseminated in job applications and vacancy announcements posted in conspicuous areas within the workplace.

Cumulus hired in-house regulatory counsel, who not only continued to use these reference tools, but also developed additional compliance aids to help all station employment units meet FCC EEO requirements. In-house counsel conducted periodic FCC EEO training sessions for all market and business managers, during which participants were given an opportunity to ask questions about the FCC's EEO rule, and each year he worked closely with them on their EEO public file reports, reviewing vacancy-specific and general outreach efforts and providing recommendations for improvement.

When in-house regulatory counsel left the company recently, outside communications counsel was employed and took over some of these responsibilities. Outside counsel is always

available to address questions and concerns related to FCC EEO compliance and has continued the practice of reviewing EEO public file reports for all of the Cumulus station employment units.

The SEU's Business Manager ("BM") has primary responsibility for implementing and overseeing the EEO program at the local level. The BM is knowledgeable about the company's EEO policies and hiring practices and works closely with managers in the market that have hiring authority, as well as the corporate Human Resources department, to ensure that compliance efforts are observed. When the decision is made to hire a new employee in the market, the BM obtains the necessary information from the hiring manager to post the job vacancy announcement(s). Job vacancies are always posted on the Cumulus (ClearCompany) website, which automatically routes these announcements to the following recruitment sources: Indeed; Glassdoor; LinkUp; Monster; ZipRecruiter; and, the SEU's Facebook pages. The description of each job opening and the required qualifications determine whether or not other recruitment sources are notified. Once the position is posted on the Cumulus jobs recruitment site, the ClearCompany system sends approval notices to the Regional Vice President for final approval. Once the posting is finalized, the System notifies the hiring manager as applicants apply and it is the responsibility of the hiring manager to track interviewees and associated recruitment sources. Once the hiring decision is made, the hiring manager returns the interviewee information to the BM.

This SEU is mindful of its general outreach obligations, and as such has developed a special relationship with a local community college, Salt Lake Community College, for which it conducts regular Spring and Fall tours for students enrolled in Professor Singpiel's Communications 1560 Radio class. The students look forward to these visits, which, as the Professor states in an attachment to this audit response, "bring[s] to life what they have been learning in my classes." These visits have sparked interest in the SEU's internship program, and, over the years, this SEU has hosted many student interns from SLCC. During the two most recent reporting periods, the SEU hosted four paid interns from SLCC.

9. In response to Question 3(g) of the Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of its recruitment sources as well as the results generated from its recruitment initiatives. Accordingly, the SEU examines its EEO program on an annual basis, which includes determining which recruitment sources are productive as well as discussions about possible additions to its Master Recruitment Source List. The SEU is also open to new ideas about its general outreach and encourages suggestions from its staff about alternative ways to better inform the Salt Lake City community about career opportunities in broadcasting.

10. In response to Question 3(h) of the Audit Letter, the SEU makes a concerted effort to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that the SEU is providing equal employment opportunity, and is not discriminating against employees or job applicants. Accordingly, the SEU's Market Manager, department managers, and Business department, together with Cumulus' corporate Human Resources Department, review the compensation,

benefits, promotions and other employment practices of the SEU to ensure that they are fair and are based solely on an employee's experience and performance record. Further, in hiring a new employee, all responsible parties consider an applicant's experience to determine whether they are qualified for the position and analyze the candidate's past performance to determine their likelihood for success. The SEU's employment practices are the ultimate responsibility of its Market Manager, Patrick Reedy, who works in conjunction with in-house counsel at Cumulus headquarters and, when applicable, outside employment and labor counsel.

[SIGNATURE ON THE FOLLOWING PAGE]

**SIGNATURE PAGE TO
DECLARATION OF RICHARD S. DENNING**

I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Signed and dated this 6th day of July, 2020.


Richard S. Denning

Attachment A

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and
KHTB(FM)
EEO PUBLIC FILE REPORT
June 4, 2018-May 31, 2019¹**

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, 4-10, 12-15	4
Account Executive	2, 4-10, 12-15	4
Digital Sales Manager	2, 4-10, 12-14	10
Account Executive	2, 4-10, 12-14	7
Account Executive	2, 4-10, 12-14	10

¹ On June 1, 2018, the Commission approved the major change application transferring all of the stations licensed to Cumulus Media, Inc.'s subsidiary licensees to a reorganized Cumulus Media Inc. entity (BTC-20180322ABI, *et al.*). See *Cumulus Media, Inc., Debtor-in-Possession Seeks Approval to Transfer Control of and Assign FCC Authorizations and Licenses, et al., Memorandum Opinion and Order*, DA 18-568. On June 4, 2018, the reorganized Cumulus Media Inc. consummated this transfer, and, as a result, this new entity controls the stations in the Salt Lake City, Utah market.

Accordingly, the current licensee of the stations in the Salt Lake City, Utah station employment unit can only demonstrate compliance for the period from June 4, 2018 until May 31, 2019 for its 2019 EEO reporting period. This Report was revised in June 2020 to address reporting issues.

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and KHTB(FM)
EEO PUBLIC FILE REPORT
June 4, 2018-May 31, 2019**

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	University of Utah Career Services 201 South 1460 East, 350SSB Salt Lake City, Utah 84112 jobs@sa.utah.edu 801-581-5217	No	1
2	Weber State University Career Services Ogden, Utah 84408-1116 careerservices@weber.edu 801-626-6393	No	0
3	Brigham Young University Website http://bridge.byu.edu	No	0
4	Indeed Website www.indeed.com	No	10
5	Glassdoor Website www.glassdoor.com	No	0
6	Internal Posting	No	0
7	Cumulus Jobs Website www.cumulus.com	No	8
8	LinkUp www.linkup.com	No	0
9	Facebook www.facebook.com	No	0
10	Word-of-Mouth Referral	No	3
11	Inside Radio Website www.insideradio.com	No	0
12	ZipRecruiter www.ziprecruiter.com	No	0
13	SEU Job Fair/Open House	No	0
14	Monster www.monster.com	No	0
15	On-Air Announcements (one or more SEU stations)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			22

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and
KHTB(FM)**

EEO PUBLIC FILE REPORT

June 4, 2018-May 31, 2019

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On March 6, 2019, our SEU participated in a job fair sponsored by the Utah Broadcasters Association held in the Utah Union Ballroom on the campus of the University of Utah. Our General Sales Managers, Program Directors, Promotions Directors and Business Manager occupied a booth and spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU.
2	Internship Program	Our SEU offers internship opportunities to students from Salt Lake Community College's Radio Broadcast class. During this reporting period, our SEU hosted one (1) intern from the College, who was supervised by our Operations Managers and Production Director. This student learned about many aspects of broadcasting including programming and production, promotions, marketing, and advertising by working closely with his supervisors and other SEU personnel in each department. He received specific instruction about and developed skills in traffic reporting, commercial production, and engineering the board for local broadcasts.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in event/program sponsored by an educational institutions relating to career opportunities in broadcasting	On November 1, 2018, our SEU's Marketing and Promotions Manager and the Operations Managers participated in Salt Lake Community College's career day by hosting its Broadcast Radio class and its professor for a tour of our facilities, during which they were given an opportunity to interact with our staff. Following the tour, the Marketing and Promotions Manager and Operations Managers spoke with the students about career opportunities in broadcasting and the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry. They also shared information about job openings and internships opportunities within the SEU.
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April, 2019, our SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, "Workplace Harassment Prevention," designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Participate in event/program sponsored by an educational institutions relating to career opportunities in broadcasting	On April 11, 2019, our SEU's Marketing and Promotions Manager and the Operations Managers participated in Salt Lake Community College's career day by hosting its Broadcast Radio class and its professor for a tour of our facilities, during which they were given an opportunity to interact with our staff. Following the tour, the Marketing and Promotions Manager and Operations Managers spoke with the students about career opportunities in broadcasting and the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry. They also shared information about job openings and internships opportunities within the SEU.
6	Participate in event/program sponsored by an educational institutions relating to career opportunities in broadcasting	On February 8, 2019, the SEU's Senior Account Executive, who is also the Lt. Governor of the American Advertising Federation ("AAF"), represented our SEU at an event sponsored by AAF-Utah. Students from area colleges were invited to a luncheon to learn about career opportunities in broadcasting from broadcasters and advertising agencies. After the luncheon, students spent the remainder of the day job-shadowing broadcasting participants. Our SEU hosted a student from Brigham Young University to job-shadow our Senior Account Executive. After receiving a tour of our facilities, the student was introduced to senior managers from our programming, sales, production, and business departments, during which each manager talked with the student about their responsibilities at our Stations and answered questions.

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and
KHTB(FM)
EEO PUBLIC FILE REPORT
June 1, 2019-May 31, 2020¹**

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	1-9	7
Digital Platforms Creative Director	1-9	7

¹ This Report was revised in July 2020 to address reporting issues.

KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and KHTB(FM)
EEO PUBLIC FILE REPORT
 June 1, 2019-May 31, 2020

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	Indeed Website www.indeed.com	No	1
2	Glassdoor Website www.glassdoor.com	No	0
3	Internal Posting	No	0
4	Cumulus Jobs Website www.cumulus.com	No	1
5	LinkUp Website www.linkup.com	No	0
6	Facebook www.facebook.com	No	1
7	Word-of-Mouth Referral	No	5
8	ZipRecruiter Website www.ziprecruiter.com	No	0
9	Monster Website www.monster.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			8

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and
KHTB(FM)
EEO PUBLIC FILE REPORT
June 1, 2019-May 31, 2020**

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our SEU offers internship opportunities to students from Salt Lake Community College's Radio Broadcast class. During this reporting period, our SEU hosted three (3) interns from the College, who were supervised by our Operations Managers, Production Director, and Marketing and Promotions Manager. These students learned about many aspects of broadcasting including programming and production, promotions, marketing, and advertising by working closely with their supervisors and other SEU personnel in each department. They received specific instruction about and developed skills in traffic reporting, commercial production, and engineering the board for local broadcasts.
2	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On November 14, 2019, our SEU's Marketing and Promotions Manager and the Operations Managers participated in Salt Lake Community College's career day by hosting its Broadcast Radio class and its professor for a tour of our facilities, during which they were given an opportunity to interact with our staff. Following the tour, the Marketing and Promotions Manager and Operations Managers spoke with the students about career opportunities in broadcasting and the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry. They also shared information about job openings and interships opportunities within the SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On September 27, 2019, our SEU participated in and was a financial contributor toward the Weber State University Job Fair held at Top Golf in Salt Lake City. Our General Sales Manager attended this event and spoke with over 50 students about career opportunities in broadcasting, with an emphasis on sales. He also shared information about job openings and internships opportunities within the SEU.
4	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On February 12, 2020, the SEU's Senior Account Executive, who is also the Lt. Governor of the American Advertising Federation ("AAF"), represented our SEU at an event sponsored by AAF-Utah. Students from area colleges were invited to a luncheon to learn about career opportunities in broadcasting from broadcasters and advertising agencies. After the luncheon, students spent the remainder of the day job-shadowing broadcasting participants. Our SEU hosted a student from Brigham Young University to job-shadow our Senior Account Executive. After receiving a tour of our facilities, the student was introduced to senior managers from our programming, sales, production, and business departments, during which each manager talked with the student about their responsibilities at our Stations and answered questions.
5	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On April 30, 2020, our Senior Account Executive, who is also the Lt. Governor of the American Advertising Federation, represented our SEU at the National Student Advertising Competition, where students from all over the nation create advertising campaigns for sponsor, Adobe. Our Senior Account Executive interacted with and advised students earning a degree in advertising about future careers in broadcasting. She also reviewed student campaigns and offered suggestions about radio and other broadcast mediums to enhance their campaign proposals. Utah-based Brigham Young University progressed to the semi-finals.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Planned to Participate in Job Fair	On March 18, 2020, our SEU was scheduled to participate in a job fair sponsored by the Utah Broadcasters Association to be held in the Ray Olpin Ballroom on the campus of the University of Utah. SEU representatives created the flyer and posters for this event, however, the event was cancelled due to the COVID-19 pandemic.
7	Planned to participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	Our SEU's Marketing and Promotions Manager and our Operations Managers planned to give a group from Salt Lake Community College a tour of our facilities on March 26, 2020. Unfortunately, the tour was cancelled due to the COVID-19 pandemic.

Attachment B