

**PART THREE of EEO Audit Response  
Cumulus-Albuquerque, NM**

## **Attachment C**

**KNML(AM), KKOB(AM), KKOB-FM, KTBL(AM), KMG(A)FM),  
KOBQ(FM), KRST(FM), and KDRF(FM)**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Virtual Job Fairs (2)	Our SEU participated in the New Mexico Broadcasters Association's (NMBA) Virtual Job Fairs in both Q2 and Q4 (June 27, 2019-July 3, 2019 and October 21, 2019-October 25 2019). Over 2,000 job seekers visited the site during the job fairs. Our Market Manager, along with our Sales Managers, monitored the site during the job fairs and replied to the applicants in a timely fashion as required by the NMBA.
<b>2</b>	Participate in Job Fair	On Wednesday, July 10, 2019, our SEU participated in the Senator Michael Padilla 7 <sup>th</sup> annual Job Fair. Five (5) of our department heads were on site throughout the day, and spoke with the over 4,300 job seekers in attendance about career opportunities in broadcasting and job openings within the SEU.

Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
<p>3 Internship Program</p>	<p>Our SEU has established an internship program designed to meet the educational needs of those considering on-air talent and sales positions as well as those seeking general broadcast knowledge. The student interns spend time in each department, and with the managers and workers within, to gain knowledge of the inner workings of each particular department.</p> <p>In the Fall of this reporting period, we hosted two (2) student interns from the University of New Mexico (UNM). They spent time in the sales, engineering, business, traffic, promotions, production and programming departments. The majority of their time was spent in promotions and programming, given their personal interests in these areas. Our Production Director spent a considerable amount of time with them teaching them how to produce commercial spots. Further, our Promotions Director worked side by side with them at concerts and events like the Balloon Fiesta.</p> <p>Aside from obtaining a general overview of the workings of a radio station and its different departments, these interns received specialized instruction about the music and programming philosophy for three (3) stations KRST (FM), KNML(AM) and KOBQ (FM), and were taught how to: operate the audio boards; prepare for and implement radio shows; produce commercial spots; and handle radio station imaging and digital editing. In addition, they worked on site at live remotes and concerts, learning the promotional aspects of our industry.</p>



Cumulus Media  
500 4th Street N.W., 5th Floor  
Albuquerque, NM

RE: New Mexico Job Fair Participation, Jul 22, 2019

Jul 29, 2019

Dear Jeff Berry,

Thank you for participating in the New Mexico's Broadcasters Virtual Job Fair the week of Jul 22, 2019. Your hiring agent of record was Jeff Berry and the stations that participated were: KDRF-FM KKOB-AM ~~KKOB-FM~~ KMGA-FM KNML-AM KRST-FM KTBL-AM.

This job fair included the position of **AM Operations Manager** posted on 2019-06-26.

This job fair included the position of **Engineering** posted on 2019-06-26.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong  
Member Services  
New Mexico Broadcasters Association  
2333 Wisconsin St., NE  
Albuquerque, NM 87110

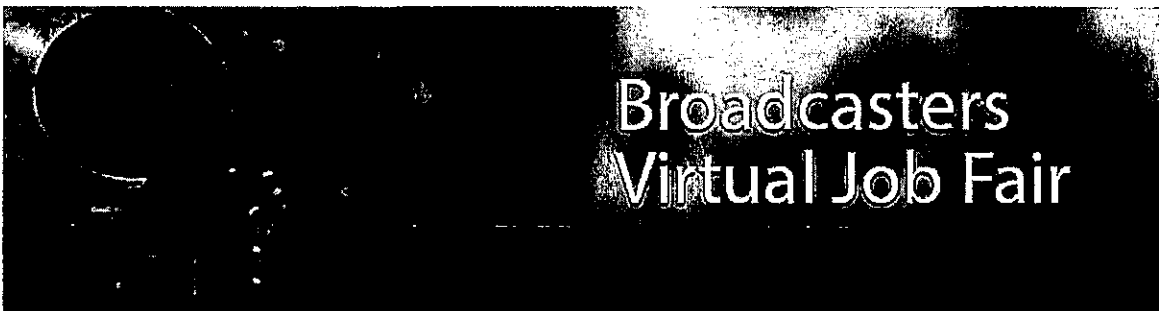
Q4

From: New Mexico Broadcasters Association [<mailto:info@nmba.org>]  
Sent: Wednesday, October 16, 2019 6:00 AM  
To: Jeff Berry <[Jeff.Berry@cumulus.com](mailto:Jeff.Berry@cumulus.com)>  
Subject: MicSide #42 - October 16, 2019

[View this email in your browser](#)



October 16, 2019



## Q4 Virtual Job Fair Next Week

Final broadcasters virtual job fair of the year begins Monday, October 21

The NMBA will be facilitating a quarterly virtual job fair next week to provide our members with an alternative to a traditional job fair. The virtual job fair is a supplemental outreach program to educate the public about careers in broadcasting and the qualifications necessary to fill those positions.

Your participating stations must promote the event during the week on all participating stations. You can link to the site from your website, or send listeners/viewers there directly ([www.BroadcastersVirtualJobFair.com](http://www.BroadcastersVirtualJobFair.com)).

A station's hiring agent must retain all applications that are sent via email. They must also make an effort to respond to email inquiries within a reasonable amount of time during the week of the event.

At the conclusion of a successful week, we will provide every participating station with the list of applicants, website statistics, and a letter of participation that includes any active jobs postings.

On April 21, 2017, the Media Bureau issued a Declaratory Ruling updating its EEO policy on recruiting widely for full-time openings to permit broadcasters and multichannel video programming distributors to use the Internet as a sole recruitment source when recruiting for vacancies, as long as the recruitment is still sufficiently broad to meet EEO recruitment requirements. The previous policy had held that sole reliance on online recruitment sources did not satisfy the requirement under the Commission's EEO rules that job postings must be widely disseminated. The Media Bureau found in the Declaratory Ruling that Internet usage now has become sufficiently widespread to meet the "wide dissemination" requirement.

If you'd like to sign up to participate in the job fair next week, or if you have any questions, please contact Suzan Strong.


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## Senator Michael Padilla Job Fair - Get The Word Out

Padilla, Michael <Michael.Padilla@nmlegis.gov>

Thu 6/27/2019 3:55 PM

To: Padilla, Michael <Michael.Padilla@nmlegis.gov>

 1 attachments (4 MB)

Senator Michael Padilla 7th Annual Job Fair July 10 2019 Low Resolution Side 1 - Copy.jpg;

Employer:

Thank you again for registering for my annual job fair. Last year, we had 103 employers and over 5,100 job seekers. This event continues to grow because it produces great results. You are a big part of that success. I believe this year's event will be just as big. In addition to our marketing efforts, can you please forward the information below to your email lists, network of family and friends, post on your social media accounts, and anyone else that can help us get the word out. I have also attached the logo for this year's job fair for your use. I would appreciate it. Thank you.

=====

7th Annual Senator Michael Padilla Job Fair  
108 registered employers  
Wednesday, July 10, 2019  
10 AM - 2 PM  
Harrison Middle School  
3912 Isleta Blvd SW, Albuquerque, NM 87105 - [MAP](#)

=====

Thank you,

Michael Padilla  
Senator  
NM-District 14  
(505)977-6247  
[Legislative web site](#)



**Cumulus-Albuquerque, NM, SEU**  
**Student Interns**

2020 Reporting Period		
First Name of Intern	Name of School	Semester of Internship
Joseph	University of New Mexico	Fall 2019
Gabriel	University of New Mexico	Fall 2019

# NMBA/UNM Fall Internship Program 2019



C&J 393 is a mix of lecture, tours and on-site learning – the class gives each student a chance to see the opportunities existing in the broadcast industry today. Students have the opportunity to be on-air DJs, cover UNM and high school sporting events and learn about how each department within a station supports the overall goals.

The class is divided into sections – four lectures from those working in the field, four trips to local stations and eight weeks of hands-on learning at a specific broadcasting site. They must complete at least half of the class at their sites.

We envision your session to be one of the four lectures – a three-hour block to talk about sales and why it is important to the overall operations of the station. This would be similar to the talks they hear about overall station management; engineering; and other topics.

Students receive a grade for their participation, as opposed to credit for an internship.

This class is for (multimedia) and mass communication majors (public relations, advertising and strategic communication) students who plan careers in the mass media and looks at all of the jobs offer in the industry. The objectives are as follows, to:

- Introduce students to the many facets of radio and television.
- Expose students to the jobs available in the broadcast industry and the skills required to be successful.
- Gain appreciation and understanding for regular programming, marketing, advertising and sales. Even if students do not become broadcasters, this course should help them become more aware of the industry and its importance to a global society.
- Help students develop an awareness of current events.
- Take the *diversity of the audience* into account and strengthen citizenship in the 21<sup>st</sup> Century.
- Make class participants more informed and *critical* producers and consumers of media.

Deadlines are crucial to journalists, advertising teams and other broadcast professionals. For this reason, there will be penalties for late assignments. Students will be required to post updates to their Word Press account each week and this information will be taken in to consideration at grading.

The success of this class is each student's responsibility. Students are expected to participate in class discussions, field trips and encourage their peers. Students who are unwilling or unprepared to interact in class detract from the course and will be penalized.

Your students are:

Joseph

Gabriel

**KNML(AM), KKOB(AM), KKOB-FM, KTBL(AM), KMG(A)FM),  
KOBQ(FM), KRST(FM), and KDRF(FM)**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Participate in Virtual Job Fairs (3)	Our SEU participated in the New Mexico Broadcasters Association’s (NMBA) Virtual Job Fairs in Q3 of 2020 and Q1 and Q2 of 2021, during which over 1500 job seekers visited the site. Our SEU received applications from candidates for positions that were open during the periods the virtual job fairs were conducted (July 13-17, 2020, February 22-26, 2021, and May 17-21, 2021). Our Market Manager, along with our Sales Managers, monitored the site throughout these periods and replied to the applicants timely, as required by the NMBA.
2	Participate in Virtual Job Fair	On October 1, 2020, our SEU’s Sales Managers attended a virtual job fair hosted by the University of New Mexico (UNM). The event was called the UNM Sales Center Speed Networking event, specifically targeting Sales candidates.
3	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, “The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	Our SEU’s Market and Business Managers attended a webinar hosted by the New Mexico Broadcasters Association on March 24, 2021, entitled “Staying on Top of Your Broadcast FCC EEO Obligations”. The webinar consisted of a review of the obligations of radio licensees to abide by FCC EEO rules as well as a discussion about how to disseminate information about job openings and train employees for job advancement when job openings are not available - all while staying within FCC EEO guidelines.



Cumulus Media  
500 4th St., NW, 5th Floor  
Albuquerque, NM

RE: New Mexico Job Fair Participation, Jul 13, 2020

Jul 20, 2020

Dear Jeff Berry, General Manager,

Thank you for participating in the New Mexico's Broadcasters Virtual Job Fair the week of Jul 13, 2020. Your hiring agent of record was Jeff Berry, General Manager and the stations that participated were: KDRF-FM KKOB-AM KKOB-FM KMGF-FM KNML-AM KRST-FM KTBL-AM.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong  
Member Services  
New Mexico Broadcasters Association  
2333 Wisconsin St., NE  
Albuquerque, NM 87110



Cumulus Media  
500 4th St., NW  
Albuquerque, NM 87102

RE: New Mexico Job Fair Participation, February 22, 2021

March 1, 2021

Dear Mary Flynn,

Thank you for participating in the New Mexico's Broadcasters Virtual Job Fair the week of February 22, 2021. Your hiring agent of record was Mary Flynn and the stations that participated were: KKOB, KTBL, KNML, KMG, KRST, KDRF, KOBQ.

Please keep this letter for your records.

Thank you again for participating in the Broadcasters Virtual Job Fair.

Best Regards,

Suzan Strong  
Member Services  
New Mexico Broadcasters Association  
2333 Wisconsin St., NE  
Albuquerque, NM 87110

**[EXT] Registration for the New Mexico Virtual Job Fair**

broadcom@host.sprhdns.com <broadcom@host.sprhdns.com>

on behalf of

Broadcasters Virtual Job Fair <suzanstrong@nmba.org>

Thu 2/18/2021 1:52 PM

To: Mary Flynn <Mary.Flynn@cumulus.com>

Thank you for registering to participate in the New Mexico Broadcasters Virtual Job Fair.

Please feel free to add any open job postings to CareerPage.org. *If you need help with your login credentials, [click here](#).*

Be sure to promote the job fair during that week. If you need an example of promotional copy, [click here](#).

During the week you will receive email notifications of each visitor. You are not required to contact visitors, but you should keep the email in your EEO folder for this outreach effort. However, if you are offering a job, you may get an email application from the site. You **MUST** reply to any emails regarding specific jobs within 24 hours - even if it's simply to say "Thank you for your information. We will make a determination soon."

If you have any questions, please feel free to [contact Suzan Strong](#) at [BroadcastersVirtualJobFair.com](#) or the coordinator at your State Broadcasters Association.

Sent from [Broadcasters Virtual Job Fair](#)

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FW: [EXT] MicSide #18 - May 5, 2021

Jeff Berry <Jeff.Berry@cumulus.com>

Wed 5/5/2021 7:54 AM

To: Mary Flynn <Mary.Flynn@cumulus.com>

Can you post for the virtual job fair? Thanks

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From: New Mexico Broadcasters Association [mailto:info@nmba.org]

Sent: Wednesday, May 5, 2021 6:00 AM

To: Jeff Berry <Jeff.Berry@cumulus.com>

Subject: [EXT] MicSide #18 - May 5, 2021



May 5, 2021

## COVERING NMAA STATE BASKETBALL TOURNAMENT?

Please play three (3) spots per sponsor per game

NMBA Sponsors: NMDOT and Army National Guard

Questions? Email [susanwrons@nmba.org](mailto:susanwrons@nmba.org)

A handwritten signature in black ink, appearing to be 'RJ'.

### NMBA VIRTUAL JOB FAIR MAY 17-21, 2021

*EEO CREDIT AVAILABLE TO PARTICIPATING STATIONS*

This past year has made it hard for broadcasters to account for EEO credits regarding outreach – as there haven't been many opportunities to reach out. So, the NMBA will be facilitating our second virtual job fair of the year next month, May 17-21.



Virtual job fairs provide supplemental outreach to educate the public about not only the jobs available at your station, but also what careers in broadcasting are and the qualifications necessary to fill those positions.

As a participating station, you must promote the event on your airwaves during the week of the job fair. You can also link the site, [www.BroadcastersVirtualJobFair.com](http://www.BroadcastersVirtualJobFair.com), from your website and use your social media accounts to drive traffic to the job fair.

During the fair, station personnel with hiring capabilities monitor their email and respond to any inquiries. Those hiring agents will also receive general registrations from visitors as well as direct applications for jobs you have posted.

At the conclusion of the job fair, your station will receive web statistics, a list of visitors who signed-up and a letter of participation for your EEO folder.

If you haven't yet registered for this upcoming opportunity, [visit our website today](#).

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**FW: [EXT] Shared contact information from UNM Sales Center Speed Networking Event**

Jeff Berry <Jeff.Berry@cumulus.com>

Thu 10/1/2020 2:42 PM

To: Mary Flynn <Mary.Flynn@cumulus.com>

Can you put in EEOC file – Anna and Jason attended a career fair at UNM today - virtually

---

**From:** Jason Martinez

**Sent:** Thursday, October 1, 2020 2:25 PM

**To:** Jeff Berry <Jeff.Berry@cumulus.com>; Anna McGrail (Morgan) <anna.mcgrail@cumulus.com>

**Subject:** FW: [EXT] Shared contact information from UNM Sales Center Speed Networking Event

Michael and Aedan are also interested in learning about an internship opportunities.

**#CUMULUSSTRONGABQ**

Jason Martinez

General Sales Manager

Cumulus Radio Station Group | Albuquerque

O: 505.767.9113

C: 505.235.7084



**Cumulus Radio**  
STATION GROUP  
A DIVISION OF CUMULUS MEDIA

ALBUQUERQUE



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**From:** Meetaway [<mailto:team@meetaway.com>]

**Sent:** Thursday, October 1, 2020 1:46 PM

**To:** Jason Martinez <[Jason.Martinez@cumulus.com](mailto:Jason.Martinez@cumulus.com)>

**Subject:** [EXT] Shared contact information from UNM Sales Center Speed Networking Event



Hi Jason,

The following people shared their contact information with you:

- Ema
- yousef
- Michael
- Kyle

• Aedan  
Cheers!  
The Meetaway Team

Sent by Meetaway - 665 Washington St. #915, Boston, MA 02111  
If you don't want to receive these emails in the future, please [unsubscribe](#).

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**From:** Richard Denning <notification@fbworkmail.com>

**Sent:** Monday, July 20, 2020 3:21 PM

**Subject:** [EXT] [Cumulus Market Managers] Ladies and Gentlemen: As mentioned on the last...



**Richard Denning** posted in Cumulus Market Managers

July 20 at 3:20 PM

Ladies and Gentlemen: As mentioned on the last Market Manager call, the training session on the FCC's EEO rules will be held this Wednesday, July 22. Based on your schedules, you will be able to participate either in an 11:00 am EST session or a 4:00 pm EST session. The join-in instructions for the respective sessions are attached. If you have any questions, please do not hesitate to call me at .

Best, Richard.



Like



Comment

Was this email: Useful | Not Useful

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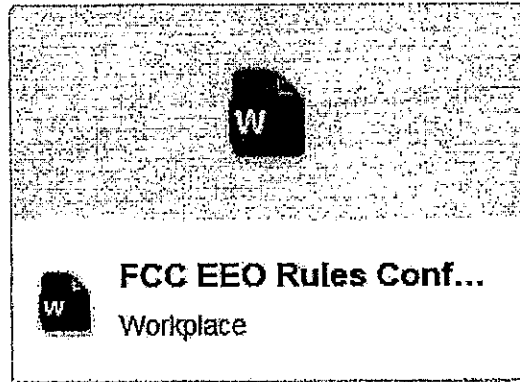
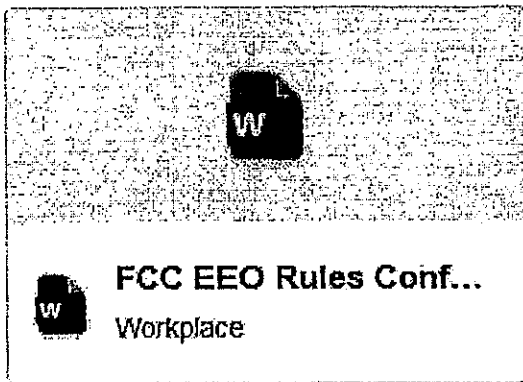
**Richard Denning** uploaded 2 files.

\*\*\*

53 mins

Ladies and Gentlemen: As mentioned on the last Market Manager call, the training session on the FCC's EEO rules will be held this Wednesday, July 22. Based on your schedules, you will be able to participate either in an 11:00 am EST session or a 4:00 pm EST session. The join-in instructions for the respective sessions are attached. If you have any questions, please do not hesitate to call me at

Best, Richard.



NEW MEXICO

March 24, 2021

NMBA  
Broadcasters  
Association



Dear Jeff Berry,

Thank you for participating in Staying on Top of Your Broadcast FCC EEO Obligations webinar on March 24 with David Oxenford of Wilkinson Barker Knauer.

*Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings.*

We hope this webinar was educational as well as entertaining.

Best Regards,

Susan Wrons

New Mexico Broadcasters Association

Education Outreach



Mary Flynn

Cumulus Media

✓ RE: Staying on Top of Your Broadcast FCC EEO Obligations

✓ March 24, 2021

Dear Mary,

Thank you for participating in the Staying on Top of Your Broadcast FCC EEO Obligations webinar with David Oxenford on March 24, 2021.

*Even in this most unusual time, the FCC has continued to enforce its EEO rules, reviewing a station's compliance both in connection with its license renewal and through periodic audits. Stations still need to engage in wide dissemination of information about job openings and engage in specified outreach activities designed to educate their communities about broadcast employment and to train employees for advancement in their broadcast careers, even if they have no job openings.*

Please keep this letter for your records.

Sincerely,

Susan Wrons