

Filed 9/3/15

## DECLARATION OF RICHARD S. DENNING

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

I am the Senior Vice President, Secretary and General Counsel of Radio License Holding CBC, LLC, the licensee of Station WLAW(FM), Newaygo, Michigan (Fac. ID # 89477) which is part of a station employment unit based in Muskegon, Michigan and which includes WWSN(FM), Whitehall, Michigan (Fac. ID # 53960), WLCS(FM), North Muskegon, Michigan (Fac. ID # 5396), WVIB(FM), Holton, Michigan (Fac. ID # 73994) and WKLQ(AM), Whitehall, Michigan (Fac. ID # 53962) (the "Muskegon SEU"). The stations in this SEU are commonly owned through subsidiaries ultimately owned and controlled by Cumulus Media Inc. (collectively, "Cumulus"). This Statement and relevant attachments are being submitted in response to the June 12, 2015 letter of Lewis C. Pulley, Assistant Chief of the Policy Division of the Commission's Media Bureau, concerning a random audit of the station's EEO compliance (the "EEO Audit Letter").

1. This SEU employs five or more full-time employees as the term is defined in the Commission's broadcast EEO rule, 47 C.F.R. § 73.2080(e)(1).
2. In response to Question 3(a) of the EEO Audit Letter, the SEU's two most recent EEO public file reports, as described in 47 C.F.R. § 73.2080(c)(6), are appended at Attachment A.

The web addresses of the stations in this SEU are as follows: WLAW(FM), [www.muskegonnashicon.com](http://www.muskegonnashicon.com); WWSN(FM), [www.sunny975.com](http://www.sunny975.com); WLCS(FM), [www.wlcs.com](http://www.wlcs.com); WVIB(FM), [www.v100fm.com](http://www.v100fm.com); WKLQ(AM), [www.bigtalk1490.com](http://www.bigtalk1490.com). A copy of the current report is included on or linked to each of these websites.

The date of each full-time hire listed in the SEU's most recent EEO public file reports, as required by 47 C.F.R. § 73.2080(c)(5)(vi), is included in the internal business records appended at Attachment B.

3. In response to Question 3(b) of the EEO Audit Letter, the licensee acknowledges that it is required to retain records documenting outreach to its recruitment sources to fill its full-time positions, including for those used during the period covered by the above EEO public file reports. However, pursuant to the EEO Audit Letter, only one such notice per position is included at Attachment B.
4. In response to Question 3(c) of the EEO Audit Letter, the internal business records appended at Attachment B provide data concerning (a) the total number of interviewees for each vacancy and (b) the referral source for each interviewee for each particular full-time vacancy filled during the period covered by the above EEO public file reports.
5. In response to Question 3(d) of the EEO Audit Letter, documentation of the Unit's performance of two recruitment initiatives as described in § 73.2080(c)(2) is appended at Attachment C. Station personnel involved in the recruitment initiatives are noted in Attachment C as well. This SEU employs a total of five (5) full-time employees and all of our

stations are located in a market with a population of less than 250,000. Accordingly, the SEU is required to perform at least two recruitment initiatives during a two-year period.

6. In response to Question 3(e) of the EEO Audit Letter, the licensee affirms that it is not aware of any complaints alleging unlawful discrimination in the employment practices of this SEU filed during the current license term.

7. In response to Question 3(f) of the EEO Audit Letter, the licensee affirms that Cumulus has created and deployed an EEO compliance plan. Further, at the corporate level, Cumulus helps ensure FCC EEO compliance by communicating the importance of broad outreach and recordkeeping to employees at all levels within the company, including its national, regional and local personnel. Cumulus engages its outside communications counsel to conduct comprehensive FCC EEO training sessions, which are compulsory for all market and business managers and include the distribution of written compliance aids targeted to key personnel within each SEU involved in recruitment and hiring activity. Finally, corporate counsel regularly responds to SEU requests for assistance, and outside counsel is frequently called upon to provide assistance to SEUs in preparing their annual EEO Public File Reports and to provide FCC EEO guidance, as warranted.

At the local level, the SEU's Market Manager, Rich Berry and Business Manager, Nancy Mroczkowski, are currently responsible for implementing its EEO program. During the earlier reporting period (ending May 31, 2014), another individual who has since departed was charged with EEO compliance duties and, with only four full-time employees for a significant period of time, the SEU was not aware of its need to prepare its 2014 EEO Public File Report. Mr. Berry now assumes primary responsibility for overseeing EEO compliance with the assistance of Ms. Mroczkowski. Mr. Berry has developed connections with the SEU's recruitment source contacts and nurtures special working relationships with certain local organizations, including Pathfinders, Inc. and Muskegon Community College. Indeed, the Director of Pathfinders, Dr. Pamela Smith, has praised Mr. Berry and the SEU for their guidance with respect to "hiring strategies, youth development initiatives and safe zones for youth specifically in the city of Muskegon Heights." According to Dr. Smith, "[Mr. Berry] has made diverse members of our community aware of jobs in sales and marketing..." Further, Mr. Berry has established relationships with area business leaders and community activists to inform them about career opportunities in broadcasting. This SEU's compliance efforts include identifying our efforts to afford equal employment opportunities to employees through statements disseminated in job applications and posted in conspicuous areas within the workplace.

8. In response to Question 3(g) of the EEO Audit Letter, the licensee affirms that the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of sources on its recruitment lists and the outcome of its recruitment initiatives. This SEU examines its recruitment sources periodically and will adjust its outreach as needed and is always open to novel initiatives to better inform the communities it serves about career opportunities in broadcasting.

9. In response to Question 3(h) of the EEO Audit Letter, this SEU strives 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 unit provides equal opportunity and does not discriminate against employees or applicants. This SEU's employment practices are the ultimate responsibility of Rich Berry, the unit's Market Manager, working in conjunction with in-house counsel at our corporate headquarters and, when applicable, outside employment and labor counsel.

Dated: September 3, 2015

[SIGNATURE PAGE FOLLOWS]

**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, information and belief.

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Richard S. Denning  
Senior Vice President, Secretary and General Counsel